



Candle Night

Turn off the lights, take it slow.

June 20th (the day before the summer solstice) – July 7th.

8p.m.–10p.m.



Turn off the lights, take it slow.

We call for Candle Night Summer Solstice 2009.
Turn off your lights for two hours from 8 to 10 p.m.
on the evening of June 21.
Do something special ...
Read a book with your child by candlelight.
Enjoy a quiet dinner with a special person.
This night can mean many things for many people.
A time to save energy, to think about peace,
to think about people in distant lands
who share our planet.
Pulling the plug opens the window to a new world.
Awakens us to human freedom and diversity.
It is a process of discovery about our potential.
However you spend them, for just two hours, join us.
Turning off the lights, and help us spread
a gentle wave of candlelight around the earth.
On the evening of June 21, for two hours from 8 to 10 p.m.
Turn off the lights. Take it slow.

Key Promoters of Candle Night

Shin'ichi Tsuji

Cultural Anthropologist, Founder of the Sloth Club, an ecology and *Slow Life* NGO

Kazuyoshi Fujita

President of Daichi-O-Mamoru-Kai (The Association to Preserve the Earth)

Miyako Maekita

Representative of NPO Sustena

Shin'ichi Takemura

Director of Earth Literacy Program, Professor at Kyoto University of Art and Design

Junko Edahiro

Co-Chief Executive of Japan for Sustainability, Founder and President, e's Inc.,
Co-Founder and Chairperson, Change Agent, Inc.

Wahei Tatematsu

Author

Kaoru Mende

Lighting Designer, Professor at Musashino Art University

Hirokazu Kometani

Chief Executive of Slow Society Association

125 Promoters for Candle Night Summer Solstice 2009

What is Candle Night?

Candle Night calls for people to turn off the lights for two hours, from 8 to 10 p.m. on the evenings of the summer and winter solstices.

The purpose of turning off the lights varies depending on each participant. Participants are also encouraged to do anything they want while the lights are off. It is a movement that accepts diversity.

Every participant can help make Candle Night a movement.


It is true for members of Candle Night committee.

One of the committee members in charge of the website describes Candle Night as follows:



Stone Soup


Do you know the story of *Stone Soup*? It is an old Portuguese folk tale. When I work for the Candle Night website, the story always comes to my mind—it well describes what we are doing with Candle Night. The story goes as follows:



There was a hungry priest visiting a village. He didn't have anything but a stone. He said to a villager, "I have a magical stone to make a good soup. May I borrow just a pot with water?"

Then, he moved to another house and said, "This stone is really old so the soup is very weak. Could you give me only a small amount of salt?"

He went on and on asking villagers to give him ingredients—flour, vegetables and meat. The soup finally turned out delicious.



Working for the Candle Night website is just like that. Night by night in Japan and day by day in London, we communicated with each other via Skype call.

5 When a member said "I want to make this place like that," he started to explain it to the other members. Then someone responded, "OK, I'll do the screen work. Could someone upload the data for it?" Members gathered around one server, and tossed *ingredients* in. Finally, a good soup—Candle Night website—appeared on the screen.

The working process is totally different from the one in a business situation. It is interesting. Everybody exercises his/her initiative, and cooperates with each other to create something. In a business organization, superiors and clients take the initiatives, but here, someone who starts the work gives direction to other members. This is not limited to the website team—the whole concept of Candle Night is just like the story of Stone Soup.

People with different backgrounds and sense of values gather at *Candle Night*. Each person joins in with their own thoughts and beliefs at various places.

How about joining Candle Night and tossing your own ingredients into it?

Summer and Winter Solstices



Accepting diversity

Because the summer and winter solstices are not related to specific causes, we thought they are best suited for Candle Night when we try to encourage people with different sense of values to join us. Dates for a campaign are usually selected based on their causes and principles. If our cause was specific to peace, we might have chosen the day World War II ended. If it was the protection of the environment, we might have chosen Earth Day. Candle Night, however, tries to reach a broader range of people who have different sets of values. We would like everyone to join us and to feel connected to their surroundings, other people, and nature.

Feeling the rhythms of nature

The summer and winter solstices are days when we can feel natural rhythms of the Earth. When the summer solstice is approaching, people are aware of the days getting longer and longer. We hope people will feel Candle Night approaching too with such natural rhythms.

Reaching out beyond boundaries

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The solstices—summer and winter—come to everyone, no matter where they live on earth. The summer solstice is the longest day in the northern hemisphere, while it is the shortest day in the southern hemisphere. We would like to make Candle Night a global movement, beyond principles, social positions and nationalities. Therefore, we set the date for the solstices because they are the earth's time, not a specific person's convenient time.



Candle Night is not meant to deny anything to anyone. It just suggests that people have some quality time by turning off the lights, lighting small candles and spending time with their family and friends. Candle Night encourages people to spend time in natural lighting, away from excessive electric lights. Everyone can join Candle Nights, no matter what values and thoughts they have.



EVENT

During Candle Night Summer 2009, 752 events were organized in and outside Japan. (79.1% of 2008)

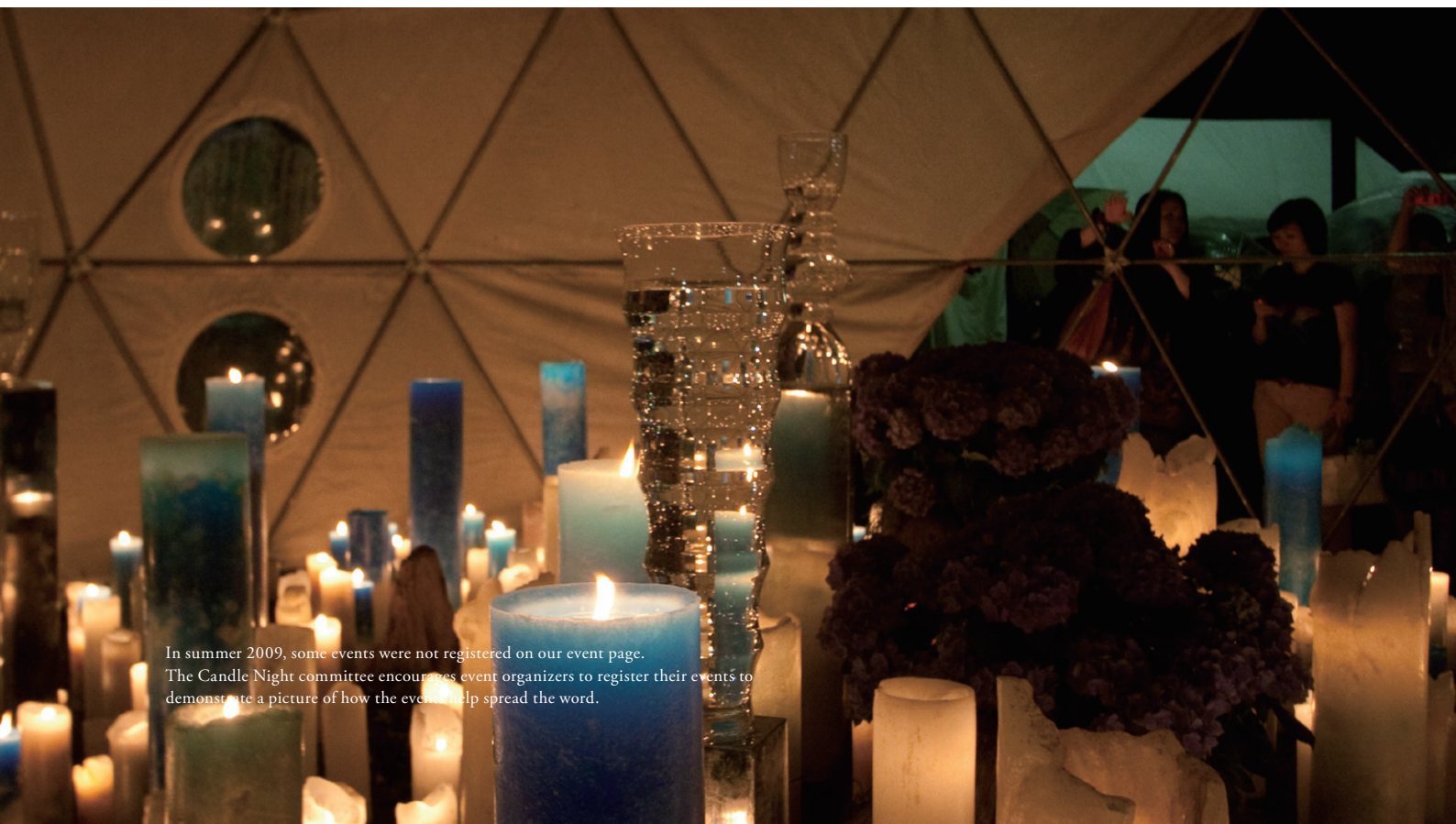
752 events were organized in and outside Japan

Each event was organized independently.

The Candle Night website shows where events were held. Visitors can instantly see not only where their neighborhood events are, but also where many other events were held. It offers an image of how participants of Candle Night are connected with others around the globe.

2003 Summer Solstice 63 events (First Year)
2004 Summer Solstice 239 events
2005 311 events
2006 473 events
2007 903 events
2008 951 events (Record)

In summer 2009, some events were not registered on our event page. The Candle Night committee encourages event organizers to register their events to demonstrate a picture of how the events help spread the word.



EVENT

Events Held Across Japan

All events are organized independently. Each event can show the organizer's thoughts and expectations on Candle Night. The Candle Night website shows event information spreading nationwide.

Candle Night 2009 at Hotel in Shiretoko, Hokkaido

Shiretoko Grand Hotel Kita Kobushi in Hokkaido organized a Candle Night event that lasted for three days from June 19 to June 21, 2009. Lights were turned down in the hotel lobby and restaurants, and candles were lit. Participants spent a day making handmade candles and going on a star-gazing tour at night.



Candle Night at Café, Aomori

A local café, *Cafe Q* organized its first Candle Night event in 2009. Lighting favorite candles that participants brought in, they enjoyed their coffee in a different atmosphere.



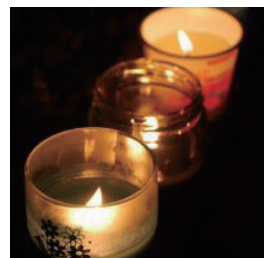
Candle Night 2009 in Iide, Yamagata

A farm restaurant "erbe" in Iide Town, Yamagata, held an event on the summer solstice. Enjoying the "slow" time, they had dinner and observed starry skies and fireflies in the candlelight while thinking about the Earth. Candles were made from waste cooking oil before the event.



Candle Night at Seitokuji Temple, Niigata

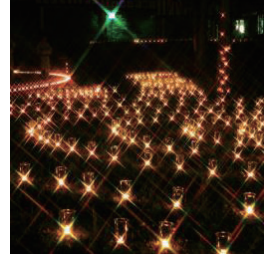
At the event at Seitokuji Temple in Niigata, a workshop was held that taught how to make candles from waste cooking oil and used bottles. Later that night, the eco-friendly candles lit up the temple.



EVENT

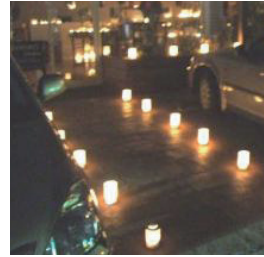
Candle Night with Carols in Karuizawa, Gunma

Hotel Green Plaza in Karuizawa organized a Candle Night event where candles were lit in the courtyard and the lobby. Following a live music performance in the hotel lobby, participants sang a hymn together at the chapel.



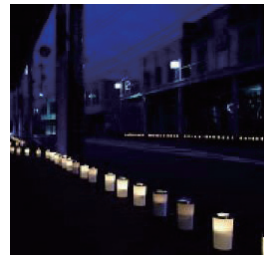
Candle Night at LOHAS Studio in Koshigaya, Saitama

In gentle candlelight, a singer-songwriter performed on stage, playing her instrument and singing beautifully. Organic tea and sweets were served. Participants shared a special night with their loved ones in a warm atmosphere.



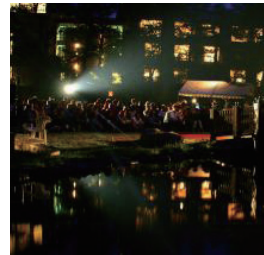
Shopping Arcade Candle Night, Mie

A shopping arcade in Kameyama City, Mie, and its adjacent facility "Mirai" organized a Candle Night event, lighting about 1,000 candles with candleholders made of waste plastic bottles along the arcade. Whistle songs were performed, followed by an old movie screening. The event attracted many people.



Summer Solstice Festival—Evening Concert, Tottori

Daisen Lake Hotel in Tottori had its 10th summer solstice festival in 2009. Local musicians who travel around the nation performed on the outdoor stage by the lake. This performance brought excitement to the event.



Candle Night at Care Facility, Fukuoka

Residents and visitors of a local nursing-care facility made candles. The candles were displayed at the facility. The residents enjoyed chatting with families and visitors in the warm candlelight.



Tokyo-Happyakuyatou 2009



Tokyo Happyakuyatou 2009 was held on the evening of the summer solstice. It was the 7th count-down event for turning off the lights of the Tokyo Tower. This event was organized by an organic food provider, Daichi-O-Mamorukai, where the secretariat of the Candle Night Committee is located. The event was held at Zojoji Temple for the first time in four years. More than 3,000 people participated. The event has been widely recognized year after year and the number of participants has increased. Zojoji was the first Candle Night event site in 2003, when the late popular musician Kyoshiro Imawano joined. In 2009, many artists gathered at the event and filled the place with a sense of unity.

Newspaper Advertisement



でんきを消して、スローな夜を。
2009年6月20日(土)夏至前夜-7月7日(火)夜8時-10時

今年の6月20日(土)~7月7日(火)は環境省が地球温暖化防止のためにライトアップ施設や家庭の電気を消して寝るよう呼びかけている「CO2削減/ナイトダウンキャンペーン」期間です。特に6月21日(日)と7月7日(火)の夜8時~10時には、全国のライトダウンが実施されます。

みんなでいっせいでんきを消しましょう
1000000人のキャンドルナイト
メッセージを送るとあなたのいる場所にアかりが灯るキャンドルステップやキャンドルナイトの2時間を楽しむ加工室をウェブで公開しています。
www.candle-night.org/jp/

まちのいっせいいライトダウン
クールアース・デー 2009
プラクティカル・アクション2009
6月21日(日)夜8時~10時まで | セタライトダウン
7月7日(火)夜8時~10時まで
www.coolearthday.jp/





エートバスタシエゾ	ミヤマロープ	キョーダイ	タボタ	コロネシノブ	サクラ	シヤブ	数日本国	フー	第一二
武蔵上	ダスメン	TBSラジオ	東洋スター	東芝	東急ハイスタイル	東野トクナリア	日本製粉	日本製粉	パナソニックグループ
三井不動産	三井ホーム	三菱電機	ヤマハ楽器	ユニ・チャーム	日産大塚	ロッソ	YKK AP	この欄にては各社に於いて専らこの期間中 上記の各社より提供されたものと見做す	

On June 20, 2009, our main visual appeared in a Japanese national newspaper, *Asahi Shimbun*. The advertisement was a collaborated work with the Japanese Ministry of the Environment, and was highly appreciated by the public. It showed the words *Candle Night* written with candle fire. Many people may remember writing something in the air using a candle or a sparkler. It helped people feel nostalgic while attracting public attention.

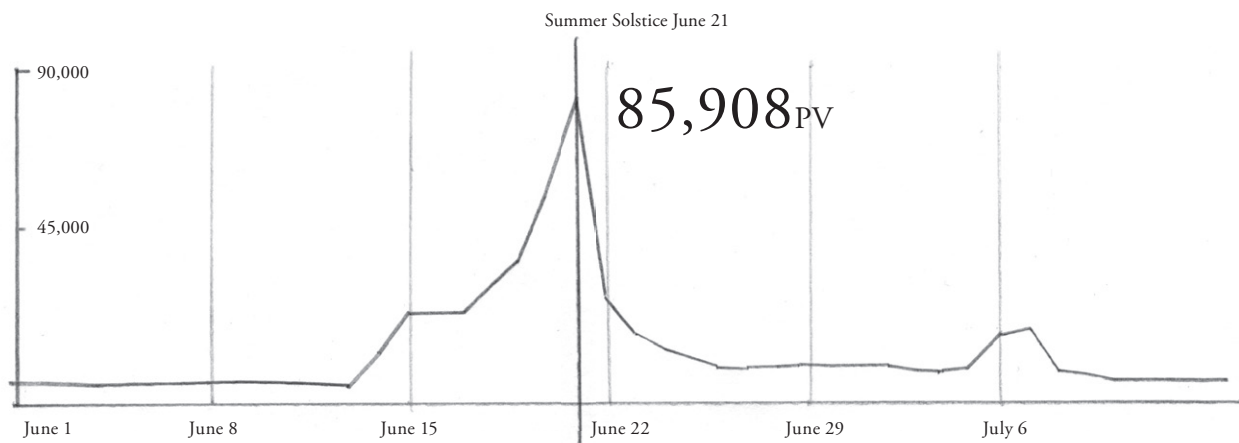
WEBSITE

Total number of PV

Internet is the linchpin of Candle Night

464,928 PV in 2009

<http://www.candle-night.org>



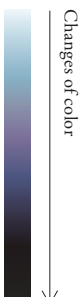
13

Page View (PV)

A web page that has been viewed by one visitor is called PageView (PV). The number of page viewer is usually several times more than individual page visitors. PV is often used to measure effectiveness of the website. This measurement is calculated by factoring reach and frequency of the site.

Synchronicity is one of the themes in 2009.

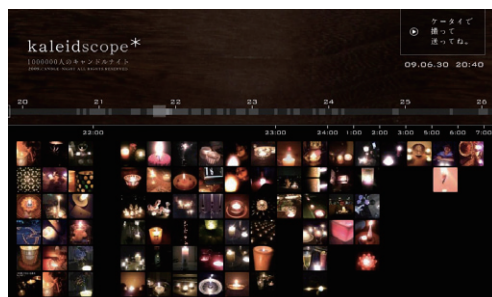
Our website released the following new items in 2009.



Main Website
The new feature of the website is the background colors. They are the colors of the sky as time goes by. We are hoping to link the real world with a virtual world.



Candle Night Arts & Crafts
We featured a *Candle Night Arts & Crafts* page to show visitors how they may enjoy the Candle Night hours and the preparation for the events. Artist Yasuhiro Suzuki created and edited the contents. Candle art produces a warm and kind atmosphere.



Kaleidoscope
The Kaleidoscope page offers real-time images of Candle Night, taken and sent by each participant. Many people sent pictures with messages to show how they enjoy Candle Night hours.



Candlescape
Even though each individual has only a small amount of power, connected to others like a jigsaw puzzle, we become a powerful force of change. Since the first Candle Night in 2003, the support of Candle Night has been spreading by word of mouth or by word of e-mail, unexpectedly wider than our expectations. Candlescape is an online globe-shaped message board to monitor the feeling of connectedness and waves of shared feeling on a real-time basis.

Spreading to the World

In 2009, we sent Candle Night Newsletters to international readers, too.

Candle Night has been spreading all around the world.

Subscribers of Newsletter: about 705 in 72 countries and regions.

Subscribers of Newsletter



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Events Abroad

Dim It (Hong Kong, China)

A lights-down event, "Dim It" was held in the Victoria Harbor area in Hong Kong, China, on June 21, 2009, from 8 to 10 p.m.

More than 3,500 buildings and facilities joined with 3,000 to 5,000 participants.

Candle Night Korea (Seoul, Korea)

Events were also held in Hungary, Canada and France.

We started discussions on social networking services like Facebook, Flickr and MySpace, and attracted the interest of participants in the communities.

Dim It —Hong Kong

The Candle Night movement is steadily spreading from Japan to the World.



Before



After

The biggest star-gazing event was held in Hong Kong on the night of the summer solstice. More than 3,500 buildings and organizations surrounding Victoria Harbor turned off the lights for two hours from 8 p.m. The lights in the area were dimmed by 60% in brightness. Up to 100 telescopes were placed along the Avenue of Stars to turn the Tsimshatsui Promenade into the biggest star station.

Dim It 2009 was co-organized by Friends of the Earth (HK) and The International Year of Astronomy 2009 Hong Kong League. Raising public awareness about light pollution and energy consumption were the main concerns of the event. Many buildings, shops and organizations responded to the call and the night helped make another step toward stopping light pollution.

Forming a Partnership with the MOE

In 2003 when Candle Night started, the Japanese Ministry of the Environment(MOE) started to support Candle Night. Since then Candle Night and the MOE have formed a partnership. In 2004, the posters were distributed to more than 6,000 lights-down facilities, 239 event sites, and other areas around Japan.

Black Illumination 2009 & Lights-Down at Star Festival

The MOE called for businesses and facilities all over Japan to turn out their lights during two events. One was Black Illumination 2009, held on June 21. The other was Lights-Down at the Star Festival on July 7. A total of 162,233 facilities joined the campaign, reducing approximately 2,365,657,96 kilowatts of electricity.

This was translated into 949 tons of CO2 emissions, equivalent to the total daily emission of 65,000 households facilities turned off their lights

162,233 facilities
turned off their lights

236,565,796 kWh
were saved.

June 21 (Sun) 76,650 facilities
July 7 (Tue) 85,583 facilities

June 21 (Sun) 56,857,22kWh
July 7 (Tue) 1,608,800,74 kWh



Kumamoto Castle

Before



After

MEDIA COVERAGE

NHK TV

The TV program titled "NHK Eco 2009" attracted public attention mostly in Japan. On June 20 and 21, a special program named "Save the Future" featured Candle Night. For about 20 hours, it featured Candle Night, centering on live broadcasted events and initiatives all over Japan. Viewers enjoyed watching Candle Night events nationwide on a real time basis. Miyako Maekita, one of the key promoters of Candle Night, appeared on the program to explain and comment on Candle Night.

©Media Coverage

Tokyo Walker June 9



Mainichi Shimbun June 22



Yomiuri Shimbun June 20

Lots of other coverage on Radio and TV programs and newspapers.

Past Candle Nights

2003 Summer Solstice

Responding to the call from NGO's, the Japanese Ministry of the Environment supported CandleNight. Though it was the first Candle Night, the movement spread all over Japan. On June 22, 2003, about 2,300 facilities in Japan turned out their lights. An estimated five million people participated, according to the MOE. Sixty-four events were held in 23 prefectures.

Winter Solstice

38 events were held in 18 prefectures.

2004 Summer Solstice

The relationship between the government and NGO's were strengthened. Forming a partnership with the MOE, 6,069 facilities around Japan turned off their lights. An estimated 6.4 million people joined, according to the MOE. More businesses participated in the lights-down campaign in 2004. Many business organizations, such as Watami Food Service Co. Sompo Japan, and Family-Mart, turned out their lights and encouraged their employees to join Candle Night.

Date: June 19 (Sat) - June 21 (Mon) Summer Solstice 8:00 to 10:00 p.m.

Promoters of Candle Night : 80 people

Events: 239 events were held.

Media Coverage: About 140 media reports, including newspapers, magazines, TV and radio programs, introduced Candle Night.

Awards: The Candle Night website was awarded the 2004 Good Design Award

The special campaign, "Cool the Earth by eating locally-grown food!" was given the Environment Minister's Award for Activities to Fight Global Warming

Winter Solstice

110 events were held nationwide.

Past Candle Nights

2005 Summer Solstice

About 23,000 major facilities across Japan, including the Tokyo Tower and the Osaka Castle, turned off their lights. This number was quadruple the amount from 2004.

Date: June 18 (Fri) - June 21 (Tue) 8:00 to 10:00 p.m.

Promoters of Candle Night : 90 people

Events: 311 events were held.

Media Coverage: About 85 media reports, including newspapers, magazines, TV and radio programs, introduced Candle Night.

Winter Solstice

152 events were held nationwide.

2006 Summer Solstice

About 40,000 major facilities across Japan turned off their lights, saving about 810,000 kilowatts of electricity. Outside Japan, the lights turned off on N Seoul Tower of South Korea.

Date: June 17 (Sat) - June 21 (Wed) 8:00 to 10:00 p.m.

Promoters of Candle Night : 98 people

Events: 473 events were held in the world, including the U.S., South Korea and Mauritius.

Media Coverage: About 115 media reports, including newspapers, magazines, TV and radio programs, introduced Candle Night.

Winter Solstice

282 events were held.

2007 Summer Solstice

Over 63,000 major facilities, including the Tokyo Tower and the Osaka Castle, turned off their lights, saving about 3 million kilowatts of electricity. The number of lights-down facilities is 1.6 times as many as in 2006. The lights in the N Seoul Tower of South Korea were also turned off. This is the second lights-out for them since 2006.

Date: June 22 (Fri) - June 24 (Sun) 8:00 to 10:00 p.m.

Promoters of Candle Night : 108 people

Events: 903 events were held in the world, including five in the U.S., South Korea and India.

Media Coverage: About 128 media reports, including newspapers, magazines, TV and radio programs, introduced Candle Night.



Above:2007 Summer Candle Night at OSAKACITY Below:2006 Winter

Winter Solstice

465 events were held in the world, including 39 events in Asia, North America and in Europe.

2008 Summer Solstice

About 150,000 buildings and facilities, including the Tokyo Tower and the Osaka Castle, turned off their lights, saving about 2.4 million kilowatts of electricity. The lights in the N Seoul Tower of South Korea were also turned off. This is the third lights-out for them since 2006.

Date: June 21 (Sat) - July 7 (Mon) 8:00 to 10:00 p.m.

Promoters of Candle Night : 86 people

Events: 951 events were held in the world, including Mauritius, Korea, Hong Kong, Taiwan, and Beijing.

Media Coverage: About 140 media reports, including newspapers, magazines, TV and radio programs, introduced Candle Night, attracting more public attentions.

Winter Solstice

427 events were held in the world, Five events held outside Japan, including major Candle Night events in Canada and Slovenia.

Everyone can organize a Candle Night event. Key promoters of Candle Night, who started the initiative, gather periodically to discuss Candle Night and related issues.

To prepare for the summer and winter Candle Nights, they encourage many other promoters from all over to promote the event.

The Candle Night Committee, a secretariat of Candle Night, plans the events, runs the Candle Night website, and keeps records.

They issue press releases in preparation for the biannual events that take place on the summer and winter solstices.

Editing: Akiko Kawagoe

Design: Kentaro Higuchi

Candle Night Committee

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