



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.

Host an Our Planet: Our Business film screening at your workplace to raise awareness about critical environmental issues facing our planet, what needs to change, and how others are already contributing to the solution.

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. 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 or use the event as a kick-off to a company-wide campaign.

How does it 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 an environmental film screening at your company.

- What film will you be screening?
- When and where will it be?
- What equipment do you need? (e.g. projector, laptop, speakers, extension cables, chairs, etc.)
- Is there a call to action?
- Are there incentives for participation? (e.g. snacks and/or door prizes such as WWF adoption kits).
- How will you track and share results?

Step 4: Promote your event

To be a success, you need an audience. See the infographic below for tips and tactics to help you in your communications.



Image credit: © Claude Lafond

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?*
- *Did you learn anything new?*
- *Can you relate something from this film to your personal or work life?*
- *Did the film inspire you to make personal changes or do more to help?*

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 at work and at home such as reducing their environmental impact, taking hands-on action or speaking up as a citizen and consumer.



5 communication tips for your 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)
- Announcements over the PA system
- Posters in lunchrooms, bulletin boards, elevators, etc.
- Digital signage
- E-mails from senior executives
- Lunch and learns
- Social or environmental committees
- Workplace IM conversations (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 5:
World Environment Day |
| Late March:
Earth Hour | June 8:
World Oceans Day |
| April 22:
Earth Day | August:
Earth Overshoot Day (changes each year) |
| Mid-May:
Bike to Work day | Mid-October:
Waste Reduction Week |

3.

Some example calls to action:

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

4.

Give Context

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

5.

Be succinct

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