

EARTH HOUR

One hour to celebrate wildlife protection, marine protected areas and environmental movements for a collective impact



Project author or developer:
ANDY RIDLEY

Where:
AU / Australia / Sydney

Website:
www.earthhour.org/

Keen diver Andy Ridley is the CEO and co-founder of one of the largest grassroots environmental movements: Earth Hour, a WWF initiative. This movement, which started in just one city in Australia, has grown to inspire millions around the world to unite to protect our planet. This has earned the campaign more than 20 international awards including the Cannes Titanium Lion for Integrated Marketing and the Australian Banksia Gold Award for the Environment.

As the former Director of Communications at WWF Australia, Andy worked on a number of successful campaigns to establish large wildlife protection areas in Papua New Guinea, protect the Tarkine Forest in Tasmania and establish some of the world's largest marine Protected Areas in Southern Ocean and on the Great Barrier Reef.

Andy has previously worked for The Prince's Trust in the UK, and is also an Ambassador for the Great Barrier Reef for Tourism Australia and Tourism North Queensland.

Andy holds a BA (Hons) in Modern Studies, History, Politics and English from the Manchester Metropolitan University

