

WORLD  
SILENT  
DAY



# SILENT IS COOL

[www.worldsilentsday.org](http://www.worldsilentsday.org)

## **WORLD SILENT DAY (WSD) FOR OUR EARTH**

For more than 4 billion years, the earth has provided everything for humans, seven days a week, 365 days a year non-stop. What have we given back? We have piled up toxics on earth and damaged its ecosystems. The earth is facing environmental degradation, social conflicts over scarce resources and climate change. All caused primarily by unsustainable production and consumption activities of humans.

## **HOW TO PARTICIPATE?**

Everyone can participate in a creative way to join and promote WSD. Being silent for 24 hours may be difficult for people in this era. But there are many ways to reduce consumption, by switching off many electronic appliances and lamps, by going on a bike to work, by not watching television for a few days, etc.

## **WHAT IS THE GOAL OF WSD?**

The ultimate goal is to shift unsustainable production into a clean production system, ensuring also that consumption is environmentally friendly and not excessively wasteful.

WORLD SILENT DAY encourage individual contribution from all humans, regardless of religion and race, to reduce green house gas emission. WSD is to be practiced without the cultural or religious rituals.

# CAMPAIGN REPORT

DECEMBER 2007 UNTIL FEBRUARY 2008 IN FIGURES

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Human beings are the center in  
The Tri Hita Karana philosophy  
That determines the survival of life  
in the world.

Climate Change (CC)  
Must be tackled  
by Behaviors Change (BC).

Bhagawan Dwija  
(Balinese priest champaigner of WSD)

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## WORLD SILENT DAY

**5,392**

SIGNATURES  
TO SUPPORT WSD

**1,519**

SUPPORT VIA  
WSD WEBSITE

**30,514**

VISITORS AT  
WSD WEBSITE

**> 20**

CAMPAIGN  
ACTIVITIES

**> 600**

BLOG & WEB  
LINK TO WSD

**> 100**

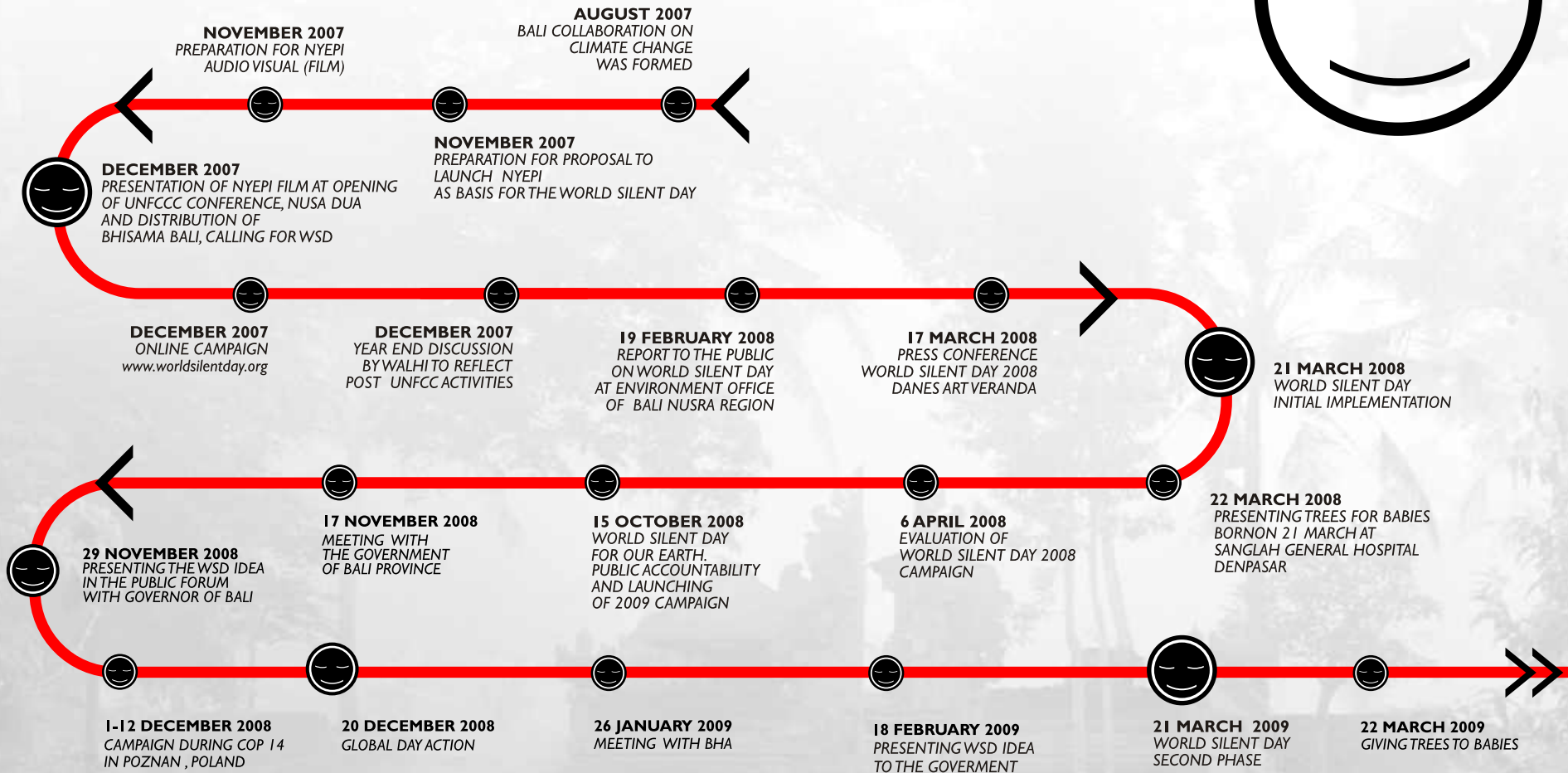
MEDIA NEWS

**300**

COMMENTS AT  
WSD WEBSITE

# CAMPAIGN CHRONOLOGY

# WORLD SILENT DAY



WORLD  
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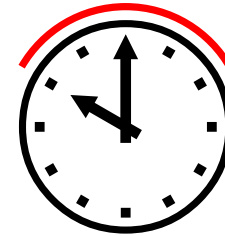
# WORLD SILENT DAY FOR OUR EARTH

21

MARCH



4 HOURS ONLY



FROM 10 AM TO 2 PM

It is a moral movement to give space for the earth to breathe, even if only 4 hours on March 21 every year. Everyone is asked to contribute by reducing consumption of energy, natural resources and other materials.

## TARGET WORLD SILENT DAY 2009

Enhance public participation in the campaign and get as many signatures as possible so it can be considered by International bodies (UN)

## MAKE WORLD SILENT DAY 2009 A SUCCESS

Appeal to all community members to actively participate in World Silent Day

Follow the development through :  
[www.worldsilentsday.org](http://www.worldsilentsday.org)

## NO NEED TO WAIT FOR EACH WORLD SILENT DAY

Create the habit to reduce consumption to prevent impacts of global warming on our earth

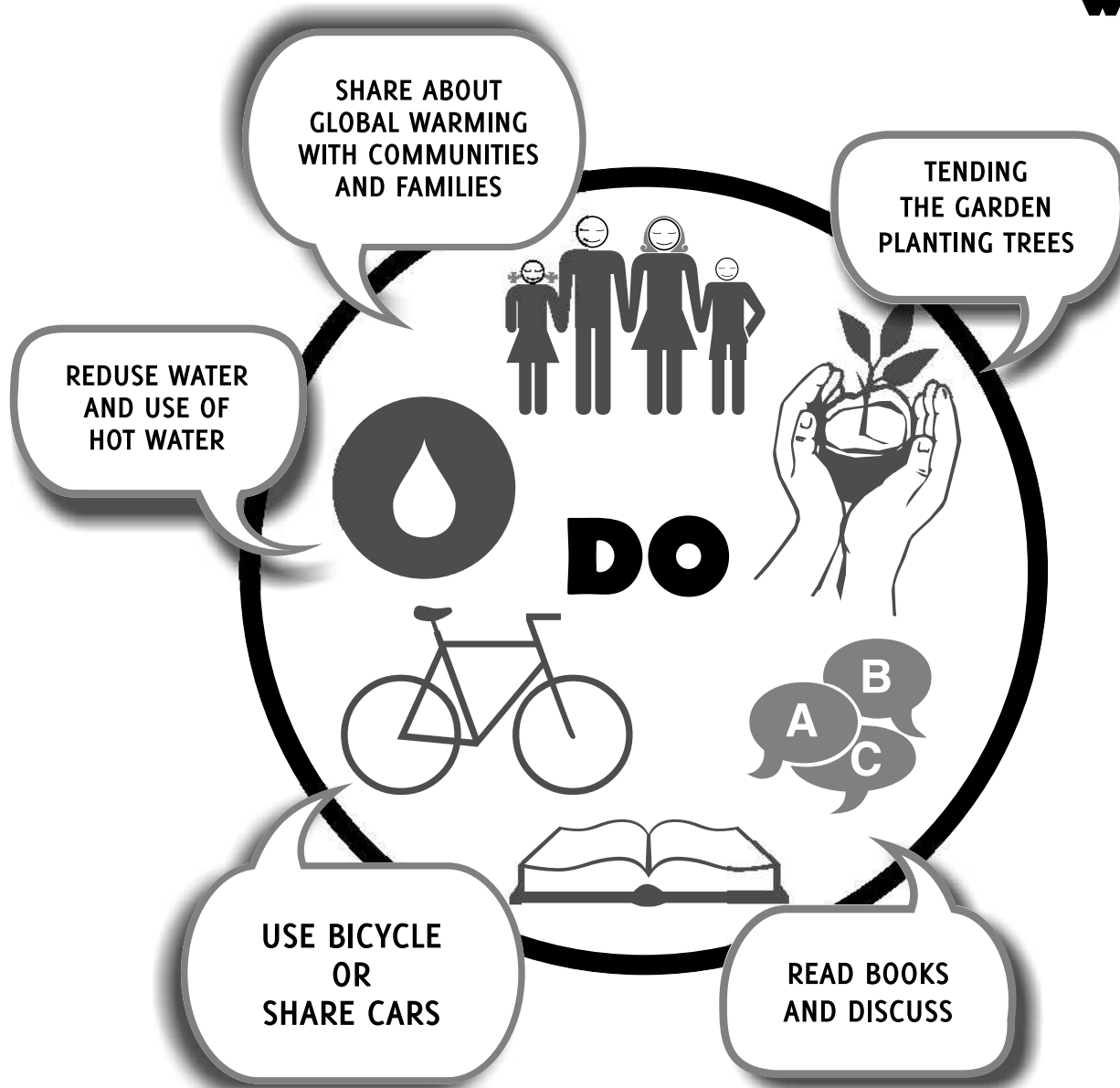
**ACTIVITIES RECOMMENDED  
NOT TO BE DONE DURING  
WORLD SILENT DAY**



**Will emission be reduced?**

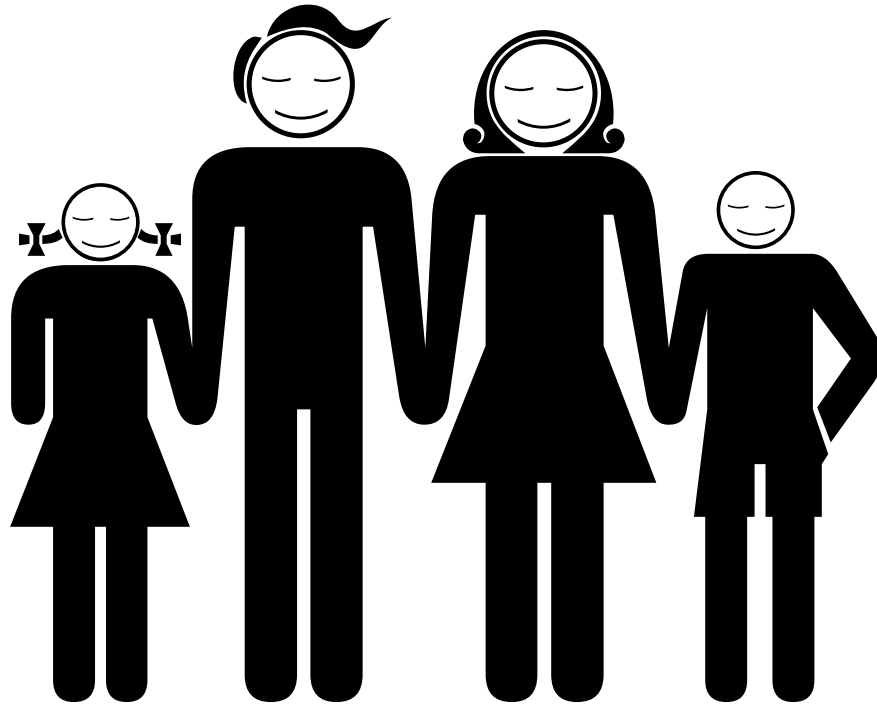
It is difficult at this point to measure the emission reduced through WSD. To illustrate one day of silence in Bali (the Balinese Hindu New Year known as Nyepi), can reduce green house gas emission equivalent to 23,262 tons of Co<sub>2</sub> based only on calculations of motorized vehicles, seacraft and airplanes that do not operate on that day.

# ACTIVITIES RECOMMENDED TO BE DONE DURING WORLD SILENT DAY



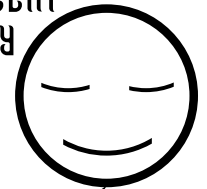
# **CHANGE HABITS**

## **TO TACKLE CLIMATE CHANGE**



**BEHAVIOR CHANGE TO TACKLE CLIMATE CHANGE  
BEGIN FROM THE FAMILY, WORKPLACE AND SCHOOL**

WORLD  
SILENT  
DAY



## **WHAT PEOPLE SAID ABOUT WORLD SILENT DAY?**

**“We do not need hectares of land which are barren, blocks of gold, but not food. We (in future) will need water, clean air to breathe”**

*Yayuk, student at Udayana University*

**“ The concept of Bali’s World Silent Day sounds very good to me. It’s not just a once-a-year activity but about philosophy of living. The closer we stay to nature, the less we harm the world. It would be great if we can weave that philosophy into our daily life, not only on that one day”**

*Tara Baukhamsri, Greenpeace climate - change campaigner*

Every one is encouraged to devise their own silent day. Please send your experience of silence to share with others through ***mysilent@worldsilentday.org***.

Individuals can also contribute funds, campaign ideas, time and commitment or can opt to become a WSD volunteer in their areas.

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