

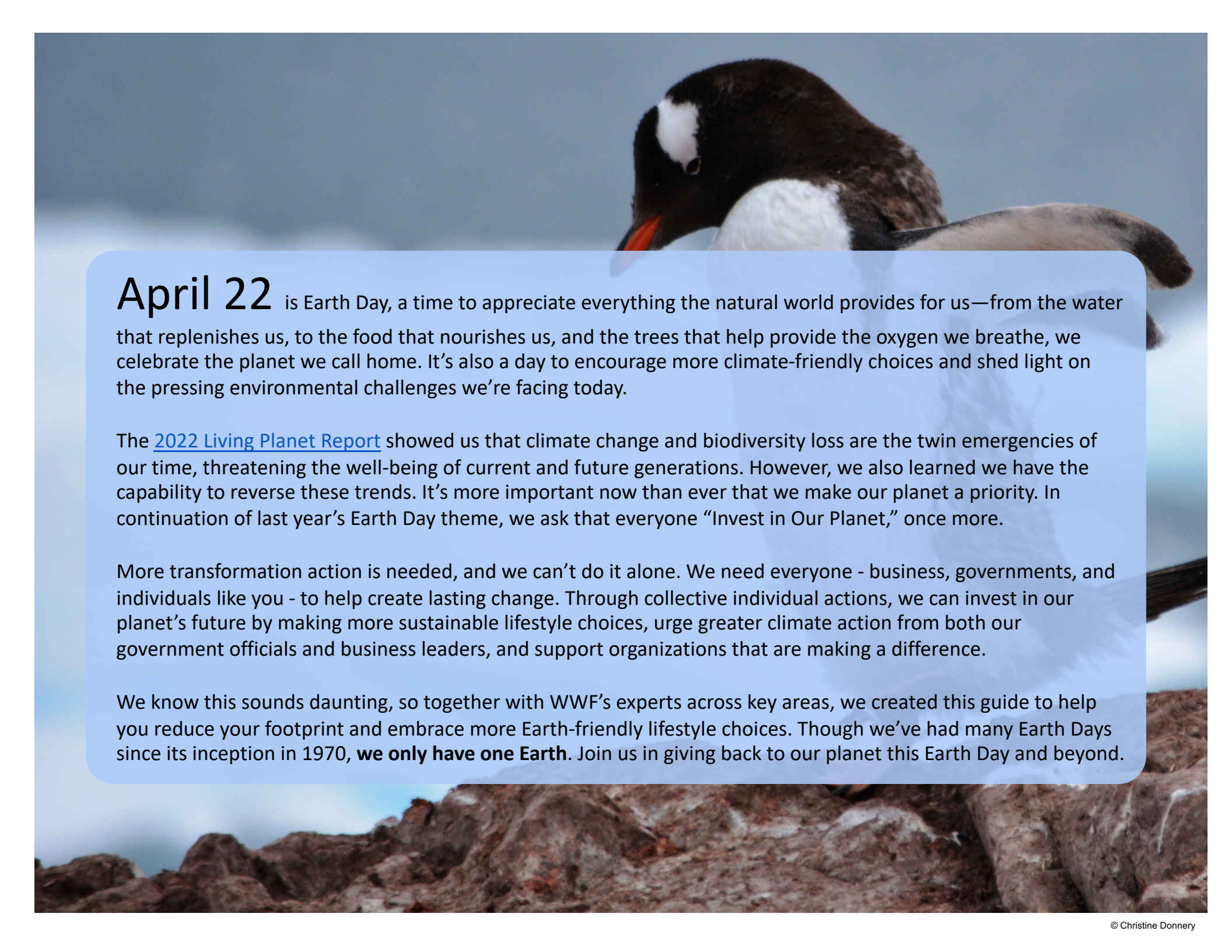


**TOGETHER  
@ WORK**



# 60 Actions for the Planet



A photograph of a penguin, likely a King penguin, sitting on a rocky shore. The penguin is the central focus, with its head turned slightly to the left. It has a black head and neck with a white patch on its forehead, and a bright orange beak. The background shows a calm ocean under a clear sky. The foreground consists of dark, jagged rocks.

**April 22** is Earth Day, a time to appreciate everything the natural world provides for us—from the water that replenishes us, to the food that nourishes us, and the trees that help provide the oxygen we breathe, we celebrate the planet we call home. It’s also a day to encourage more climate-friendly choices and shed light on the pressing environmental challenges we’re facing today.

The [2022 Living Planet Report](#) showed us that climate change and biodiversity loss are the twin emergencies of our time, threatening the well-being of current and future generations. However, we also learned we have the capability to reverse these trends. It’s more important now than ever that we make our planet a priority. In continuation of last year’s Earth Day theme, we ask that everyone “Invest in Our Planet,” once more.

More transformation action is needed, and we can’t do it alone. We need everyone - business, governments, and individuals like you - to help create lasting change. Through collective individual actions, we can invest in our planet’s future by making more sustainable lifestyle choices, urge greater climate action from both our government officials and business leaders, and support organizations that are making a difference.

We know this sounds daunting, so together with WWF’s experts across key areas, we created this guide to help you reduce your footprint and embrace more Earth-friendly lifestyle choices. Though we’ve had many Earth Days since its inception in 1970, **we only have one Earth**. Join us in giving back to our planet this Earth Day and beyond.





# 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 LEDs.** The light-emitting diode (LED) lightbulb is significantly more efficient, longer lasting and more durable than incandescent or compact fluorescent lightbulbs. LEDs use at least 75% less energy, and last up to 25 times longer than incandescent lighting.

**3. Change your fashion habits.** The UN estimates that the fashion industry, particularly “fast fashion,” accounts for up to ten percent of global greenhouse gas emissions (even more than aviation and shipping combined) and wastes water. You can be in style without contributing to climate change. Buy fewer pieces, and look for consignment, resale and thrift shops. Repair, re-tailor, resell or donate garments as an alternative to throwing them away. Don’t forget to do the same with your accessories!

**4. Advocate for action.** It is by far the most critical action people can take in terms of addressing the climate crisis. Speaking out to your government representatives at every level is important. Local and state governments often make critical decisions about how renewable energy is built out, and Congress and federal agencies play a critical role in funding the energy transition. Make your voice heard.

**5. Electrify your life.** Where possible, opt for electric over fossil fuel powered products and appliances. Induction cooktops instead of gas are safer and do not expose you to methane emissions. Electric heat pumps are often more cost effective than gas heaters. Choose an electric vehicle or even an electric hybrid for your next car if possible.

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

**7. Adjust your thermostat.** The Department of Energy recommends that you keep your thermostat set at 68 degrees Fahrenheit during the winter months, and that you reduce the temperature even further during the hours that you might be away at the office or asleep. During the summer, keep the temperature at 78 degrees and adjust upwards to 82 degrees. This not only saves energy but saves money. With newer programmable systems, you can even pre-set the temperatures.

**8. Eat less meat.** About 40 percent of greenhouse gas emissions come from agriculture, deforestation and poor land use practices. If every American were to cut their meat consumption by 25 percent, we could reduce global GHG emissions by 82 million metric tons every year. Given the average American consumes about 215 pounds of meat per year, that means consuming roughly one less pound of meat each week, which translates to about two bone-in pork chops, or four or five average sized meatballs.





# 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. Give secondhand furniture a new life.** An alternative to buying new wood furniture bearing the FSC logo is purchasing furniture from thrift shops and antique stores. There are also online sources for resale or free furniture, such as The Freecycle Network™. Reusing furniture can be cost-effective, and you don’t have to worry about supply chain issues. And it’s good for our forests!
- 11. 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.
- 12. Switch to paperless billing.** In the US, [paper and paperboard products](#) make up the largest percentage of municipal solid waste.
- 13. Support the FOREST Act.** [Urge your congressional representatives](#) to cosponsor the FOREST Act to help prevent illegally deforested products from entering US markets.
- 14. Choose double-sided printing.** Print on both sides of paper whenever feasible. The average person in the US uses [more than 700 pounds of paper](#) per year.
- 15. Get out into nature.** Whether exploring the trees growing on a city street or visiting a local forest or park, connecting with the nature around you will help you understand and share why protecting, conserving, and restoring forests and other vital ecosystems is so important.





# 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. **Skip the motor.** Choose wind-powered sailboats or self-powered kayaks, stand up paddle boards, or canoes rather than motorboats when enjoying time on the water.
21. **[Increase your ocean IQ.](#)** The more you learn about the ocean and its amazingly varied ecosystems, the better prepared you’ll be to inspire change—and help others do the same.
22. **Recognize boundaries when interacting with marine life.** Seeing whales, sea turtles, or coral reef fish in the wild can become an exciting and treasured memory. To ensure that ocean wildlife continue to thrive, take only photos and videos of your experiences and stay respectful of wild animals.






# freshwater

23. **Attend a River Clean Up** – help to clean up debris from your local water ways before it breaks down into microplastics, gets consumed by native species, or flows into the ocean. It is a great way to volunteer, get to know your community, and enjoy some fresh air.
24. **Transition your lawn to a native plant garden.** Even if you only have access to a small piece of outside space, remove any lawn grass (heavy water user!) and instead choose to plant native species, landscape with water-efficient plants, and use eco-friendly fertilizers.
25. **Run the washing machine when it is full and use cold water,** which helps save the energy used for multiple loads and for heating water on the hot/warm settings.
25. **Fill your washing machine and run it on cold.** Run the washing machine when it is full and use cold water helps save the energy used for multiple loads and for heating water on the hot/warm settings. Additionally, air dry clothes whenever possible as dryers consume a lot of energy.
26. **Use your dishwasher.** Simply scrape your dishware clear, rather than rinsing, and run your dishwasher when full. 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. **Explore programs that your local government provides** to help cut down on water use. For example, some cities provide free, rebate, or pay-back programs to install low-flush toilets or to convert yards to drought tolerant landscape.
28. **Use a reusable water bottle.** Limit the amount of plastic you're using and save the water (and energy) required to manufacture plastic water bottles.
29. **Be water conscious in your daily life.** Simple choices such as turning the water off when shaving or brushing your teeth can help save a lot of water. Consider also cutting back shower time. One minute cut from your shower can save around two gallons of water.



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30. **Advocate** for the public policies that will unlock circular solutions needed to keep plastic out of nature. Tell your lawmakers that you support the UN Global Treaty on Plastic as well as [Extended Producer Responsibility](#) (EPR) in the United States. You can also petition your local government to enable better recycling capabilities and initiatives to cut plastic waste in your community.
31. **Dispose responsibly and avoid ‘wish-cycling.’** Find out which plastics your town’s recycling system accepts, and just as importantly, which they do not accept so you can be sure to avoid contamination.
32. **Invest in high-quality reusable items** to replace common single-use plastics like bags, cups, water bottles, straws, and utensils – and remember to bring them along whenever you leave the house.
33. **When possible, shop secondhand** and give an old product a new life. Check out local thrift stores or join a community marketplace to help lower the demand for new production.
34. **Purchase new products responsibly.** Look for items that are not only recyclable, but also manufactured from recycled content. When available, opt for package-free products like shampoo bars or bulk refills.
35. **Get informed.** Learn the difference between biobased, biodegradable and compostable plastic so you know the proper methods of disposal for each material. Share what you learn with your friends and community.
36. **When you see litter, pick it up!** Every piece of plastic you dispose of responsibly is one less piece in nature. Join a local cleanup event when possible, or even organize your own.

# plastics





# food

37. **Use food creatively.** Wilting produce? You can reinvigorate some veggies, like lettuce, with a quick ice water bath. Browning bananas? Peel and freeze them for baking or smoothies. Extra leftovers or soft produce? Add spare items into soups, sauces, or stews, which don't require crisp texture but will benefit from the added flavor.
38. **Most food is safe to eat longer than we think**— especially 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. Buying frozen seafood can extend the shelf life of the product considerably.
41. **Only buy what you need.** Write a grocery list at home to take inventory of food you already have before buying more.
42. **Get to know your local farmers.** Farmers are facing a difficult time as prices fluctuate and concerns over 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. **Ask your representative** to ensure food waste is in the 2023 Farm Bill. Today, food is the number one item (by weight) we throw into landfills, which are the third largest source of methane emissions as a result. Learn more at the [Food Waste Policy Action Center](#).



**44. Don't buy illegal wildlife products** and [report](#) any suspected illegal wildlife product to the [Coalition to End Wildlife Trafficking Online](#). Become a [Cyber Spotter](#) to further help keep endangered wildlife products offline.

**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. 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.

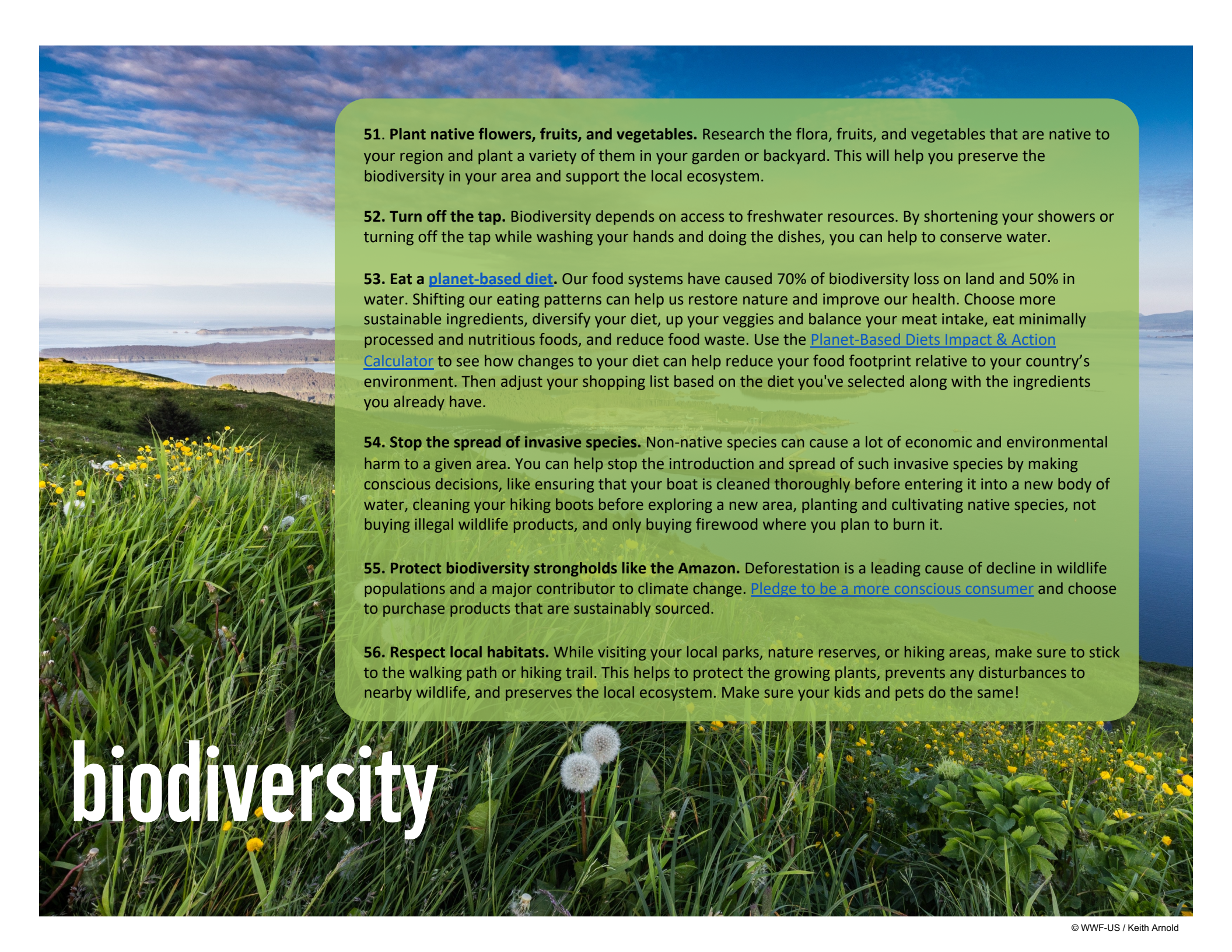
**49. Plant a pollinator garden.** At least 30% of crops and 90% of flowering plants rely on pollinators, including monarch butterflies, to produce fruit. Plant regionally native species that attract pollinators, landscape with water-efficient plants, and use eco-friendly fertilizers. Discover native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

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



wildlife





**51. Plant native flowers, fruits, and vegetables.** Research the flora, fruits, and vegetables that are native to your region and plant a variety of them in your garden or backyard. This will help you preserve the biodiversity in your area and support the local ecosystem.

**52. Turn off the tap.** Biodiversity depends on access to freshwater resources. By shortening your showers or turning off the tap while washing your hands and doing the dishes, you can help to conserve water.

**53. 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 adjust your shopping list based on the diet you've selected along with the ingredients you already have.

**54. Stop the spread of invasive species.** Non-native species can cause a lot of economic and environmental harm to a given area. You can help stop the introduction and spread of such invasive species by making conscious decisions, like ensuring that your boat is cleaned thoroughly before entering it into a new body of water, cleaning your hiking boots before exploring a new area, planting and cultivating native species, not buying illegal wildlife products, and only buying firewood where you plan to burn it.

**55. Protect biodiversity strongholds like the Amazon.** Deforestation is a leading cause of decline in wildlife populations and a major contributor to climate change. [Pledge to be a more conscious consumer](#) and choose to purchase products that are sustainably sourced.

**56. Respect local habitats.** While visiting your local parks, nature reserves, or hiking areas, make sure to stick to the walking path or hiking trail. This helps to protect the growing plants, prevents any disturbances to nearby wildlife, and preserves the local ecosystem. Make sure your kids and pets do the same!

# biodiversity





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**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.

**58. Be an ambassador in your community.** Champion our 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. **Together, it's possible.**