



How-to
guide

Host an Our Planet: Our Business screening



**LIVING PLANET
@WORK**



Host an Our Planet: Our Business screening

Raise awareness and spark conversation with your colleagues about environmental challenges and corresponding solutions.

What is Our Planet: Our Business?

Since the launch of the popular Netflix series, 'Our Planet' many businesses have asked the important question, 'what can we do to help?' This 40-minute screening aims to address this question. This film, commissioned by WWF and jointly produced by Silverback, WWF and Netflix, explores the immense value of nature to our economy, the scale of the challenges that we are facing, and the critical role that business can play in creating solutions at scale.

Bring employees together while working from home by hosting a virtual Our Planet: Our Business film screening. Raise awareness about critical environmental issues facing our planet, learn more about what environmental topics your colleagues care about and offer them opportunities to connect with nature.

Step 1: Rally a team

Inform the right people and ask for support. Consider asking members of your green team, your manager or executives to help organize the virtual screening. Make a note of the actions you will take to get their support.

Step 2: Set a goal

Once you have a core team in place, develop one or more goals to work toward.

What will make this film screening a success? Set goals based on participation, improvements in environmental awareness levels and/or engagement levels during the event. You can also use the virtual screening as a kick-off to a company-wide campaign or to promote action on a specific environmental day like Earth Day (April 22) or World Environment Day (June 5).

How does this screening ladder up into your organization's broader engagement and sustainability goals? Let employees know why their participation is meaningful for the company and the environment.



Step 3: Create a plan

Next, think about how to best organize a virtual film screening at your company.

- When will it be?
- What online platform will you be using and what are the logistics of using it (e.g. What is the maximum capacity of the platform? Will you stream the video or share the link before? etc.).
- What do you need in terms of resources to make the virtual screening a success?
- What is the call to action at the end?
- Are there incentives for participation? (e.g. virtual prizes, employee reward points, volunteer hours, etc.)
- How will you track and share results?

Step 4: Promote your event

See the infographic below for tips and tactics to help you in your communications.

TIP:

Save some time for a discussion at the end of the film. This is a good opportunity to learn what your colleagues think, promote your workplace's environmental initiatives or recruit for your green team.

Conversation starter questions can include:

- *How do you feel after watching this film?*
- *What resonated with you?*
- *Did you learn anything new?*
- *Can you relate something from this film to your personal or work life?*

Step 5: Host your film screening and track results

Here's where your plan comes to life! Keep track of the results, challenges and successes so you can use them as learnings for future events.

Step 6: Thank all participants and share results

Thank participants for attending and follow up by email with a brief survey for their feedback. Consider providing tips on how they can take action while working from home such as reducing their environmental impact, taking hands-on action or speaking up as a citizen and consumer.



Image credit: © Claude Lafond



5 communication tips for your virtual workplace challenge!

1.

Use many communications channels:



- E-mail blasts
- Internal newsletters
- Company’s intranet site
- Employee monitor pop-up messages
(ask your IT department about this)
- Digital signage
- E-mails from senior executives
- Lunch and learns
- Social or environmental committees
- Workplace IM conversations
- Workplace social media
(e.g. Yammer)
- Phone calls

2.

Make it topical:

Conduct your communications during an environmental-themed date or period.



- | | |
|---|---|
| March 3:
World Wildlife Day | June 8:
World Oceans Day |
| Late March:
Earth Hour | August:
Earth Overshoot Day (changes each year) |
| April 22:
Earth Day | Mid-October:
Waste Reduction Week |
| June 5:
World Environment Day | |

3.

Some example calls to action:

- Take a footprint reduction action
- Volunteer your time
- Learn about our sustainability goals
- Join our workplace challenge

4.

Give Context

- How does it ladder up to broader company goals?
- How will it bene it the environment?

5.

Be succinct

- Use bullet points to summarize the e-mail
- Minimize text in posters
- Make your call to action stand out
- Avoid more than one call to action