

Banja Luka Supports "Earth Hour"



By turning off the City Hall illumination on March 28 this year for an hour - from 20:30 to 21:30 hrs, Banja Luka joined the world cities in supporting the action "Earth Hour". This year 1800 cities confirmed their participation in the biggest organized activity of the sort.

The city administration hereby confirmed its support for fighting climate change, which is the common responsibility of humankind. At the same time, by taking participation in the project Banja Luka has been promoted as a modern and socially responsible city, the only one in Bosnia and Herzegovina to have signed the Covenant of Mayors, which aims at the reduction of CO₂ by 20% up to 2020.

The "Earth Hour", supported by billions worldwide, aims at drawing attention to the issue of global warming and uncontrolled consumption of natural resources. Using energy more efficiently and developing its sustainable sources are the environmental and economic imperative.

As the media report, experts warn that due to global warming Bosnia and Herzegovina is about to face climate change -summer draughts and winter floods are imminent. This year`s "Earth Hour" was organized by World Wildlife Fund-Australia and the Agency "Aquarius Ogilvy".

The "Earth Hour" was initiated in Australia in 2007 by turning off the lights of Sydney`s symbol - The Opera House and non-essential lights and equipment in 2,2 million households for an hour.

Only a year after 50 million people in 370 cities from 35 countries worldwide switched off their household lights for an hour.