



JOIN THE EARTH DAY MOVEMENT

How to develop small,
yet impactful Earth
Day activities for
employees



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50 years of Earth Day

On April 22, 1970, 20 million Americans attended rallies across the country in support of environmental protections. Today, Earth Day is observed by over a billion people around the globe who march, sign petitions, meet with their elected officials, plant trees and plants, and clean up their towns and roads. One of the central tenets of Earth Day is that everyone can make a difference.

Earth Day 2020 on April 22 is not just a celebration of 50 years of the environmental awareness, but a historic moment to demonstrate our shared demand for change.

Join the movement!

Conservation-based activities offer meaningful and accessible opportunities for employees to get active, learn something new, and make a positive contribution to the environment.

If you haven't already made plans to participate, it's not too late to join the movement. Earth Day events do not have to be large-scale, expensive productions. There are numerous small yet impactful ways to incorporate Earth Day activities on or around April 22.

Why it's important for your company and your employees

Indoor or outdoor, small or large, employee and community engagement events centered around Earth Day can provide the following benefits:

- Establish a sense of unity with the global Earth Day Campaign
- Build awareness of a company's local conservation activities
- Provide an action-oriented outlet that will allow employees to make a hands-on difference

It's easier than you think to get started

To make it easier to implement Earth Day activities on your site, WHC has created this guide to help you plan and host events in a short period of time with limited resources. The following pages provide instructions and advice on how to implement three of the most accessible Earth Day activities:





PLANTING EVENTS

MAKING THE WORLD GREENER

Why it's important

Trees improve soil, water and air quality, prevent soil erosion, control flooding from stormwater runoff, and mitigate climate change through carbon sequestration. Native plants attract pollinators like hummingbirds, butterflies and bees that aid in the health and growth of plants.

Planting native trees, grasses and flowers restores native habitat that birds, insects and other animals rely on for nutrients and shelter.

What's involved

Participants prepare soils and plant trees, grasses and flowers. Physical activity and appropriate outdoor clothing are required.

HOST A PLANTING EVENT

What participants gain

- ✓ Opportunity to restore native habitat
- ✓ Awareness about local conservation issues
- ✓ Knowledge about the values and benefits of trees and native plants to water, air, climate, biodiversity and health
- ✓ Positive attitudes towards conservation

Planning checklist



Use the following to-do list to help plan and develop your planting event:

- Consult with local stakeholders and conservation experts to determine sites in most need of planting projects
- Determine the location for the planting
- Invite employees, stakeholders, and community members to the event
- Send out press releases and invite local media to the event
- Register the event with the Earth Day network ▶
- Order supplies
- Send out reminders and instructions about necessary clothing and safety based on the weather, etc.
- Hold a pre-event meeting with partners
- Host event
- Publicize event

Tools needed

- Native tree and/or plant seeds/saplings
- Compost or mulch
- Water and watering equipment
- Shovels or spades
- Gloves
- Trash bags
- First aid kits



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STREAM CLEANUPS

IMPROVING WATER QUALITY

Why it's important

Streams are vital to biodiversity. They carry water, organisms and important gases and nutrients along their path and into larger bodies of water. They also help drain rainwater and provide habitats for a wide variety of plants and wildlife.

Cleaning up a stream protects biodiversity by improving water quality, removing hazards to animals, preventing erosion, and improving food, water and shelter resources for wildlife.

What's involved

Participants remove trash, pull invasive species and plant native species. Physical activity and appropriate outdoor clothing are required.

HOSTING A STREAM CLEANUP

What participants gain

- ✓ Opportunity to impact local biodiversity
- ✓ Awareness of water quality issues
- ✓ Knowledge about the value of local stream and watershed health to regional biodiversity
- ✓ Positive attitudes towards conservation

Planning checklist



Use the following to-do list to help plan and develop your stream clean-up:

- Consult with local stakeholders and conservation experts to determine sites in most need of stream clean-ups
- Determine the location for the clean-up
- Coordinate trash pickup and fees
- Invite employees, members, stakeholders, and community members to the event
- Send out press releases and invite local media to the event
- Register the event with the Earth Day network ▶
- Order supplies
- Send out reminders and instructions about necessary clothing and safety based on the weather, etc.
- Hold a pre-event meeting with partners
- Host event
- Publicize event

Tools needed

- Native riparian seedling/seeds
- Clippers/saws
- Trash grabbers
- Trash bags
- Gloves
- First aid kits



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EDUCATION EVENTS

LEARNING NEW SKILLS & KNOWLEDGE

Why it's important

New learning opportunities motivate employees to become more involved in conservation and biodiversity, whether at work or at home. They are a cost-effective way to help employees gain new skills or knowledge.

Conservation-focused presentations and trainings can align with a company's sustainability and biodiversity goals, providing and additional organizational benefit.

What's involved

Participants sit in a classroom style set-up, indoors or outdoors, listen and ask questions. Typically, no physical activity or outdoor clothing are required.

HOSTING AN EDUCATION EVENT

What participants gain

- ✓ New skills and knowledge
- ✓ Motivation to engage in conservation activities
- ✓ Connection to company and its sustainability initiatives
- ✓ Positive attitudes towards conservation

Planning checklist



Use the following to-do list to help plan and develop your education event:

- Determine instructors/leaders – consult with local stakeholders, conservation experts or activists, teachers or professors, etc.
- Choose the topic: acts of conservation at work or home, climate change, enhancing biodiversity or ecosystem health, etc.
- Choose location – school, library, church, community or recreational center, etc.
- Invite employees, stakeholders, and community members to the event
- Send out press releases and invite local media to the event
- Register the event with the Earth Day network▶
- Order supplies
- Send out reminders
- Hold a pre-event meeting with partners
- Host event
- Publicize event

Tools needed

- PowerPoint or other visual presentation
- Handouts
- Items or tools needed for hands-on learning activities
- Refreshments



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Tips for finding the perfect location

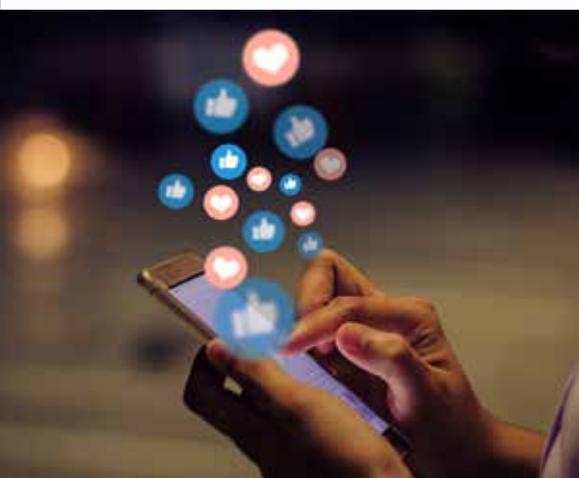
If you are unable to host a planting or clean-up activity on company grounds, consider local areas in need of conservation.

- + *Evaluate the locations available in the community (parks, places of worship, community centers, schools, etc.)*
- + *Ask stakeholders and local conservation experts to identify sites in most need of conservation*
- + *Contact local schools to inquire about a partnership for the event*
- + *Consider how far employees are willing to travel*



Social media helps get the word out

Social media is a useful and powerful tool to publicize your event and participate in the international conversation about Earth Day. Social media can enhance your organization's visibility on a broader scale, demonstrating its commitment to biodiversity and sustainability, not just on Earth Day, but every day.



Tips to increase visibility and participation on social media

WHC recommends focusing on Twitter and Facebook

- + Create a hashtag, e.g. #WHCEarthDay
- + Link to a page where readers can learn more about the event and/or company sustainability initiatives
- + Include a photo
- + Tag @WildlifeHC and other partners

Example social posts

General

This #EarthDay, @company is committed to enhancing habitat through acts of #conservation with a (planting, stream cleanup or education event). @WildlifeHC. To learn more, visit ____ (link to web page)

Stream Cleanup

This #EarthDay @company is launching stream cleanup projects with help from @WildlifeHC, to improve water quality, reduce hazards, prevent erosion & improve food, water & shelter resources for wildlife. Click below to find a project near you! (include link to web page)

This #EarthDay, @company spotlights our site at _____, with a stream cleanup that protects (name of species), restores (food/water source) & improves shelter! Thanks to our partners at @WildlifeHC. #WHCEarthDay

Photo Caption: (Company) employees and community members cleaning up the stream at (location) #WHCEarthDay

Planting Event

To celebrate #EarthDay, @company is inviting the community to participate in planting projects. Planting trees and plants restores native habitats and is a simple, yet important way to protect the natural world. Click to find a project near you! (link to web page)

This #EarthDay, @company spotlights our site at (location), with (tree planting or planting), that helps protect (name of species). Thanks to our partners @WildlifeHC. #WHCEarthDay

Photo Caption: (Company) employees and community members planting (trees or plants) at (location) #WHCEarthDay

Education Event

In light of #EarthDay, @company invites YOU to participate in conservation education activities across the country to see how you can help protect the natural world around you. Click on the link to get involved! #WHCEarthDay

This #EarthDay, @company spotlights our site at (location), which includes conservation education about (topic). Thanks to our partners @WildlifeHC. #WHCEarthDay

Photo Caption: (Company) employees and community members learning about (topic) at (location) #WHCEarthDay



WHC can help support employee engagement activities from the design and planning, to the implementation and management of a program. We do so through a framework that connects business drivers, stakeholder and community relations, and ROI to positive environmental and conservation education outcomes. For more information, please contact us at whcconsulting@wildlifehc.org.

wildlifehc.org