



**LIVING PLANET  
@CAMPUS**

## **WWF-CANADA CAMPUS PARTNERSHIP & CERTIFICATION REQUIREMENTS**

### **WWF-Canada Campus Partners**

Campus Partners collaborate with WWF-Canada under a three-year MOU (memorandum of understanding) 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 such as Go Wild Grants, and opportunities to support student success in achieving the Living Planet Leader student certification.

Each year of our partnership, WWF-Canada 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-Canada Campus Partners:
  - Participate in lunch and learns, surveys and our annual strategic planning meetings; contribute case studies; join committees when available; etc.

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

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

### **The WWF-Canada Living Campus Certification for Campus Partners**

A WWF-Canada Campus Partner who successfully completes the objectives laid out in their Annual Action Plan on or before the school 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 school year and can be celebrated on campus marketing and communication channels; it is also celebrated on WWF-Canada 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 their certification status renewed year after year.

## **STEPS TO PARTNERSHIP AND CERTIFICATION**

### ***To get started:***

- Review the partnership and certification requirements outlined in this resource. Other recommended learning resources include:
  - o [About WWF-Canada's Living Planet @ Campus program](#)
  - o [About WWF-Canada's Living Planet Leader student certification](#)
  - o [Guide to Conservation Activities for WWF Campus Partners](#)
  - o [Guide to WWF Engagement Activities for WWF Campus Partners](#)
  - o [Important Dates for Campus Partnership & Certification](#)
- Submit your [Request to Partner](#) form
- What's next? Someone from our team will contact you with information on next steps, including how to start the MOU process and development of your Annual Action Plan, where you will outline how you will implement the Living Planet @ Campus program
- Develop and submit your [Annual Action Plan](#)
- Sign the three-year campus partnership MOU (memorandum of understanding)

### ***Begin your partnership with WWF-Canada, and receive access to:***

- An administrative login that enables you to view Living Planet @ Campus students from your institution and their submissions to the Living Planet Leader student certification
- A platform of how-to resources exclusive to WWF-Canada Campus Partners, including social media toolkits, press kits, how-to guides, video tutorials, email templates, case studies from other campuses and more
- Communications and opportunities exclusive to Campus Partners

### ***For each year of your three-year campus partnership MOU with WWF-Canada, your campus will:***

- Develop and submit an Annual Action Plan outlining how you will deliver the four partnership requirements:
  - o Create opportunities for students, staff and/or faculty to learn about and participate in the Living Planet @ Campus program
  - o Lead at least one conservation activity
  - o Lead at least one WWF engagement activity
  - o Help to shape and inform the program with our network of WWF-Canada Campus Partners

- Participate in lunch and learns, surveys and our annual strategic planning meetings; contribute case studies; join committees when available; etc.
- Implement your Annual Action Plan
- Complete and submit an Annual Final Report celebrating your achievements with WWF-Canada
  - This is where you can request campus certification status

### ***Get certified! Become a recognized WWF-Canada Living Campus***

WWF-Canada Campus Partners can request their certification upon the submission of their Annual Final Report, which is the Partner's opportunity to demonstrate completion of the four partnership requirements.

Upon completion of WWF-Canada's review, campuses will be notified of their certification status and can begin preparing communications to celebrate this achievement. WWF-Canada will publicly announce certified campuses at the beginning of the new school year.

Campus Partners achieving certification status will:

- Be recognized as a WWF-Canada Living Campus and celebrated on WWF-Canada's channels, including on our website, in an announcement, and through other communications opportunities as they arise.
- Hold the certification status for the following school year (for example, successful Campus Partners submitting for certification status at the end of the 2023-2024 school year will hold and celebrate their certification throughout the 2024-2025 school year).
- Receive an official digital certification badge and press kit that can be used to celebrate your achievements on campus channels.

### ***Continuing your journey with WWF-Canada:***

At the end of the agreement, campuses who wish to continue partnering with WWF-Canada and the Living Planet @ Campus program are eligible to renew their MOU for another three years and, if applicable, continue to renew their WWF-Canada Living Campus certification upon meeting the annual requirements.



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**AT-A-GLANCE:  
PARTNERSHIP AND  
CERTIFICATION STEPS**

**YEAR ONE**

|  | BY END OF OCTOBER                         | BY END OF NOVEMBER            |
|--|---|-------------------------------|
| <b>REQUEST TO PARTNER</b>  | <b>ANNUAL ACTION PLAN SUBMITTED</b>       | <b>MOU AGREEMENT SIGNED</b>   |
| REVIEW PROGRAM MATERIALS<br><br>COMPLETE AND SUBMIT<br>REQUEST TO PARTNER WITH WWF-<br>CANADA FORM | COMPLETE AND SUBMIT<br>ANNUAL ACTION PLAN | THREE-YEAR PARTNERSHIP BEGINS |

| AUGUST 1 – END OF JUNE  |                                 |                                   |  | END OF JUNE   | END OF JULY   | END OF AUGUST  |
|---|---------------------------------|-----------------------------------|--|---|---|--|
| <b>IMPLEMENT ANNUAL ACTION PLAN</b>                               |                                 |                                   |  | <b>ANNUAL FINAL<br/>REPORT DUE</b><br><br><b>&amp;</b><br><br><b>REQUEST FOR<br/>CERTIFICATION<br/>(OPTIONAL)</b> | <b>CERTIFICATION<br/>STATUS CONFIRMED</b>   | <b>SUBMIT NEXT YEAR'S<br/>ANNUAL ACTION<br/>PLAN</b> |
| PROMOTE LIVING PLANET<br>@ CAMPUS PROGRAM<br><br>SUPPORT STUDENTS | LEAD A CONSERVATION<br>ACTIVITY | LEAD A WWF<br>ENGAGEMENT ACTIVITY | HELP SHAPE PROGRAM<br>WITH WWF-CANADA AND<br>NETWORK OF CAMPUS<br>PARTNERS:<br><br>Participation in Lunch and<br>Learns, Case Studies,<br>surveys, committees,<br>and/or annual strategic<br>planning meeting, etc | ONLINE FINAL REPORT<br>FORM TO BE PROVIDED  | STATUS HELD FOLLOWING<br>SCHOOL YEAR<br><br>CONFIDENTIAL UNTIL<br>WWF-CANADA PUBLIC<br>ANNOUNCEMENT | COMPLETE AND SUBMIT<br>ANNUAL ACTION PLAN            |

## YEAR TWO

**CERTIFICATION STATUS: A RECOGNIZED WWF-CANADA LIVING CAMPUS (IF APPLICABLE)**

| AUGUST 1 – END OF JUNE   |                              |                                |   | END OF JUNE   | END OF JULY  | END OF AUGUST                                |
|--|------------------------------|--------------------------------|---|---|--|--|
| <b>IMPLEMENT ANNUAL ACTION PLAN</b>                            |                              |                                |   | <b>ANNUAL FINAL REPORT DUE</b><br><br><b>&amp;</b><br><b>REQUEST FOR CERTIFICATION (OPTIONAL)</b> | <b>CERTIFICATION STATUS CONFIRMED</b>  | <b>SUBMIT NEXT YEAR'S ANNUAL ACTION PLAN</b> |
| PROMOTE LIVING PLANET @ CAMPUS PROGRAM<br><br>SUPPORT STUDENTS | LEAD A CONSERVATION ACTIVITY | LEAD A WWF ENGAGEMENT ACTIVITY | HELP SHAPE PROGRAM WITH WWF-CANADA AND NETWORK OF CAMPUS PARTNERS:<br><br>Participation in Lunch and Learns, Case Studies, surveys, committees, and/or annual strategic planning meeting, etc | ONLINE FINAL REPORT FORM TO BE PROVIDED   | STATUS HELD FOLLOWING SCHOOL YEAR<br><br>CONFIDENTIAL UNTIL WWF-CANADA PUBLIC ANNOUNCEMENT | COMPLETE AND SUBMIT ANNUAL ACTION PLAN       |



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## YEAR THREE

**CERTIFICATION STATUS: A RECOGNIZED WWF-CANADA LIVING CAMPUS (IF APPLICABLE)**

| AUGUST 1 – END OF JUNE   |                              |                                |   | END OF JUNE  | END OF JULY  | END OF AUGUST   |
|--|------------------------------|--------------------------------|---|--|--|---|
| IMPLEMENT ANNUAL ACTION PLAN                                   |                              |                                |   | ANNUAL FINAL REPORT DUE<br><br>&<br><br>REQUEST FOR CERTIFICATION (OPTIONAL) | CERTIFICATION STATUS CONFIRMED<br><br>&<br><br>PARTNERSHIP RENEWALS (OPTIONAL)   | SUBMIT NEXT YEAR'S ANNUAL ACTION PLAN (IF APPLICABLE) |
| PROMOTE LIVING PLANET @ CAMPUS PROGRAM<br><br>SUPPORT STUDENTS | LEAD A CONSERVATION ACTIVITY | LEAD A WWF ENGAGEMENT ACTIVITY | HELP SHAPE PROGRAM WITH WWF-CANADA AND NETWORK OF CAMPUS PARTNERS:<br><br>Participation in Lunch and Learns, Case Studies, surveys, committees, and/or annual strategic planning meeting, etc | ONLINE FINAL REPORT FORM TO BE PROVIDED                                      | STATUS HELD FOLLOWING SCHOOL YEAR<br><br>CONFIDENTIAL UNTIL WWF-CANADA PUBLIC ANNOUNCEMENT<br><br>MOU AMENDMENTS TO EXTEND PARTNERSHIP AGREEMENTS (OPTIONAL) | COMPLETE AND SUBMIT ANNUAL ACTION PLAN                |



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