


60 Actions for the Planet



Celebrating WWF's 60th Anniversary this Earth Day



The background of the entire page is a close-up photograph of numerous small, vibrant blue flowers with yellow centers, likely cornflowers, growing densely together. The flowers are in sharp focus in the foreground and background, creating a textured, naturalistic backdrop.

On April 22, we celebrate Earth Day, a time to celebrate the incredible biodiversity that comprises life on our planet. This year, WWF also celebrates its **60th anniversary**, giving us all the more reason to come together to raise awareness and demand action in support of conservation.

As we continue to respond to the global COVID-19 pandemic, many have sought out serenity in nature. Fresh air and open spaces hold a renewed importance in our lives, drawing us to our gardens, local parks and nature reserves. In these picturesque places, our senses awaken—invigorating smells, vibrant colors, and a symphony of sounds. Nature gives us solace. Who would lose that on purpose?

As we mark this year's Earth Day, we need to protect the places we love in order to sustain the life on this planet. We can do this by preventing some of the root causes of potential future pandemics, including ending the illegal wildlife trade, continuing to influence conservation and climate action policies, and protecting critical biodiversity in landscapes such as the Amazon, the coral reefs of the Pacific, and the Northern Great Plains here at home. In protecting wild places, we're protecting so much of what we love—and need: a stable climate, medicine, food, clean water and the intricate web of species and organisms that work together to maintain balance and support life.

Let us come together to reaffirm our love for nature and our commitment to the natural world. We need to protect the planet now more than ever—only by protecting nature can we protect ourselves. Despite multiple threats, there is still time to protect and preserve our freshwater, oceans, and forests, and the wildlife that live in them. But time is running out. And without our love, nature can suffer irreparable harm. **So, it's our choice. Love it ... or lose it.**

Everyday actions can help ensure that nature is able to fulfill its critical role. This means conserving water and energy, choosing sustainable products, minimizing waste, and eliminating plastic pollution. It also means supporting biodiversity in our own backyard, advancing climate policy, choosing green energy options, and reducing personal CO2 emissions. All of these actions—and the ecosystems they impact—are connected.

Join us in giving back to our planet this Earth Day. *The time to act is now—to be the change we need—it all starts with individual actions.*

Let's get started with Action #1: Reconnect with Nature

Nature has a restorative power. Tap into the world around you by rediscovering nature in your own backyard. Taking time to appreciate what our environment provides can remind us that we are all connected—many communities, cultures, and languages, but only one planet. Let's celebrate it!



Climate

2. Switch to CFLs. Replacing one incandescent lightbulb with a compact fluorescent light can save 150 pounds of carbon dioxide per year. CFLs produce the same amount of light, use 1/3 of the electricity and last up to 10 times as long.

3. Turn off the lights. Artificial lighting accounts for 44% of electricity use. Make it a habit to turn off the lights when leaving a room for 15 minutes or more and utilize natural light when you can. Unplug chargers and other devices when you're not using them. Up to 50% of the energy used by a mobile phone comes from chargers left plugged in when not in use.

4. Advocate for action. It is by far the most critical action people can take in terms of addressing the climate crisis. Local engagement is good, but speaking out to federal legislators is critical. [Ask President Biden to Prioritize the Health of People, Economy and Planet.](#)

5. Choose [renewable energy](#) or purchase renewable energy credits.

6. Opt for biking, walking or public transportation. Short car trips are responsible for three quarters of transportation emissions. Cutting out unnecessary car use can dramatically reduce emissions in the transportation sector.

7. Make [Earth Hour](#) a weekly event at home with family and friends. Unplug to honor our planet, reduce energy usage, and reconnect with nature.

8. Be "A NERD" when it comes to planning your next travel:

Avoid: Avoid flying by plane and choose a less carbon intensive mode of travel where possible. Consider no travel or video conferencing as an alternative.

New: Fly newer aircraft, like the A320neo or Boeing 787 Dreamliner.

Economy: More seats plus a higher load factor means lower fuel burn per passenger.

Regular: Very small regional jets and very large jets with four engines burn more fuel. Medium-sized jets tend to be more efficient.

Direct: Flying direct, without layovers, often reduces fuel consumption.

Forests

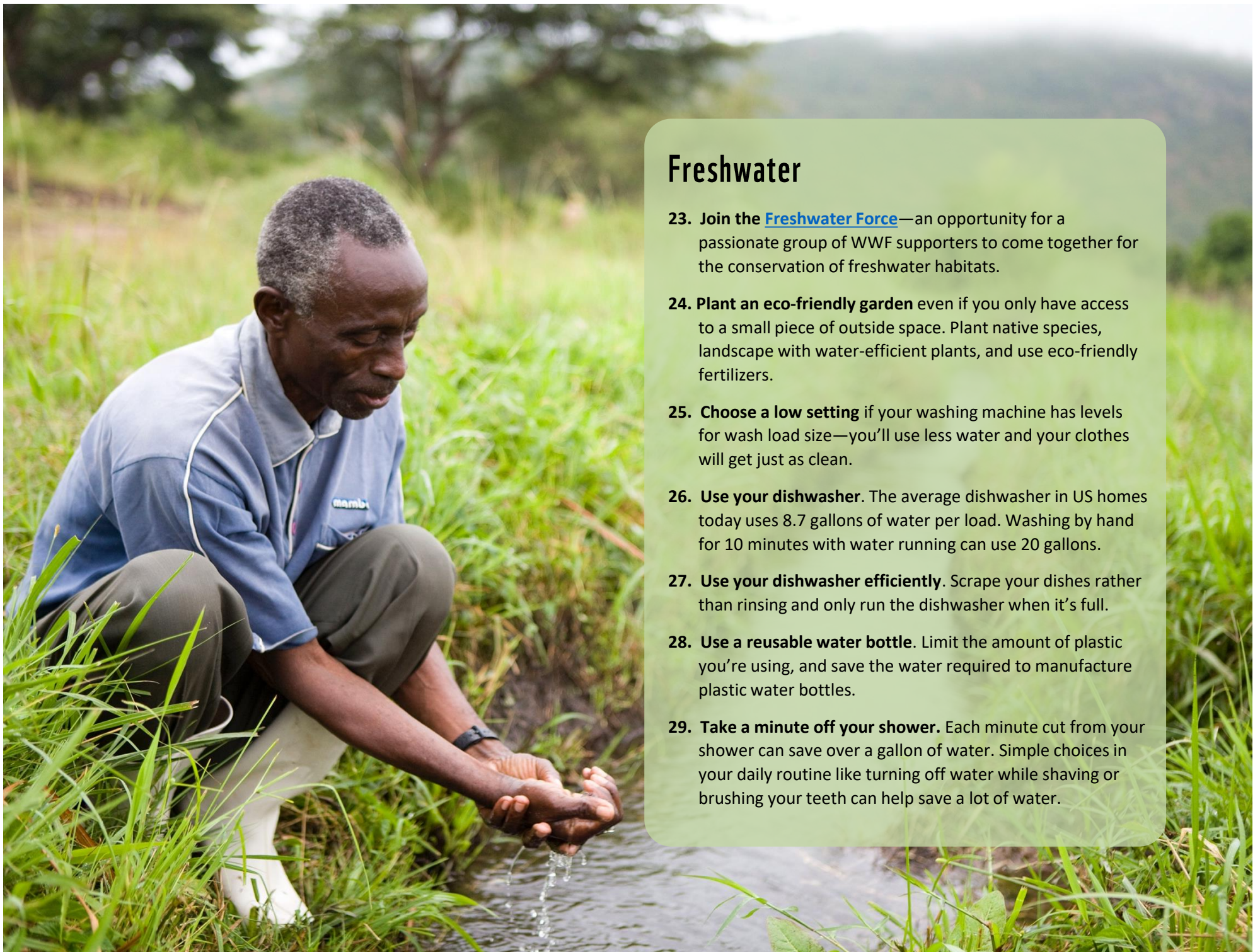
9. **Look for the Forest Stewardship Council® (FSC®) logo.** When purchasing wood and paper products, including paper towels, tissues, and toilet paper, look for the FSC logo to know that your product—or even the packaging it's wrapped in—comes from a responsibly managed forest. Switching to forest-friendly products will help protect wildlife too!
10. **Look for the Roundtable on Sustainable Palm Oil (RSPO) label** to ensure you are purchasing products made with palm oil produced in a socially and environmentally responsible way. This is another impactful way to help protect wildlife.
11. **Switch to electronic billing.** In the US, paper products make up the largest percentage of municipal solid waste, and hard copy bills alone generate almost 2 million tons of CO₂.
12. **Recycle your paper and cardboard.** Recycling 1 ton of paper saves 7,000 gallons of water, 3 cubic yards of landfill space, and 4,100 kilowatt-hours of electricity.
13. **Use a reusable mug** to avoid sending disposable cups to the landfill.
14. **Plant a native tree.** Trees absorb CO₂ as they grow, and native trees are important parts of the ecosystems we rely on for clean air, fresh water, and even food.
15. **Print on both sides** of paper whenever feasible. The average US office worker uses 10,000 sheets of copy paper per year.





Oceans

16. **Buy responsibly-caught seafood.** Help keep our fisheries and fish stocks healthy by looking for the Marine Stewardship Council (MSC) and Aquaculture Stewardship Council (ASC) labels on product packaging or restaurant menus. Their blue and green fish logos ensure your fish can be traced back to responsibly-managed fisheries and farms.
17. **Skip unnecessary single-use plastics.** While some single-use plastics can support safety and health, many plastics—such as non-reusable water bottles, plastic bags, and straws—pollute our ocean and can destroy ecosystems and endanger marine life. Consider what items are truly necessary and which can be skipped. Less materials consumed means less opportunity for materials to pollute our oceans.
18. **Hold the line.** Abandoned fishing lines and nets can trap marine species like sea turtles, manatees and dolphins, so if you go fishing be sure to take your gear home with you.
19. **Pledge** to work together to solve the world's greatest environmental problems and protect our oceans.
20. **Opt for sustainable tourism**. Ocean-side vacations are relaxing but be sure to choose certified sustainable accommodations, tour operators, and destinations when planning.
21. **Increase your ocean IQ**. The more you learn about the ocean, the better prepared you'll be to inspire change—and help others do the same.
22. **Reduce runoff** that can end up polluting coastal waters by conserving water at home and choosing nontoxic chemicals for outdoor chores.



Freshwater

- 23. Join the [Freshwater Force](#)—an opportunity for a passionate group of WWF supporters to come together for the conservation of freshwater habitats.
- 24. **Plant an eco-friendly garden** even if you only have access to a small piece of outside space. Plant native species, landscape with water-efficient plants, and use eco-friendly fertilizers.
- 25. **Choose a low setting** if your washing machine has levels for wash load size—you'll use less water and your clothes will get just as clean.
- 26. **Use your dishwasher.** The average dishwasher in US homes today uses 8.7 gallons of water per load. Washing by hand for 10 minutes with water running can use 20 gallons.
- 27. **Use your dishwasher efficiently.** Scrape your dishes rather than rinsing and only run the dishwasher when it's full.
- 28. **Use a reusable water bottle.** Limit the amount of plastic you're using, and save the water required to manufacture plastic water bottles.
- 29. **Take a minute off your shower.** Each minute cut from your shower can save over a gallon of water. Simple choices in your daily routine like turning off water while shaving or brushing your teeth can help save a lot of water.

Plastics

- 30. **Advocate:** Petition your local government for better recycling capabilities, strict regulations on waste disposal, and initiatives to cut plastic waste.
- 31. **Educate yourself.** Find out which plastics your town's recycling system accepts, and make sure you're always recycling them.
- 32. **When possible, "bring your own"** to replace common single-use plastics like bags, beverage cups, water bottles, straws, and utensils. Reusable items like cutlery or durable cups cut down on plastic production demand and waste.
- 33. **Organize or join a cleanup.** Every piece of plastic you pick up is one less piece in nature.
- 34. **Plan a recycling seminar** or webinar for your office or your community—invite a representative from your local municipality to discuss ins and outs of recycling for your location.
- 35. **Purchase responsibly** and choose products that are made from recycled content **and** can be recycled.
- 36. **Reuse creatively.** Think of out-of-the-box ways to reuse older plastic items. Use and reuse plastic as long as you can, then get creative and reuse it for something else!



A photograph of a woven basket filled with vibrant red chili peppers, some with green stems, resting on a bed of dry straw. The basket is positioned in the center of the frame, with the straw filling the background and foreground. The lighting is warm, highlighting the texture of the peppers and the straw.

Food

37. **Push the limits of your ingredients.** Is your produce wilting in the crisper? You can reinvigorate some veggies, like lettuce, with a quick ice water bath. Bananas going brown? Peel and freeze them for baking or smoothies. Leftovers, wilted, or ugly produce are perfect for hearty soups and stews.
38. **Most food is safe to eat longer than we think**—for fresh and canned goods. Most expiration dates have nothing to do with safety and many foods are still safe to eat days, weeks, or months after the “best by”, “sell by”, and “best before” labels. Trust your senses to know when food has gone bad or you can search the [FoodKeeper App](#) to learn more about food freshness and storage options.
39. **Ready, set, freeze!** You can freeze almost anything—eggs, meats, produce, sauces—whether you just bought it, or already cooked it. Keep containers tight with a little room for liquids. Freeze in portions for easy access, and date and label so it’s easier to manage. A little extra work up front will save you cooking, prep, and shopping time later. And you’ll save money if you use everything you buy.
40. **Choose frozen options.** Frozen foods can be just as nutritious, and stay edible for much longer. A lot of seafood, for example, is frozen before it reaches your supermarket and then thawed and put on display. That means it will only stay fresh for a few days. By buying frozen seafood, you can extend the shelf life of the product considerably.
41. **Share if you can.** We’ve seen how communities come together to make a difference. Of course, we should only buy what we need. But we can also get creative and share recipes with friends, family, and neighbors to make sure we don’t waste an ounce while also keeping us connected in times of isolation. And if you have extra food, reach out to others who might not.
42. **Get to know your local farmers.** Farmers are facing a difficult time as prices fluctuate and concerns over labor health and shortages rise. Farming is vital for our economy and food system. By supporting nearby farmers or your local farmers’ market, people can begin to understand how agriculture can serve as a tool for conservation and food security. And with greater understanding, we can begin to share in the challenge of producing enough food for everyone without impacting our planet.
43. **[Pledge to cut your carbon footprint.](#)** In addition to the electricity you use and how you travel from place to place, your impact on climate change primarily comes from what you eat. Set a goal of reducing the food waste in your home from its current levels and commit to only buying what you need.

Wildlife

44. [Save the Pangolins](#): They are the most trafficked mammals in the world, and they're headed toward extinction. [Meet Lin](#)—a mammal on a mission. WWF and our partner Arnold Worldwide are working to help Lin achieve their mission to protect pangolins—and we need your help.

45. Don't litter. Litter can harm wildlife and pollute landscapes. Pick up litter when you can and keep our spaces green. Read these [7 principles](#) for more tips on how to respect and protect nature when outdoors.

46. Sign on to [Stop Wildlife Crime](#) and commit to preserving nature's beauty for future generations.

47. Use reusable bags. Plastic bags can cause entanglement for wildlife and negatively impact their habitats, and can also be mistaken for food by many wild animals. A floating plastic bag in the ocean may look like a jellyfish or squid, common prey species for [sea turtles](#) and [whales](#), respectively.

48. Help prevent future pandemics. There are direct links between what we do to nature and the emergence of infectious diseases. Support efforts to shut down high-risk wildlife markets globally and reduce consumer demand for high-risk wildlife products. [Send a message to Congress](#) asking them to take the necessary steps to help reduce the chances of future animal-related outbreaks.

49. Plant a pollinator garden. At least 30% of crops and 90% of flowering plants rely on pollinators, including monarch butterflies, to produce fruit. Plant regionally native species that attract pollinators, landscape with water-efficient plants, and use ecofriendly fertilizers. Discover the native plants in your area with this [Native Plant Finder](#).

50. [Symbolically adopt a species](#) and your contribution will support WWF's global conservation work.



A large number of monarch butterflies are shown in flight, filling the upper half of the image. They are orange with black and white markings on their wings. Below them, a dense field of green plants, likely milkweed, is visible. The background is a clear blue sky.

Biodiversity

51. Eat a [planet-based diet](#). Our food systems have caused 70% of biodiversity loss on land and 50% in water. Shifting our eating patterns can help us restore nature and improve our health. Choose more sustainable ingredients, diversify your diet, up your veggies and balance your meat intake, eat minimally processed and nutritious foods, and reduce food waste. Use the [Planet-Based Diets Impact & Action Calculator](#) to see how changes to your diet can help reduce your food footprint relative to your country's environment. Then take a look at what's in your weekly shopping basket, based on the diet you've picked.

52. Build a wildlife habitat in your backyard. Looking for a fun, sustainable craft? From toad and bat houses to bug hotels, you can create many different [wildlife habitats](#) to support biodiversity in your own backyard.

53. Join the [1 Million for Monarchs](#) movement. When we think of wild animals losing their habitats, we usually envision elephants, rhinos, and tigers in faraway places. But monarch butterflies are losing their homes right here in the US—and our food is playing a part. We've set a goal of getting 1 million supporters to come together with WWF to help us save these important pollinators.

54. [Understand your water footprint](#). Our freshwater environments provide habitat for more than 125,000 species while providing us with water to drink and grow food. Yet these biodiverse areas are under threat—wetlands have lost 87% of their coverage in the past era. Calculate your water footprint and become a water guardian by doing one new thing every week to manage your water usage at home.

55. Protect biodiversity strongholds like the Amazon. Deforestation is a leading cause of decline in wildlife populations and a major contributor to climate change. [Tell Congress to address the global loss of biodiversity](#) by ramping up investments in protecting and restoring forests and increasing funding for programs such as USAID's Biodiversity Conservation and Sustainable Landscapes Programs.

56. Explore biodiversity where you live. You don't have to travel far to find interesting plants, trees, flowers, fungi and animals. Your garden, local park or nearby nature reserve are rich ecosystems filled with species that live alongside us. A great way to learn about and identify native species in your area is by using the [Seek](#) app.



**TOGETHER
@ WORK™**

57. [Donate](#) to WWF to support our work globally. You can have an extraordinary, positive impact on our natural world. When you help WWF protect species, you contribute to a thriving, healthy planet. However you choose to support WWF, we are deeply grateful.

58. Be an ambassador in your community. Be a champion for the planet and speak out about the importance of sustainability in your own community. Consider becoming a [Panda Ambassador](#), the ultimate next level of engagement for those committed to saving wildlife and the environment while supporting WWF.

59. Inspire and educate our future conservation leaders. Inspiring our next generation to care for the Earth will secure a better future for both people and wildlife. Check out our [Wild Classroom](#) for family fun and learning opportunities; [Find Your Inner Animal](#) and expand your wildlife knowledge with [Animal Trivia Games](#); download the [WWF Together](#) app for interactive experiences with endangered species and natural habitats.

60. Share this guide and our additional resources with families, friends and colleagues. Together, we can find solutions for a better future where people and nature can thrive. **No one alone can do it, but together, it's possible.**

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To learn more about each of these topics, how WWF works in these areas, and how you can make a difference, visit www.worldwildlife.org/employee-engagement for resource guides that include additional tips and actions you can take to reduce your footprint.

Thank you.