



Sweater Day Toolkit – Businesses

Thank you for joining the fight against climate change!

Sweater Day is part of WWF-Canada's ongoing efforts to inspire Canadians in taking simple actions to reduce their carbon footprint.

Wear a sweater!

On **Thursday, February 17, 2011**, we are calling on Canadians to turn their thermostats down for the day, and wear a fun, funky sweater to symbolize their commitment to the environment. This simple action can be done around the house, at the office, or celebrated out in your community. Anyone, anywhere, can participate, making this a truly symbolic and inclusive campaign.

WWF-Canada is calling for change!

Climate change is the biggest environmental threat to life on Earth, wreaking havoc with the natural systems that regulate the earth's climate: melting glaciers and ice caps on every continent, creating heat waves, dehydrating forests and wetlands, and affecting the lives and communities of everyone on the planet.

On average, each of us has a footprint 50% more than what the planet actually produces per person, per year. In other words, it would take 1.5 planets of productivity to support humanity each year. Half our footprint is carbon from fossil fuel emissions. Canada is one of the top 10 nations contributing to global climate change. While other leading countries of the world are pioneering green energy technologies and solutions, we are holding on to an old strategy based on developing increasingly carbon-intensive forms of energy in the Arctic and the tar sands.

Fortunately, we've got plenty of reasons to believe we can succeed. There is a solution to climate change – we caused it and we can solve it. We must value carbon more, consume less, insulate better, and hasten the switch to alternative fuels like wind, solar, tidal and hydropower. WWF-Canada is calling on business and political leaders to drive this fundamental shift. Our success will ensure that Canada is on the right path for future generations, our economy and the planet.





What can your business do?

Why should you participate?

Sweater Day is an accessible and simple way to get involved in the fight against climate change. By getting leaders like you on board, we can begin to make a real difference in our conservation efforts. Turning down the thermostat by a couple of degrees can make a big difference in fighting climate change, and save money. If every Canadian turned down their thermostat by two degrees in the winter, 2.2 megatonnes of carbon dioxide could be saved per year – the equivalent of **taking about 350,000 cars off the road.**

Sweater Day Success Story

Last year, Loblaw Companies Limited reduced their thermostats by 3 degrees on Sweater Day and then implemented a permanent temperature reduction of 1 degree post-Sweater Day. This small temperature reduction had a very large effect – across the country, Loblaw reduced their greenhouse gas emissions by almost 530,000 Kg CO₂. This translates to the equivalent of:

- CO₂ emissions from the electricity use of **64 homes** for one year
- GHG emissions avoided by recycling **178 tons** of waste instead of sending it to the landfill
- Annual GHG emissions from **101 cars**

Getting involved is easy!

- 1) **Visit wwf.ca/SweaterDay** where you'll find:
 - **Posters**
 - Sweater Day posters are available in black and white for your use. You can display them on your office bulletin board, lunchroom, elevators and washrooms.
- 2) **Promote Sweater Day** to your customers and staff, using internal communication channels. (i.e. company e-mail blasts, posting on Intranet, etc.).
- 3) **Get Social.** Visit our Facebook, Twitter, Blog and Living Planet Community sites.



<http://facebook.com/wwfcanada>



<http://community.wwf.ca/>



<http://twitter.com/wwfcanada>



<http://blog.wwf.ca>





Take the extra step!

Looking to do more?

If your business is looking to do something extra to support Sweater Day and join the fight against climate change, here are some other great ideas you can do. We are always looking for businesses to emerge as environmental leaders to set the bar high and lead by example.

Engage your employees:

- Select a workplace champion to lead your company's Sweater Day initiatives. This individual will encourage other employees to get involved and administer Sweater Day contests (for example, 'Funky Sweater' contests within an office, or employee participation amongst different offices)
- Support employee participation in Sweater Day with rewards such as: lunch with the CEO; celebratory hot breakfast to kick-start the day; or allowing employees to leave work an hour early
- Hold a 'lunch and learn' on Sweater Day to educate employees on climate change and provide tips on how to reduce your environmental footprint at home and in the office

Work with your property manager:

- Contact your building's property manager as soon as possible and let them know the logistics behind Sweater Day (a 3 degree temperature reduction on February 17th)
- Work with your property manager to see if you can make the temperature reduction permanent! Follow Loblaw's example: try for a permanent temperature reduction of 1 degree
- Use this opportunity to talk to your property manager about Earth Hour coming up on March 26, 2011

Contact information

If you have any further questions or comments, please contact:

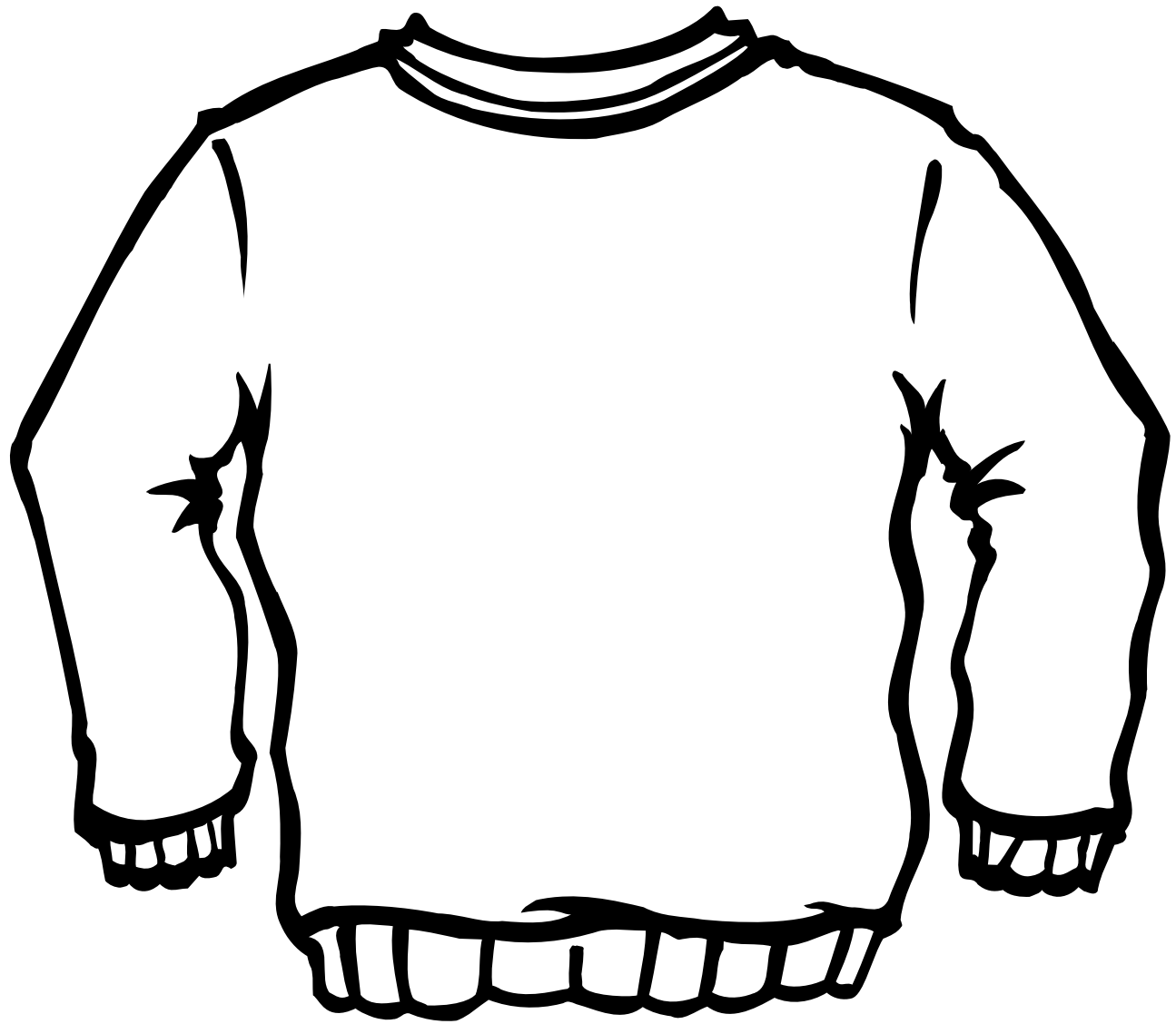
WWF-Canada's Sweater Day Team

E: SweaterDay@wwfcanada.org

W: wwf.ca/SweaterDay



 National
Sweater Day FEB. 17th
presented by
Loblaws



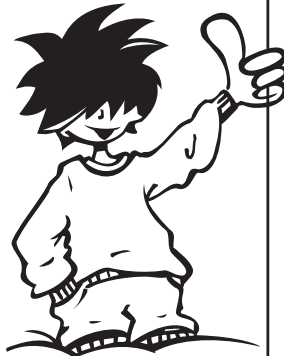
SAVE ENERGY

- Turn down the heat and put on a sweater! •
- KEEP WARM WHILE KEEPING THE PLANET COOL**

SWEATER DAY MAZE

Turn down the heat and put on a sweater!
Can you think of other ways to save energy?
Look for some tips as you make your way
through the maze.

*Keep
warm
and keep
the planet
cool!*



Start



Turn off the
radio if no one
is listening.



Turn off the TV
when the show
is over.



Turn off the computer
when you are not
using it.



Turn off the lights when
you leave the room.



Finish