



LIVING PLANET
@CAMPUS



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A GUIDE TO ENGAGEMENT ACTIVITIES

WWF engagement activities focus on providing opportunities for students, staff and faculty to participate in awareness activities that can foster interest to participate in more hands-on conservation action.

campus.wwf.ca



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 WWF ENGAGEMENT ACTIVITY

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

The WWF engagement activity should be focused on providing opportunities for students, staff and faculty to participate in awareness activities that can foster interest to participate in more hands-on conservation action.



WWF ENGAGEMENT ACTIVITY IDEAS

Living Planet Leader informational session or workshop

Host an informational session or workshop on [WWF's Living Planet Leader student certification](#) for your campus. This can be open to any campus student and can also be helpful to students who are already working on their certification but may need help identifying opportunities available to complete their journey. An informational session can also be helpful for faculty and staff who work with students and can encourage students in their network to get started with the certification.

When developing your outreach plan, use your [WWF Campus Partner log-in](#) and access the list of students registered for Living Planet @ Campus at your institution and include them in your outreach. As a WWF Campus Partner, you can contact these students about opportunities related to Living Planet @ Campus and the Living Planet Leader certification, including this informational session. See the [Templates: Email Outreach to Living Planet @ Campus Students](#) resource for best practices when reaching out to these WWF lists.



WWF ENGAGEMENT ACTIVITY IDEAS

BioBlitz (Biodiversity monitoring, biological inventory or biological census)

Lead a biological inventory (sometimes known as a BioBlitz) to obtain an overall count of the wildlife, including native and non-native plants and trees, that live on campus or a specific location of interest on campus. With the support of some community, student or staff/faculty experts, and a species identification app such as [iNaturalist](#) or [Seek](#), you can lead a successful activity with benefits for people and wildlife.

From helping local, national, and international networks track and understand trends in biodiversity, building out your school's biodiversity profile, identifying habitat needs on your campus grounds, to supporting certification applications (such as AASHE Stars or BeeCampus), your species count can create a baseline that can be used in many ways. Stay tuned for how-to resources on leading a biological inventory, participate and track your impact through the [Campus Biodiversity Monitoring Network](#), and check out [iNaturalist](#) to learn more about how you can get started.

Does your campus already conduct a biological inventory? Team up with the campus group leading this to help capture more observations while giving more students, staff and faculty the opportunity to participate.



WWF ENGAGEMENT ACTIVITY IDEAS

Earth Hour

Starting out as a symbolic lights-out event in Sydney, Australia in 2007, Earth Hour is now the world's largest grassroots movement for the environment. Every year, millions of people and businesses set aside an hour to host events, switch off their lights and make noise for the Earth Hour movement.

As accelerating climate change and staggering biodiversity loss threaten our planet, Earth Hour endeavors are sparking new conversations about habitat loss. Celebrate the diversity of life on Earth. Be part of the conversation. And create opportunities for your campus students, staff and faculty to be a part of the conversation too.

Every year and everywhere at 8:30 p.m. on a dedicated Saturday in March, millions of people across the world participate to let leaders know we want action on climate change and biodiversity loss. Participants can connect by powering down and experiencing the electrifying energy of #EarthHour as it sweeps across the planet.



WWF ENGAGEMENT ACTIVITY IDEAS

Earth Hour

WWF Campus Partners can complete the requirement to lead a WWF engagement activity by hosting an Earth Hour activity, including:

- An Earth Hour social campaign, calling students, staff and faculty into action to participate the symbolic action
 - Make it more engaging and learn more about your audience by asking them to share how they can “Go beyond the hour” or what Earth Hour means to them
- An event (in-person or virtual) on the day or leading up to it, including activities by candlelight such as:
 - An unplugged concert, talent show, stand-up, other performances
 - Trivia
 - Boardgames
 - A nature hike led by an ecology professor or expert student
 - Yoga
 - Meditation
 - Student potluck

Visit the Living Planet @ Campus [Earth Hour page](#) and earthhour.org for tools and resources to plan your event or campaign. Campuses can put their school on the map by recording their activity on earthhour.org.



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 number of outreach events/workshops conducted
Total number of people directly involved in your engagement activity (activities)
Total number of people participating in your engagement activity (activities)
Total number of people reached by your engagement activity (activities)
Total number of wildlife/plant observations (for example through biodiversity assessment or BioBlitz)
Number of days people participated in an activity (activities)