



**LIVING PLANET
@CAMPUS**

ABOUT WWF-CANADA'S LIVING PLANET @ CAMPUS PROGRAM

OVERVIEW OF THE LIVING PLANET @ CAMPUS PROGRAM

Post-secondary institutions have a critical role to play in addressing threats to biodiversity and the climate crisis. Through WWF's 10-year Strategic Plan, Regenerate Canada, post-secondary audiences can contribute to our goals to:

- Restore at least one million hectares, regenerating lost complex ecosystems that provide essential wildlife habitat and sequester carbon in nature
- Steward at least 100 million hectares of vital ecosystems for wildlife and communities
- Reduce carbon emissions by 30 million tonnes by restoring carbon-rich habitats and protecting current carbon stores
- Engage everyone in Canada in taking action for nature

The vision of the Living Planet @ Campus program is for every post-secondary student in Canada to graduate with an understanding of what a future where communities and nature thrive could look like and their role in creating it, and with experience in taking action for nature.

WWF-Canada collaborates with Canadian colleges, universities and CÉGEPs to deliver the Living Planet @ Campus program. Living Planet @ Campus engages post-secondary students, staff, faculty and community members in projects to restore habitat, resulting in new and increased storage of carbon in nature and an increase in the amount of viable sustained habitat for wildlife.

With research capacity, diverse disciplines and training programs, and engaged students, faculty and administration, each institution has something to contribute towards addressing the climate and biodiversity crisis and engaging the broader community to take action.

HOW THE LIVING PLANET @ CAMPUS PROGRAM WORKS

Students can sign up at campus.wwf.ca and campus staff and faculty can submit a [Request to Partner with WWF-Canada](#). Once they have joined the program, students can call others into action and lead hands-on initiatives offered by Living Planet @ Campus. And academic institutions, in their capacity as WWF-Canada Campus Partners can deliver the Living Planet @ Campus program to students, staff and faculty. Student and Campus Partner contributions are recorded and displayed on the Living Planet @ Campus website and celebrated on WWF-Canada's communications channels.

[Living Planet @ Campus activities and the Living Planet Leader student certification](#)

The initiatives currently offered by the Living Planet @ Campus program include:

- Living Planet Leader student certification
- Designing Change for a Living Planet, our student competition
- Earth Hour
- Go Wild Grants
- Your Idea Here (submit your own activity suggestion)

and two new activities coming soon for the 2023-2024 school year.

WWF-Canada's Living Planet Leader student certification

Living Planet Leader is a self-guided certification which supports and mobilizes students to take conservation action, no matter their area of study. Living Planet Leaders are recognized and [listed on the Living Planet @ Campus website](#), and can celebrate their accomplishments on their resumes and list the certification on their LinkedIn profiles. Students must take action in four categories to complete the certification:

Campus, Community and Global Volunteerism

Application of Sustainability in Academics

Personal Application of Sustainability

Leadership and Teamwork

Students can use activities offered through the Living Planet @ Campus program, their campus, and their local community. Students have their whole post-secondary career to complete the requirements. They can count related activities from the first day of first year up until three months after graduating from their final post-secondary program.

To learn more about Living Planet Leader and how colleges, universities and CÉGEPs can harness the certification to drive action on campus initiatives, review the [About WWF's Living Planet Leader certification](#) resource.

WWF-Canada's Designing Change for a Living Planet student competition

Our national virtual competition invites students from all Canadian post-secondary institutions and areas of study to create and innovate to help address conservation issues. The competition is offered annually. Participating in Designing Change allows students to:

- Connect with WWF-Canada
- Gain skills and experiences in leadership and teamwork
- Learn more about conservation and engagement and how to harness these tools to help nature and communities
- Meet like-minded post-secondary students and staff from other Canadian colleges, universities and CÉGEPs
- Develop new contacts with professionals from various industries
- Create and pitch a concept to WWF-Canada staff and a panel of expert judges

How it counts towards WWF-Canada's Living Planet Leader student certification:

Students can include the opportunity on their resumes and can count the experience towards the *Personal Application of Sustainability and Leadership and Teamwork* categories of the Living Planet Leader certification.

Go Wild Grants

Since 2017, Go Wild Grant projects have connected students and their campus communities to nature, fostering an appreciation that lasts a lifetime.

Each fall, students, ratified clubs and associations, and campus staff and faculty are invited to apply for WWF's Go Wild Grant funding to bring a project idea to life. The grant can be applied to new project ideas or to expand existing work.

Go Wild Grant projects help to support wildlife by creating or restoring habitats on campus or in the local community.

WWF-Canada prioritizes ideas that help school communities to:

- Learn and discover the local ecosystem: its history, its biodiversity, how it works and what it needs
- Take action for nature by creating or restoring habitat with native wildflowers, plants and trees
- Connect with communities to create a lasting impact

Applicants have the opportunity to practice the following skills while expanding their knowledge on engagement and conservation principles:

- Research
- Project planning
- Proposal writing
- Budgeting
- Goal setting

Recipients will have the opportunity to plan, build and execute a project plan, expand networks by collaborating with different campus stakeholders and be recognized on the WWF-Canada website.

How it counts towards WWF-Canada's Living Planet Leader student certification:

Student applicants and grantees can count their efforts towards the Living Planet Leader certification including the *Personal Application of Sustainability* category. Student grantees can also include their achievements on their resumes and can count their experiences towards the *Leadership & Teamwork* category.

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.

Students and campuses can participate by sharing our message online and switching off in solidarity with global efforts to secure nature and our home.

Keep it simple with a candle-light dinner, go stargazing or simply switch off the lights for an hour. Thinking bigger? Organize a campaign to encourage students to power down where they are or challenge faculty or administration to power down, too.

How it counts towards WWF-Canada's Living Planet Leader student certification:

Students can count their participation towards their Living Planet Leader certification under the *Personal Application of Sustainability* category. Students leading an Earth Hour activity for others can also count their efforts under *Leadership and Teamwork*.

Your Idea Here

Students can help shape the Living Planet @ Campus program with their creativity and experience through "Your Idea Here." If a student or group has successfully launched a campus initiative that could be replicated at other institutions, or has an activity idea that could be built out and promoted to other students through Living Planet @ Campus, they can submit their idea suggestion. If the idea is chosen for development by WWF-Canada, the applicant will have the chance to author a how-to resource related to the concept, which will be featured on the Living Planet @ Campus website.

How it counts towards WWF-Canada's Living Planet Leader student certification:

Students submitting to Your Idea Here can count the experience towards their Living Planet Leader certification under the *Personal Application of Sustainability* category. Students selected to build out their ideas further with WWF-Canada can count the experience towards the *Leadership and Teamwork* category.

This opportunity is also open to other campus stakeholders with ideas on how to mobilize students, staff and/or faculty into conservation action.

WWF-Canada Campus Partners

Campus Partners collaborate with WWF-Canada under a three-year MOU to deliver the Living Planet @ Campus program. Campus Partners help promote initiatives offered by Living Planet @ Campus and lead conservation and engagement initiatives each academic year in accordance with the Annual Action Plan created and submitted by the Campus Partner and approved by WWF-Canada. Campus Partners are provided with administrative access to online student registrations at their institution, engagement and conservation results, opportunities to promote related campus initiatives to Living Planet @ Campus students, opportunities to support campus-led habitat restoration and biodiversity initiatives, and opportunities to support student success in achieving the Living Planet Leader student certification.

At the end of the three-year MOU, a Campus Partner can continue partnering with WWF-Canada through the renewal of the MOU.

Campus certification for Campus Partners: a recognized WWF-Canada Living Campus

A WWF-Canada Campus Partner that successfully completes the objectives laid out in its Annual Action Plan on or before the academic year's deadline can be recognized for this achievement with the **WWF-Canada Living Campus** certification. This certification status is held by the Campus Partner for the duration of the following academic year and can be celebrated on campus marketing and communication channels. The certification is also recognized by WWF-Canada and celebrated on WWF-Canada's channels. The certification recognizes the achievements of WWF-Canada's valued and dedicated Campus Partners and is only available to Campus Partners.

As long as the Campus Partner is under an MOU with WWF-Canada and the annual requirements have been met, the Campus Partner is eligible to have its certification status renewed year after year.