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@CAMPUS


# A GUIDE TO CONSERVATION ACTIVITIES

WWF conservation activities focus on creating, restoring, or stewarding habitat for wildlife on campus. When using native plants to create habitat, you are helping to reconnect your campus to surrounding natural landscapes and creating healthy corridors for wildlife to move between.

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# WWF CAMPUS PARTNER REQUIREMENTS

Each year of our partnership, WWF Campus Partners must:

- Create opportunities for students, staff and/or faculty to learn about and participate in the Living Planet @ Campus program
- Lead at least one conservation activity
- Lead at least one WWF engagement activity
- Help to shape and inform the program with our network of WWF Campus Partners

WWF Campus Partners complete and submit an **Annual Action Plan**, outlining how they will achieve the above four requirements. Each school year before end of June, requirements are to be completed and activities and achievements submitted to WWF via an **Annual Final Report**.

A WWF Campus Partner who successfully completes the year's requirements in accordance with their Annual Action Plan is eligible for certification as **a WWF Living Campus**.

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# YOUR CONSERVATION ACTIVITY

Each year of your three-year partnership with WWF, you will develop and lead at least one conservation activity, and report key metrics back to WWF. Where possible, provide opportunities for students, staff and/or faculty to participate.

The conservation activity should be focused on creating, restoring, or stewarding habitat for wildlife on campus. Habitat creation can take many forms and take on different scales, from small patches to converting large areas for habitat. When using native plants to create habitat, you are helping to reconnect your campus to surrounding natural landscapes and creating healthy corridors for wildlife to move between.

Draw inspiration from our guide, make it your own, and create spaces on campus that will help people and nature to thrive.

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# YOUR CONSERVATION ACTIVITY

***New or existing activities***

Your conservation activity can be new or can expand on an existing initiative.

***Location***

Conservation activities must take place on campus. If creating, stewarding or restoring habitat, the location of your activity must be outdoors in terrestrial or riparian areas found on your campus.

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# YOUR CONSERVATION ACTIVITY

***Duration***

During your three-year partnership with WWF, make the conservation activity your own. You can complete:

- A different conservation activity each year of your three-year agreement
- A multi-year conservation activity, where each year of your project can count towards each year of the WWF agreement requirements

If planning a multi-year project, you will still need to outline the current year's plan for your conservation activity in your Annual Action Plan.

If planning a single year or multi-year conservation activity that can no longer proceed, a new activity must be designed and executed in its place for the year to be eligible for WWF's campus certification.

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# YOUR CONSERVATION ACTIVITY

***Scale***

Projects can be any scale. Often when we think about ecological restoration, we think of large scale, long-term projects. But we all have a role to play in helping nature to thrive and every space created for wildlife counts and improves ecosystem connectivity for species to move between and find shelter and food.

***Participants & Learning opportunities***

To enhance learning opportunities for students, staff and/or faculty, where possible add an event or workshop to your initiative welcoming campus participants.  WWF Campus Partners can create Leadership & Teamwork opportunities for students that can count towards their WWF Living Planet Leader student certification, including roles on the organizing team.

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# CONSERVATION ACTIVITY IDEAS

Below are three high-level ways WWF Campus Partners can incorporate conservation action on campus. Personalize your conservation activity, its plan, and scale appropriate to your institution's needs and interests.

**CREATE OR RESTORE AN AREA WITH NATIVE PLANTS, TREES, OR SEEDS**

- Garden bed (pollinator gardens, reconciliation gardens)
- Container gardens
- Seed garden or orchard
- Microforest
- Campus wetland
- Wildflower meadow
- Banks of ponds creeks or stream systems

**MANAGE AN AREA FOR BIODIVERSITY**

- Implement no mow zones or low mow zones
- Remove invasive species
- Remove barriers for wildlife to access important habitat, like spawning grounds

**CREATE HABITAT FEATURES FOR WILDLIFE**

- Leave or create brush piles, leaf litter, stones, logs, standing dead trees, etc
- Create water features
- Create pits and mounds

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# EXAMPLE PLANS

Below are examples you can draw inspiration from and an understanding of how conservation activities could be linked, if desired.

- *Example 1: Multi-year project*
    - Year 1: Manage an area as a no mow zone
    - Year 2: Continue to maintain the no mow zone and add a pollinator garden to the zone
    - Year 3: Add container gardens around campus using seeds harvested from the pollinator garden
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- *Example 2: A new conservation activity each year*

    - Year 1: A fall campus planting event with native trees, plants and shrubs
    - Year 2: Manage an area on campus for biodiversity with a no mow zone
    - Year 3: A hands-on workshop for students, staff and faculty to create container gardens for wildlife

- *Example 3: Combination of a multi-year project and a new conservation activity*

    - Year 1: Identify seed orchard location, prep, plant, manage habitat
    - Year 2: Manage habitat, harvest and distribute seeds to interested gardeners at an event or workshop, multiplying the impact of your seed garden for wildlife. Add seeds from your harvest to your existing garden to help it continue to thrive
    - Year 3: Organize an invasive species removal event with students and expert staff

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# REPORTING REQUIREMENTS

In your Annual Final Report, you will be asked to report on the impact your conservation activities have had across the following indicators. The activities you bring to life might not have all the following elements; some will not be applicable.

| |
|---|
| Total area ($m^2$) restored/planted by project activities |
| Total area ($m^2$) under stewardship by project activities |
| Total number of species at risk targeted by project activities |
| Name of wildlife species targeted |
| Number of different species of native plants planted |
| Total number of native plants planted across all species |
| Total number of non-native plants planted across all species |
| Number of different species of native trees planted |
| Total number of native trees planted across all species (hardwood vs softwood trees) |
| Total number of non-native trees planted across all species (hardwood vs softwood trees) |
| Total number of native plant seeds sown across all species |
| Total number of non-native plant seeds sown across all species |
| Total number of wildlife/plant observations (e.g. through biodiversity assessment or BioBlitz) |
| Total number of people directly involved in your conservation activity (activities) |
| Total number of people participating in your conservation activity (activities) |
| Total number of people reached by your conservation activity (activities) |
| Total number of people trained on a specific conservation activity (activities) |
| Number of days people participated in a specific conservation activity (activities) |