

## BBVA once again supports a major campaign for environmental defence: “Earth Hour”

The date for protection of the planet is to be 28 March, at 8.30 pm, in order to show that the fight against climate change is possible. It will consist in turning all lights off for one hour. It is an initiative of the environmental NGO World Wildlife Fund (WWF) and it will implicate governments, citizens and companies in a joint action to call attention to the effects of global warming.



*Earth Hour* was launched in Sydney (Australia) in 2007, and the idea was that people would turn their lights off for one hour. This was a resounding success: over 2 million households and companies joined the initiative and turned their lights off. The repercussion of this initiative in 2008 was such that it mobilized 50 million people in 35 countries, who joined to turn off the lights in their homes, companies and public buildings for one hour. BBVA joined the initiative last year. The high participation meant that the event became the most impressive blackout in history.

On this occasion, more than 1,700 cities in 80 countries and some global companies have promised to turn the lights off in their most emblematic buildings. Furthermore, this year, the final objective is to send a message to the world leaders who will attend the Copenhagen 2009 Climate Change Conference, reminding them that the world needs a commitment to action to reduce greenhouse effect gas emissions.

BBVA joined the *Earth Hour* initiative to turn off the lights in 49 of its most emblematic buildings and in many main offices, in 11 of the countries in which the Group has greatest presence, namely Latin America, the United States and Spain.

Nevertheless, for BBVA, *Earth Hour* does not conclude at 9.31 pm on 28 March. This environmental action is part of the Group's Global Eco-Efficiency Plan 2008-2012 (*PGE*), presented in October 2008, whose main objective is a 20% reduction in CO<sub>2</sub> emissions by 2012.

BBVA employees can likewise contribute to the fight against climate change by simply turning their household lights off for one hour. If you wish to contribute to this collective initiative, sign up at [Earth Hour](#).