



Markham Earth Hour 2014

Presentation to General Committee

Councillor Colin Campbell &


Graham Seaman, sustainability manager

February 3, 2014

What is Earth Hour?

- First Earth Hour was held in Australia in 2007; the first international Earth Hour was in 2008
- By turning out lights for one hour, Earth Hour supports urgent action on climate change
 - It has grown to the largest grassroots environmental event in history

Markham Earth Hour 2014




**Welcome to
Markham's
Earth Hour 2014 event**

**March 29, 2014
Cornell Community Centre
6 to 10 p.m.**

Markham Earth Hour 2014

Sustainability fair



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Children's activities



WORLD WIDE

WORLD WIDE

EARTH HOUR
地球一小時

EARTH HOUR
地球一小時

EARTH HOUR
地球一小時

EARTH HOUR
地球一小時



Lantern walk









Outdoor concert
featuring international
music









RESTROOMS

Menu board with illegible text

Schedule of Markham's Earth Hour

- 6 to 7:45 p.m.** – Sustainability fair, children's story time, face painting
inside Cornell Community Centre lobby
- 7:45 p.m.** – Lantern walk around Cornell Community Centre and Markham
Stouffville Hospital
- 8:20 p.m.** – National anthem and introduction of dignitaries
- 8:25 p.m.** – Mayor Frank Scarpitti speaks
- 8:30 p.m.** – Countdown to dimming of lights at Cornell Community Centre
(where appropriate and possible)
- 8:30 p.m. on** – Concert featuring a diverse array of music and dancing

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Beyond the hour

- The benefits don't end at 9:30 on Earth Hour
- The focus of the event (and theme for this year) is 'Beyond the Hour': making pledges to make meaningful sustainable changes throughout the year
- Markham's Earth Hour event will inspire our residents to make these changes

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Alignment with Markham's strategic priorities

- Earth Hour directly aligns to the priorities of energy and climate and identity and culture from the City's community sustainability plan, Greenprint
- Earth Hour also fosters community engagement as it raises awareness regarding what the community can do to save energy
- This will include information/guidance on making personal pledges to conserve (for example water and electricity conservation methods and car pooling information)

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Why Cornell?

- Cornell is a perfect and meaningful location to hold Markham's earth hour event
- Cornell Community Centre is Markham's newest and most sophisticated community centre, utilizing a combination of green technology features, including heating and cooling from MDE
- The minimal power we will use for the concert will be more than offset by MDE and our extensive photovoltaic systems

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Tying in Earth Hour across Markham

- The City of Markham marked Earth Hour in the following ways last year:
 - Marquee at Flato Theatre was dimmed
 - Ice rinks were pre-cooled so refrigeration equipment could be turned off
 - Turned off non-essential lights/ lights in low traffic areas at facilities
- It is our hope we can repeat these actions and look at ways to reduce even more power consumption at our facilities

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Community partnerships

We have had the following groups agree to help us out with programming/volunteers:

- The City's sustainability office
- The Markham Environmental Advisory Committee
 - Cornell Moms
- Intergeneration Community Network Services

- We have also sought out some private sponsorship

What we need to make this event a success

- The City of Markham to endorse this event
- Promotional and event management support from Corporate Communications
- Potential in-kind services for staging and audio
- Some monetary consideration to cover incidentals beyond already-secured private sponsorship
- Use of the Cornell Community Centre and grounds

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Thank you!
Questions?