



**LIVING PLANET
@CAMPUS**

ABOUT WWF-CANADA'S LIVING PLANET LEADER STUDENT CERTIFICATION

[Living Planet Leader](#) is WWF-Canada's post-secondary student certification through which students, no matter their area of study, can build their skills and experience in sustainability and conservation. A *Living Planet Leader* has completed requirements from four categories that support leadership, teamwork and applied hands-on conservation action. To complete the requirements, students can engage in activities offered by WWF-Canada, their campus, and their community. In this self-guided certification, students can even create their own engagement activities that contribute towards their *Living Planet Leader* designation. How it works:

1. Students create a log-in on the WWF-Canada Living Planet @ Campus website.
2. Students complete activities related to the *Living Planet Leader* categories, including:
 - Campus, community or global volunteerism
 - Personal application of sustainability
 - Application of sustainability in academics
 - Leadership and teamwork
3. Students submit proof of their participation through the online user dashboard in the pre-determined, pre-approved format.
4. WWF-Canada verifies category completion based on submissions by the students.

Living Planet Leader is a self-guided certification capturing a student's entire post-secondary career. Students can count their efforts from the first day of their first post-secondary program until three months after graduating from their final post-secondary program.

Upon completion of the requirements, the student will be certified as a *WWF Living Planet Leader* and recognized on [our website](#). Living Planet Leaders can include the designation on their resumes, CVs and LinkedIn profiles, informing prospective employers that they have demonstrated success in leadership, teamwork, and conservation action in their community.

CATEGORY	REQUIREMENTS	WHAT COUNTS
Campus, Community or Global Volunteerism	40 hours completed	<ul style="list-style-type: none"> Volunteerism related to environmental sustainability through any organization on campus or in the community
<p>Tips for Campus Partners</p> <ul style="list-style-type: none"> Within your campus and community networks, identify volunteer opportunities available for students while strengthening your partnerships Create opportunities for student-led resource development, event/activity management, social media/marketing, etc., related to your departmental goals or WWF-Canada Campus Partner requirements (for example, recruit a volunteer team to lead an Earth Hour event this year, which is one of the activities that WWF Campus Partners can count towards their MOU requirements) 		

CATEGORY	REQUIREMENTS	WHAT COUNTS
Personal Application of Sustainability	40 checklist items completed	<ul style="list-style-type: none"> 40+ actions completed from the checklist of personal actions provided by WWF-Canada in each student's Living Planet Leader user dashboard Students can submit up to five of their own actions
<p>Tips for Campus Partners</p> <p>Review the checklist of personal actions and map those relevant to your existing campus offerings, encouraging students to participate in your activities during their Living Planet Leader journey. Examples:</p> <ul style="list-style-type: none"> Identify environmental campus clubs students that can count towards the "I volunteered with a conservation organization" checklist item. Promote participation in your Earth Hour event allowing students to check-off their list: "I participated in an Earth Hour event." Lead a native planting event or invasive species pull in which students can participate. 		

CATEGORY	REQUIREMENTS	WHAT COUNTS
Application of Sustainability in Academics	1 experience/course	<ul style="list-style-type: none"> Taking a course in environmental sustainability Applying sustainability to an existing course Completing a short reflection on how the student would apply sustainability to their area of study/future career path
<p>Tips for Campus Partners</p> <ul style="list-style-type: none"> Reach out to faculty teaching relevant courses who could help promote Living Planet Leader to their students If applicable, review your institution's list of courses applying sustainability principles in the curriculum and reach out to course instructors about promoting the certification to their students 		

CATEGORY	REQUIREMENTS	WHAT COUNTS
Leadership & Teamwork	1 experience	<ul style="list-style-type: none"> Leading a conservation initiative, project or event, or participating in the project team (this could include a WWF-Canada Go Wild Grant project)

		<ul style="list-style-type: none"> • Participating in WWF-Canada’s Designing Change for a Living Planet • Serving as an executive member of a relevant student campus club/association
<p>Tips for Campus Partners</p> <ul style="list-style-type: none"> - Recruit students to help lead on components of your Annual Action Plan to complete your WWF-Canada Campus Partner requirements. For example, students can help lead the conservation or WWF engagement activity, promote Living Planet @ Campus at events or help develop your engagement strategy. 		

FREQUENTLY ASKED QUESTIONS FROM STUDENTS

What is the Living Planet Leader certification?

Living Planet Leader is a self-guided certification for post-secondary students. You can make it your own, finding opportunities on campus and in your community to make a difference. It will enhance your resume and recognize your sustainability achievements.

To qualify, you must complete actions in:

- Campus, community or global volunteerism
- Personal application of sustainability
- Application of sustainability in academics
- Leadership and teamwork

Have you participated in a tree-planting event or been involved in an environmental student club? Submit those hours to the volunteerism category. Have you completed a course or project related to environmental sustainability? That’s a certification requirement you can check off by submitting the course to the Application of sustainability to academics category. Or take the time to fill out the day-to-day sustainable actions you already engage in on the certificate’s personal application of sustainability checklist. You may find that you’ve already done most of the certification’s requirements! You can then start thinking ahead to what’s left and how you can accomplish those actions before graduation.

Who is the certification for?

The Living Planet Leader certification can be completed by any post-secondary student studying at any Canadian post-secondary institution (including CÉGEP), from any academic discipline. No matter what you are studying, no matter your future career path, we all have a role to play in building a future where people and nature thrive.

I have taken post-secondary programming at both Canadian and at non-Canadian institutions. Can I participate in Living Planet Leader?

The Living Planet Leader certification is meant to capture your entire post-secondary career, counting activities you have completed during this time. As long as you were enrolled in at least one Canadian post-secondary institution during your career, and as long as you are currently a post-secondary student (or within three months after graduating from your final post-secondary program), you are eligible for the WWF-Canada Living Planet Leader certification.

What counts towards my Living Planet Leader certification?

Chances are, many of the actions and activities you are already doing and are a part of during your post-secondary education count towards your Living Planet Leader certification. You can use experiences and opportunities available through WWF-Canada, on your campus, in the community or even during a co-op placement to fulfill the requirements.

What do I need to do in order to complete the Living Planet Leader certification?

There are four key areas that you will need to complete in order to receive your certification:

Campus, community or global volunteerism

Contribute 40 or more volunteer hours to projects or organizations related to sustainability and conservation at the campus, community or global level.

Application of sustainability in academics

Apply the principles of sustainability or conservation within your area of study. You must submit at least one practical application of sustainability in your academic area through course work, program work or a sustainable change within an academic department.

Personal application of sustainability

Complete and record your actions on the personal application of sustainability checklist, demonstrating your commitment to simple and scalable actions.

Leadership and teamwork

Complete and submit at least one practical experience that demonstrates skills as a leader or an effective team member in a conservation or sustainability activity.

Does the certification have to be completed in one go?

No, it doesn't! The certification can be done at your own pace. As you complete activities that support your certification, you can revisit your profile, update your submission and watch your progress grow over the course of your academic career!

How long does it take to complete the certification?

Living Planet Leader is a self-guided certification you can complete at your own pace. Some students complete it entirely in the first or second year of their program, while others discover it in their final year and focus on completing it for their resume. No matter when you start the certification, you can create your own plan to complete the requirements based on your needs. And, if you do start the certification later on in your post-secondary career, you can always include actions taken and hours completed before you registered.

I am already a part of an environmental club on campus or in my community, does that count toward my certification?

Yes, it does! Submit those hours to the campus, community, or global volunteerism section. If you lead one of these clubs, you can also submit this under the leadership and teamwork section!

I am completing my PhD/Master's at the moment, am I still eligible for the certification?

As a student, you have from the first day of your first post-secondary program until three months after graduating from your final post-secondary program to complete and submit the requirements, earning your WWF-Canada Living Planet Leader certificate.

What happens once I completes the Living Planet Leader certification?

As a Living Planet Leader, you will be recognized and listed on the Living Planet @ Campus website. You can include the certificate on your resume and add WWF-Canada's Living Planet Leader to your certifications on LinkedIn.

What counts as "leadership and teamwork?"

To complete the category requirements, you must submit at least one example of practicing leadership and teamwork.

What qualifies?

- Participation in student clubs, groups, associations, government with at least some delivery of environmental or sustainability awareness or action
- Helping to lead an environmental awareness campaign, program or service
- Helping to organize campus or community events of any size related to conservation or sustainability
- Helping to lead or organize hands-on projects related to conservation or sustainability
- Participating in WWF-Canada's Designing Change for a Living Planet competition

Online submission requirements

Using the online submission form, you can celebrate your accomplishments in leadership and teamwork with a short reflection. You must provide the name and contact information for a team member or supervisor who can confirm these accomplishments.

Leadership and teamwork skills are directly transferrable to the workplace and are valued by employers! These submissions make great examples to share during interviews.

How do I complete the "Personal application of sustainability" section?

Personal application of sustainability is a self-guided checklist of simple solutions-based actions individuals can practice regularly. Requirements include completion of at least 40 items on our personal application of sustainability checklist.

What qualifies?

The checklist includes activities that range from learning, acting and connecting with conservation. It also includes daily actions that, when practiced regularly, can inspire sustainable values and shift behaviors.

If there is an activity that is not included in the checklist, you have the option to add up to five unique actions to meet the category requirements.

Online submission requirements

- You have until graduation to complete the category requirements, which includes at least 40 actions on the checklist
- There will be short reflection questions within the sections for you to complete as you make your way through the personal actions

I am not taking a course in sustainability or conservation, how can I complete the “Application of Sustainability in Academics” section of the certification?

If your school doesn't have courses on sustainability or conservation that you can complete, you can also find or create an opportunity to introduce sustainability to an aspect of existing courses or program activities.

You can approach existing course requirements such as assignments, projects, and presentations, and incorporate practical applications of sustainability or conservation.

For example:

- **Knowledge:** Have principles of sustainability or conservation been incorporated in your course curriculum? Identify ways to introduce or expand the principles and practice of sustainability or conservation into your course material. For example, if you are studying economics, is there a strong focus on the benefits of a circular or conservation economy? If you are studying chemistry, are you learning about the principles of 'green chemistry' and ethical standards associated with the manufacture of chemicals toxic to the environment, wildlife and people?
- **Design:** Find ways to create your next project using sustainable materials, or research ways to dispose of waste from projects responsibly. When presenting to your class, outline the steps to your sustainable approach to educate others.
- **Field trips, events or performances:** Research and discuss with your professor ways of lowering the footprint of the outing or event, using sustainable transportation, low-footprint food options, or responsibly printed event programs
- **Equipment and tools:** How are tools and equipment managed in your course? Are old electronics being recycled or refurbished for reuse? Can class resources be shared through lending programs, for example, discuss with your chemistry lab instructor the idea of creating a molecular model kit lending library to reduce, reuse and recycle. Organize an opportunity for students in your construction program to recycle their hard hats.
- **Co-op and Placements:** Engage employees during your co-op with awareness activities like Earth Hour, e-waste drives, or native planting. Help your workplace connect with opportunities to increase their commitment to sustainability.
- **Projects:** Independent research projects where students can pursue a question or problem of their choice in their discipline, students can include sustainability in the conversation.

If your courses do not offer flexibility in applying sustainability to a course project or activity, you can complete this category requirement by submitting a [reflection piece](#) on how you would apply sustainability to your academic program if you were given the opportunity. You will be asked to link this to how these sustainable principles, practices or perspectives can be applied to your future field.

What counts towards Campus, community or global volunteerism?

Any opportunities that relate to environment, conservation or sustainability either on campus, in the community, with local organizations or even while you're abroad!

This can include:

- Helping to organize or lead an event
- Supporting local environmental programming
- Participation in citizen science, restoration or monitoring projects
- Offering your expertise to local environmental charities (for example, if you're studying communications, volunteer your skillset to a local program)
- Fundraising for environmental causes (for example, WWF-Canada's CN Tower Climb for Nature)

- Involvement in student or community clubs/associations related to the field
- Providing volunteer support to your campus Sustainability Office

Online submission requirements

For each of your volunteer activities, you will be required to submit:

- A summary of your contributions
- Number of volunteer hours
- Contact information for a supervisor who can confirm your participation
- A reflection on what you gained from the experience

Don't forget, any volunteering that you may have done during your post-secondary degree, prior to starting your certification, can be submitted as a part of the forty-hour requirement.

I completed volunteer hours during high school. Can these hours count towards my Living Planet Leader certification?

No. The certification captures your post-secondary experience, and only volunteer hours completed during post-secondary education count towards your certification.