



guide

Planning a successful *Earth Day* campaign

Activate your employees on April 22nd



Every year, as a global community, we break records that no one wants to break. We have hotter temperatures, worse pollution, more climate-related disasters – it can all feel overwhelming. But if we consider that an estimated 25-30% of emission reductions can actually be achieved through individual actions, that's worth doing something about.

On April 22 – Earth Day – more than one billion people will speak out, champion change and take local and global action. This is a great chance to mobilise your employees who might not know where to begin.





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Invest in our planet:
How to join the
movement in 2023



Invest in our planet

Each year, Earth Day gets a new official theme to provide a new lens on how we can address climate issues. This year, the focus is on "Investing in our Planet".

This is a poignant theme that both acknowledges the hard work of people - while stressing the essential role played by companies. When companies get involved, the progress made by individuals is amplified on a global scale.

This gives us even more reason to engage our employees this Earth Day by encouraging them to take action against climate change alongside company-wide efforts. As companies, we owe our employees and the larger world an explanation of how we plan to fight climate change by investing in our planet.

Don't miss out on a significant opportunity for your company to stand out as an environmentally-friendly organisation and engage employees in activities that enable them to promote sustainability in their own lives.



Organising a *community cleanup*



What is a *community cleanup*?

Community cleanups are becoming increasingly popular – as a weekend activity with kids, for school events and as team-building opportunities for companies. Simply find a shared outdoor space like a park or beach and help keep it clean by picking up litter and waste! Get your employees to track their time and offer volunteer rewards if you can to boost engagement.

Here are some reasons why you should organise a campaign:

- Every year, 8 million tons of plastic end up in the ocean.
- At the current rate, there will be more plastic than fish in the ocean by 2050.
- Without immediate action, solid-waste-related emissions are anticipated to increase to 2.6 billion tonnes of CO2 by 2050.
- 75% of all smoked cigarettes are not disposed of correctly.
- Cigarette filters contain more than 150 toxins and take 15 years to decompose.
- People already eat 21 grams of plastic every month, the equivalent of 4 credit cards.





Thinking of organising a community cleanup? There are a number of things to keep in mind to make sure your event runs smoothly. That's why we've put together a few resources such as timelines, tasks, checklists and templates that will help to make your event something special for employees and the local communities that you're serving.

Timeline: 5 weeks before your cleanup day

Estimate your costs and get a budget

- Nonprofits often charge a fee to organise a cleanup day for companies.
- When you choose to go ahead on your own, make a list of the material you'll need to provide for your participants and estimate the costs.

Come up with a concept for your cleanup day

- Are you going to keep it simple or want to engage employees with a theme or contest? This will affect the preparation needed on your side and on theirs.



Engagement tips

- Have employees compete for a trophy for most waste collected
- Tell your teams to come up with a team name and maybe even matching outfits
- Assign people who don't often work together into teams and prepare ice-breaker questions like: What is your favorite meal to cook? Why did or didn't you like the last movie you watched?
- Ask teams to take creative team photos in the area they're cleaning

Timeline: 4 weeks before your cleanup day

Pick a place and a time for your cleanup

- Choose an area that's easily accessible for your team and make sure there won't be any events (festivals, markets, etc.) taking place at the same time.

Check if you need a special permit to organise your event

- Contact local authorities to see if you can organise this cleanup with your colleagues in the chosen area.

Make a plan for correct waste disposal

- Are you going to collect all bags in one place? Are there public waste bins you can use or do you need to organise a special waste collection? Contact your local waste management facilities if anything is unclear.



Engagement *tips*

- Bring up the cleanup day in informal meetings with your colleagues and ask them to suggest areas they'd like to clean.
- Check your company calendar to avoid overlaps with other important events or busy periods.

Timeline: 2-3 weeks before your cleanup day

Get the necessary material

- Get equipment for all your participants. This includes trash bags, litter pickers, first aid kits, high visibility vests and garden gloves.

Prepare all communications

- Inform participants of the concept, meeting place, event duration and if they need to bring anything.
- Prepare reminder emails and announcement posts in your internal communication channels.

Create the activity and event on your CSR platform

- Include all information and links needed and send your colleagues to the platform to sign up.

Promote your event

- Invite your colleagues as soon as possible so they can block the time out in their calendars.



Send *email reminders*

Subject: Ready for [insert company name]'s community cleanup?

Dear colleagues,

Thanks to everyone who has already signed up for our community cleanup! We're looking forward to making a positive impact and protecting our ecosystems.

Here are some last details [meeting point, duration, what to bring...]

Make sure to add the event to your calendar and set an out-of-office message if needed.

See you soon!

Timeline: The day of your cleanup event

Make sure everyone arrives

- Ask team leads to arrive early at the meeting point.
- Check your internal communication channels (e.g., email, Slack, etc.) and make sure everyone knows where to go.

Educate all participants on essential safety measures

- Check if you need participants to sign a document that they've understood the safety measures.

Document the event

- Tell participants to take before and after photos of the area they will clean.
- Share the incoming photos in a group channel.
- To report on the success of the event, keep count of participants, the number of filled trash bags, the duration and an estimation of the size of the area.



Essential *safety precautions*

- Don't pick up syringes or other health hazards.
- Use garden gloves or similar.
- Don't walk too closely to riverbanks, cliffs or busy roads.
- Don't reach into any water.
- Don't climb up steep hills or trees.
- Wear your high visibility vests.
- Stay hydrated.

Your *cleanup day* checklist

Material

(be clear on what you will provide / what participants will bring)

- Trash bags (different colors for plastic/general waste)
- Litter pickers
- High visibility vests
- Hand sanitizer
- Face masks
- Water
- Snacks
- First aid kit

Communications

- Invitation email
- Reminder email 1 week before
- Reminder email on the morning of the clean-up
- Social posts
- Postings on internal messaging channels

To do before

- Keep people managers informed
- Location chosen and communicated to participants
- Meeting point, time/duration communicated
- All necessary permits are granted (if necessary)
- Waste disposal plan in place (nearest trash bins located / special pick-up organised)
- List of participants complete
- All material acquired
- Competition rules clear and communicated to all participants
- List of safety measures to announce and waivers to sign (if necessary) ready

To do on the day

- Safety measures announced and signed waivers collected (if necessary)
- General rules and end time and meeting points communicated
- Group photos taken (start and end)

How Criteo *cleaned up on Earth Day*

- **Case focus:** How Criteo mobilised its employees on Earth Day.
- **Context:** For Criteo, Earth Day has always been an important opportunity to highlight the significance of environmental issues to their employees. They decided to launch an International Impact Week in eight major cities where they have offices to honour Earth Day. They organised massive beach and city litter pick-ups in collaboration with local associations, their internal 'Green Community', an employee resources group, and employees in each region. In parallel, they organised several awareness and training sessions with climate experts and specialists. Plus, conversations with members of the executive team to share their commitments and their vision.
- **Results:** They mobilised nearly 500 people to participate in the Impact Week. Over 150 people joined their Green Community over the following two months. And they collected nearly 18,000 cigarette butts and several hundred pounds of trash.

"Our first Impact Week on Earth Day was a real success - there will definitely be more. We had a lot of positive feedback not only from the nonprofits but also from the employees who were delighted to be able to use this moment as a team to dedicate to a good cause. This event also helped to raise awareness and was a great team-building activity for us all."



JUSTINE TABARIN
Senior Manager, Global CSR & Sustainability

More inspiring
ways to make
an impact *this*
Earth Day



Micro-actions that challenge your team's *personal sustainability*

Making small changes to our habits or trying out new things can make a big difference when it comes to personal sustainability.

Offer your employees ways to integrate and track micro-actions like going meatless for a week or not using single-use plastic for the month. Then make it more interactive by encouraging employees to share their experiences on your company's messaging channels or turn these micro-actions into a contest.

Create your own or get yourself up and running with a CSR platform that will host these purpose-driven micro-actions for you.



Go meatless
Be vegetarian for 1 week
239 colleagues participating

Stair master
Take the stairs 4 times a day for 2 weeks.
54 colleagues participating

Say no to single-use items
Say no to disposable cutlery and/or bring your own boxes for takeout meals for 1 week.
161 colleagues participating

The image displays three overlapping cards representing different sustainability micro-actions. Each card features a photograph at the top, a title, a description of the action, and a participation count with a small circular icon containing a letter. The first card, 'Go meatless', shows a bowl of colorful vegetables and avocados. The second, 'Stair master', shows a person's legs on a staircase. The third, 'Say no to single-use items', shows a person holding a reusable coffee cup and a disposable one.

Sustainability micro-actions *for a cleaner planet*

Saving water

- Reduce your shower time by 2 minutes for 1 week
- Switch off the water while you brush your teeth for 1 week
- Use the dishwasher on eco-mode instead of hand-washing your dishes for a week

Reducing the use of plastic

- Try out one new method for reducing waste at home over the course of 2 weeks
- Stick to your reusable bottle for 28 days
- When ordering delivery, say no to disposable cutlery and/or bring your own boxes for takeout meals
- Bring your lunch from home or buy only at places where you can bring your own container
- Replace four environmentally harmful products you have at home with sustainable ones
- Make your own cleaning products and soap

Reducing carbon emissions

- Eat more veggies! Avoid meat for 2 weeks
- Find a person to share a car with for a week
- Go two weeks without buying any new clothes
- Go to the Global Footprint Network website and take the test
- Take some time to delete all your unnecessary files, apps, photos and videos polluting the digital environment

Saving paper

- Cut down your total printing by 20 pages per week
- Switch at least 3 of your main billing sources to digital
- Stick a "No Junk" sticker on your mailbox

Saving energy

- Unplug your devices when not in use at the end of the day for a week
- Take the stairs instead of the elevator 4 times a day for 2 weeks

Raise money for an *earth-loving* nonprofit

There are many nonprofits out there whose mission is to help our planet. Earth Day is a great opportunity to encourage raising money for these causes. Start a fundraising campaign for a nonprofit of your choice and make it local to each of your office locations to encourage making a real impact this Earth Day.

Offer incentives such as donation matching or planting a tree if they reach a certain donation amount.

Here are some vetted nonprofits that support the environment in different ways:

- **The Climate Change Organisation** drives climate action, for a world of net zero carbon emissions by 2050, with greater prosperity for all.
- **Environmental Defense Fund Europe** uses science and different perspectives to make the environment safer and healthier for everyone.
- **Friends of the Earth Charitable Trust** protects the natural world and the wellbeing of everyone in it, and drive real solutions to the environmental problems we are all facing.
- **WWF-UK** takes action for our world, save our one shared home and create a better future for our planet.





Volunteer for a nonprofit that *promotes sustainability*

Whether it's virtually or physically, find a nonprofit that you and your employees can support this Earth Day. Volunteers can offer their support in different ways, including traditional field volunteering or skills-based volunteering.

Here's a list of vetted nonprofits in the UK that you can partner with that push planet-conscious missions:

- **FoodCycle** is a national charity in the UK based upon the simple idea that food waste and food poverty should not co-exist and that something powerful can be achieved through eating together.
- **Rainforest Trust UK** works to preserve and protect threatened rainforests and other tropical habitats, particularly those that are home to endangered species.
- **ClientEarth** uses the power of the law to create seismic, sustainable change that protects life on earth.
- **Campaign to protect rural England (CPRE)** is the countryside charity that campaigns to promote, enhance and protect the countryside for everyone's benefit, wherever they live.
- **The Marine Conservation Society (MCS)** is the UK's leading marine charity that works to increase awareness of the growing need to protect our seas, shores and wildlife for future generations in the face of pollution, overfishing and climate change.

Partner with *employee resource groups* to promote sustainability internally

The presence and support of employee resource groups (ERGs) or affinity groups demonstrates an employer's commitment to supporting topics that matter like taking action against climate change.

By empowering employee-led networks to propose ideas, share perspectives and help shape your programming, you can build an authentic culture of belonging at your company.

For example, encourage your ERGs to run educational sessions on the importance of taking action against climate change.

This is powerful because:

- It's an opportunity to show what your company stands for.
- When the information comes from passionate employees, the message is more authentic.
- Your ERGs will feel supported and grateful to work for a company who gives them the space to speak to topics that are meaningful to them.
- It's also an opportunity for professional development, as employees demonstrate the hard work they do within their ERGs to the rest of the company.





Educate your workforce on *climate-literacy*

One of the best ways to create awareness is education. There are many films, TED talks, podcasts and books about the environment to share with your employees and peers so they can inform themselves and speak to these issues. Organise a book club or film night for employees to watch and discuss resources collectively.

Here are some useful resources on sustainability to share with your employees:

- **Movie.** 2040.
- **Movie.** Kiss the ground.
- **Movie.** Seaspiracy.
- **Book.** The sixth extinction: An unnatural history.
- **Book.** This changes everything: Capitalism versus the climate.
- **Talks.** The disarming case to act right now on climate change by Greta Thunberg
- **Talks.** TEDTalks with Kristen Bell and Giant Ant 'Why is the world warming up?'

Another effective way to continue the conversation is by inviting a speaker into the office to frame the topic for your employees. This could be an expert or even a representative from a nonprofit organisation that you support.

Make your office **eco-friendly**

Whether your team is working on site or remotely, there are plenty of small and easy changes that can be made to make your office more environmentally friendly.

- **Set up new recycling stations:** We could all use a reminder of how important recycling is. Create new stations at work so that employees can easily recycle throughout the work day.
- **Go plastic-free:** Encourage employees to avoid plastic whenever possible, perhaps even gamifying the experience with a leaderboard for who manages to bring the least plastic into the office.
- **Start green initiatives:** Try to go paperless and change to more eco-friendly light bulbs.
- **Give people a plant budget or send a plant as a gift to your employees:** Plants can reduce stress and anxiety, as well as increase concentration and improve the quality of the air.





Organise a *donation drive* that supports the planet

It is estimated that £140 million worth of clothing goes into landfill each year. By donating clothing rather than throwing it away, you're actually promoting a healthier planet while helping those in need.

That's why donation drives are an effective way to get your employees involved during Earth Day. And to make your donation drive even more eco-friendly, share with employees that for every X items donated, the company will commit to planting X number of trees.

This is also a good moment for educating your workforce on these important topics. Every little bit helps lower production rates and promotes a cleaner planet.



Throw a recycling or upcycling *workshop*

To educate your employees on how they can recycle more in their daily lives, throw a workshop that combines learning about recycling with correctly disposing of items that unnecessarily take up space in the office or at home. This is a great opportunity to do a bit of spring cleaning in the process.

Plus, did you know that the fashion industry - especially fast fashion - is a significant source of harm to our environment? This is due to a production process that releases toxins into nature, uses up water and contributes greatly to worldwide carbon emissions.

Invite your sustainability employee resource group to get involved or someone in your office is particularly inspired by shopping sustainably. This is a fun way to talk personal style - while making it planet-friendly.





Pledge to end *food waste*

There are many ways you can combine protecting the environment with other causes. For example, food waste exacerbates the climate change crisis with its significant greenhouse gas footprint.

When we avoid food waste, we can prevent landfills from piling up even more and even support people in situations of food insecurity.

Put together activities for your teams to lend a hand to organisations like food banks that retrieve and supply food that would otherwise go to waste - even though it's still good to consume.

You could also partner up with a local restaurant or cafe to collect their leftover food at the end of the day and distribute to the local shelter. This would also be an effective way to keep the initiative up long past Earth Day.



Host a *digital cleanup* with an inbox detox

Emails have a surprising environmental impact — 4g of CO2e for a single text-only email. And we all know how emails add up. So consider hosting a Detox Bingo to clear out your inboxes:

- For 5 mins (minimum), your team will go into their email inboxes and delete as many emails as possible.
- At the same time, they will keep track of the type of emails they're deleting and shout bingo (or write it in the chat of your virtual event) once they've deleted one email per type listed on the card (password reminder emails, order tracking emails...)
- We suggest that the bingo winner receives a donation voucher to support a nonprofit of their choice.
- At the end of the 5 minutes, tell everyone to go into their trash folder, delete all emails permanently and count how many emails have been deleted in total by the group.



Inbox Detox Bingo Card

<i>Digital Cleanup Bingo</i>	Order confirmation	Travel/ Event ticket
Privacy policy update	Newsletter	Tracking link
Password recovery	Any other type of email	Social media notification

See who is the first to delete at least one of each type of email from their inbox!

How to *get started*

There are plenty of opportunities to activate your employees this Earth Day. Plus, it can be a great jumping point for your organisation to engage employees in important causes like this on a regular basis.

Want to make sure you are prepared in advance for international days like Earth Day? The earlier you start the better to get as much buzz and participation within the company.

Finally, having a CSR platform like Benevity can help you to manage these campaigns by:

- Tracking how many people participate and contribute to the initiative to build your case for future campaigns and measure your impact.
- Giving your employees a choice of different nonprofits they can choose to support on one single platform.
- Connecting all employees to a user-friendly dashboard which offers habit-building micro-actions and a space to celebrate their colleagues efforts.



Have questions?
We're here to help

Get a Demo



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