CHED REGIONAL MEMORANDUM
No. 39, s. 2009

TO : ALL PRESIDENTS/HEADS OF PUBLIC AND PRIVATE HIGHER EDUCATION INSTITUTIONS

SUBJECT : OBSERVANCE OF “EARTH HOUR 2009” on March 28, 2009, 8:30 pm to 9:30 pm, and IMPLEMENTATION OF ENERGY-SAVING MEASURES

DATE : March 17, 2009

In adherence to the relevant provisions of Republic Act (RA) 7722, or the “Higher Education Act of 1994”, this Office hereby indorses the subject undertaking for the information, support and participation of all concerned.

At 8:30 pm on March 28, 2009, approximately one billion people around the world in more or less 1,000 cities will be switching off lights for one hour as a symbolic act of taking a stand on what many scientists call as the “biggest threat to nature and humanity in the 21st century” -- Climate Change. As is anticipated to be the “world’s largest mass participation event”, the Earth Hour will serve as a purveyor of powerful messages that: 1) the public is serious about fighting the devastating impacts of Global Warming; 2) that it is possible for common people to make a difference, and be part of the solution, instead of the problem; and that 3) world leaders have to take a firm commitment and decisive stance to reduce greenhouse gas emissions.

“In March 2008, Earth Hour reached 370 cities and towns in more than 35 countries across the globe and has become the fast-growing global sustainability movement. An estimated 50 to 100 million people around the world switched off their lights for Earth Hour in 2008, including an estimated 1 million Filipinos, and global landmarks including the Golden Gate Bridge, Rome’s Coliseum, the Coke Billboard in Times Square, and Jumeirah Hotel in Dubai, darkened for one hour. Our very own Manila City Hall Clock Tower, the Mall of Asia and the Cultural Center of the Philippines were blanketed in meaningful darkness. Today, through the extensive World Wildlife Fund (WWF) international network, Earth Hour 2009 has gotten commitments from over 70 countries, the number growing each day.” (www.earthhour.org)

Thus, at least 10 million Filipinos are expected to participate in the Earth Hour, a “message of hope and action”. Higher Education Institutions (HEIs), hence, are encouraged to support WWF, in cooperation with the Department of Energy (DOE), the Green Army and the SWITCH Movement, on March 28, 2009, 8:30 pm to 9:30 pm, by switching off lights and turning off appliances on stand-by mode. Further, tertiary schools are encouraged to:

- eliminate non-essential lighting;
- install Compact Fluorescent Lamps (CFLs);
- choose energy-efficient appliances;
- unplug electronics when they are not in use;
- use other renewable energy/cleaner forms of energy;
- mobilize school constituents to organize Earth Hour events in the community;
- document “Earth Hour” events and energy-saving measures, and furnish a report to CHED RC V, report to be forwarded in turn to WWF and DOE;
- see the Earth Hour video online (www.earthhour.org);
- register support at www.earthhour.org/australia.

Widest dissemination of this Regional Memorandum is desired by this Office.

DOMINADOR P. PERALTA, JR.
Director IV

Incl./as stated CHED 389
To be indicated in the PERPETUAL INDEX under the following headings:
CLIMATE CHANGE ENVIRONMENT GLOBAL WARMING