

Earth Hour saves time and energy with help from [Dropbox for Business](#)

Earth Hour is the world's largest environmental campaign, taking place in more than 7,000 cities across 152 countries, regions, and territories. Organized by the World Wide Fund for Nature (WWF), every year Earth Hour encourages people to switch off lights for an hour to help battle climate change.



Time for change

When it first began in 2007, Earth Hour was limited to the city of Sydney, Australia — as a local movement that was relatively simple to manage. However, as more and more people around the globe joined the effort, it became increasingly challenging to keep everyone on the same page. The organization needed a system that would support international collaboration at a price that fit its modest budget.

Many of the assets that Earth Hour wanted to exchange and archive were high-res videos with space needs that most free storage solutions couldn't support. In an attempt to secure necessary storage space and keep costs low, Earth Hour CIO Sid Das set up an individual Dropbox account and began sharing the login information with other key organizers around the globe.

Initially, this was an effective solution. However, after the 2011 Earth Hour event ended, Das realized the organization could benefit from having even more storage space — and a solution that was specifically built for businesses. It didn't take long to realize that switching to Dropbox for Business would provide the flexibility and freedom he was seeking.

[“It was amazing how intuitive Dropbox for Business was for people who were using it for the first time. They figured it out right off the bat.”](#)

Sid Das, CIO, Earth Hour

A massive win

The transition to Dropbox for Business was simple, even for staff members who were unfamiliar with the product. As Das remembers, “It was amazing how intuitive Dropbox was for people who were using it for the first time. They figured it out right

Company: [Earth Hour](#)

Requirements

- Ample space to accommodate high-res video files
- Easy deployment to volunteers around the world
- Control over how files are organized and protected from deletion

Solution: [Dropbox for Business](#)

Results

- Faster collection of event photos and videos
- Simplified sharing of important files and information
- Security in knowing files can be tracked from day one

off the bat.”

Almost immediately, Das organized Earth Hour’s important files into one master folder that could be accessed by the entire team. This folder now holds everything from administrative documents to marketing materials to community partnership projects. He says, “I’ve always been a big fan of Dropbox — and being able to use it to keep our people in sync has been a massive win.”

Whereas in the past staff members had to wait for each other or search through emails to track down files, now everyone has access to everything, all the time. “It has definitely made us more productive,” Das says. “If I need a brand marketing file, I can just go to the folder. I don’t have to look for it repeatedly or depend on someone else to provide it. Dropbox has really changed the way we’re able to work.”

Dropbox for Business has also eliminated the fear that important assets might be removed or deleted. As the technology lead for the organization, Das attests, “The fact that I can track files from start to finish and retrieve past versions is really valuable.” Equally important, Das says, is the ability to selectively sync files so employees don’t need to have every folder on their computers.

Spreading the word

At the conclusion of Earth Hour 2012, Dropbox for Business made it exponentially easier for volunteers and core staff to collect and share event photos and videos from around the world. The Sydney-based team even used Dropbox to interface with a studio that was cutting together its video footage. Das says the application was crucial to operations during the time of the event, adding, “We are the biggest thing in the world that happens that weekend. It’s so important for us to turn content around quickly, and Dropbox for Business allowed us to do that.”

“If I need a brand marketing file, I can just go to the brand folder. I don’t have to look for it repeatedly or depend on someone else to provide it. Dropbox for Business has really changed the way we’re able to work.”

Sid Das, CIO, Earth Hour

In addition to being an invaluable resource for international correspondence during Earth Hour weekend, Dropbox for Business has benefitted employees throughout the year as they’ve hosted international roadshows. Having mobile access to files and the flexibility to open them on phones or tablets has made travel much more convenient.

The ability to share links has also become invaluable to Earth Hour, particularly as it has begun educating the world on its latest campaign, “[I Will if You Will](#).” Das explains, “With so many volunteers in so many countries, we often don’t want to make people take the extra step of downloading a program. Being able to share links saves time for everyone. It’s a game changer for us.”

About Dropbox

Dropbox lets you bring your docs, photos, and videos anywhere and share them easily. Keep files up-to-date across multiple devices and stay in sync with your team — effortlessly. Dropbox for Business also offers administrative tools, phone support, and as much space as you need.

To learn more about what Dropbox for Business can do for your organization, please visit www.dropbox.com/business or email us at sales@dropbox.com.