



NATIONAL ELECTRIFICATION ADMINISTRATION

"The 1st Performance Governance System-Institutionalized National Government Agency"



MAR 21 2024

MEMORANDUM NO. 2024-11

TO : ALL ELECTRIC COOPERATIVES

SUBJECT : 2024 EARTH HOUR CAMPAIGN

As part of this year's local observance of Earth Hour, the World Wide Fund For Nature Philippines (WWF-Philippines) is urging Filipinos to switch off lights and put an end to the problem of plastic pollution.

In support of this environmental movement, the National Electrification Administration (NEA), in partnership with the WWF-Philippines and the Department of Energy (DOE), is once again calling on the 121 electric cooperatives across the country to play an active role in saving Mother Earth.

Join the **#BiggestHourForEarth**, and unite in conserving energy and addressing the plastic waste problem through the following activities:

- Motivate officials, employees, and member-consumers to **switch off non-essential lights and appliances on March 23, 2024, Saturday from 8:30 pm to 9:30 pm**;
- Support and promote Earth Hour 2024 events and activities on radio programs, information materials, and ECs' official websites;
- Coordinate with the MCO organizations and other local groups in creating awareness on various ways of protecting and restoring the environment;
- Express commitment and solidarity in addressing our planet's sustainability by posting relevant information on social media with the hashtag **#BiggestHourForEarth**.

Through our one-hundred percent cooperation and active involvement in saving our one shared home, we will shine a spotlight on the fight against climate change and inspire others to act urgently.

As warriors of light and advocates of a safer and greener future, we look forward to your unwavering support and full participation the EC way.


ANTONIO MARIANO C. ALMEDA
Administrator

NATIONAL ELECTRIFICATION
ADMINISTRATION
Office of the Administrator



NEA-0A274166