

# I'm With Nature

**A Guide for  
Businesses and  
Organizations  
Looking to  
Celebrate**

**World  
Environment  
Day**

**5 June 2017**

**I'm With Nature**



**Canada**



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## Introduction

This year, there is just one word for what we want to make World Environment Day: epic. The aim is for celebrations to be bigger and better than ever and to call on people to show their love and affection for our shared natural world. To make this happen we need your support. This short guide is designed to help organizations in the public and private sector find a way to take part, dream big and make 2017 the biggest World Environment Day ever!

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## About World Environment Day

World Environment Day is the United Nations' flagship day for encouraging worldwide awareness and action for the environment. Over the years, it has grown to be one of the largest global platforms for public outreach celebrated by over a million people in well over 100 countries.

It is the 'People's Day' for doing something positive for the environment. Its aim is to harness individual actions and transform them into a collective power that has a legacy of real and lasting impact on the planet. From Bahrain to Bangkok, the day is celebrated in countless ways with everything from beach clean-ups and tree planting to petitions and photo competitions, with thousands of children getting involved through their schools. The beauty of the day is in this diversity. It's when people across the world collectively act, care and show their love for the planet.

**Every year.  
Everywhere.  
Everyone.**

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**Share what you're doing  
using the hashtags**

**#WorldEnvironmentDay  
#WithNature**

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# Why celebrate World Environment Day?

This year we want to see if we can beat the highest number of activities celebrating the day with over 4,000 events taking place, over 20 million people hearing about the day online and over 1.5 million people getting involved. With your support we hope we can make it happen!. In the build up to World Environment Day, we want to be sharing stories of how organizations and businesses are registering events and taking action in support of the day. So, here are three reasons why you should celebrate World Environment Day:

## Inform:

It's a great moment to demonstrate what your business / organisation is doing to act in support of the environment which we'd be happy to share and celebrate on our digital platforms.

## Inspire:

It's a way to inspire staff within your organisation and partners / suppliers about how to get involved and be more environmentally friendly at work, and at home.

## Have Impact:

For businesses and organizations, World Environment Day is a great moment to reflect on the progress that has been made and what more could be done to further the environmental objectives of the organisation / business.

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# 2017 host country and theme

Hosted by Canada, this year's World Environment Day has the theme Connecting People to Nature, and the slogan, "I'm With Nature." The idea that underpins this is that in our modern world few of us take enough time away from our daily lives to appreciate and engage with our magnificent natural world.

By celebrating World Environment Day surrounded by this beauty, we can rediscover the importance of caring for the environment so that it can care for us. With this in mind, Canada will ask its citizens to celebrate the day in a number of amazing ways:

## Find your nature:

Canada is issuing passes giving anyone free entry to all its National Parks for the whole of 2017.

## Get adventurous:

Canada is inviting families and school children to get together in parks to record as many different forms of wildlife as possible as part of a "Nature Blitz".

## Learn to love the natural world:

Learn to love the natural world: Schools across the country will prioritize the environment in their lessons to deepen their students' understanding of why nature is so important to human well-being.

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# Principles that can help you plan your event

## Dream up an idea:

Bring together your colleagues to brainstorm ideas and activities that can make a difference. Is there a problem that needs fixing in your community or workplace? Is there an idea you'd love to take out into the world? Are there groups already doing great things that you could join up with for World Environment Day and make it something truly special?

## Have fun:

Make your event for World Environment Day fun, inspiring and interesting - you should be excited by the idea you have - go for goosebumps!

## Surprise yourself:

Often we think about what we can't do, rather than what we can. Think about what you can do and come with hope - it's the most infectious thing we humans have!

## Inspire others:

A great idea will naturally attract others who can take a small idea and make it extraordinary. So, with your powers of persuasion, bring on board the people you think can make this awesome!this awesome and share it with other teachers and schools that you have a relationship with!

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# Ideas to help inspire you!

There is an endless range of ways that you can celebrate World Environment Day. To help you on your way, we've outlined some ways that organizations can get involved (and we will also have a lot more ideas coming soon on the website).

## 1. Use World Environment Day as a platform for your key issue

World Environment Day is incredibly flexible, so whether you are an NGO focusing on forestry or a company running a social project to rehabilitate a river, you can use the day to get people out and involved in your priority issue.

## 2. Get all staff involved

There are so many things you could do, from having a lunchtime talk, to getting staff out doing a clean-up, to giving them the day off to go and make a difference for nature. Think big about an idea that gets staff excited to join in.

## 3. Be the change, make a new pledge

Why not make a new pledge that your organization or company will function more sustainably by taking action on an issue that staff vote for, or reducing your use of energy, water or raw materials, or by recycling more.

## 4. Travel green and clean

Why not ask all staff to leave the car at home and cycle or car pool to reduce their carbon footprint for World Environment Day.

## 5. Go green

Light up your buildings green on 5 June, and take a photo and share it with us on social media. We may have many other buildings around the world going green for the day. Join in!

## 6. Mobilize your networks

Message staff, suppliers and partners about WED – facebook, twitter, SMS, text, phone, email – it doesn't matter how, just get the word out.

## 7. Green your office

Make a corporate pledge to function more sustainably by reducing energy and water usage, bringing in more plants to the office space or recycling to protect the environment.

## 8. Buy local and re-think plastic

Consider where your food in the canteen has come from and the plastic it is packaged in. Is this a chance to reduce plastic and buy local, organic food?



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## What to do next

To help spread the word about World Environment Day, we encourage you to put our website to full use. Here you will be able to:

### Register your activity on the site:

If you register, we can then highlight your work on all our digital platforms!

### Materials:

Download a brand toolkit with all the logos for you to use for the day.

### Other ideas:

Read what others are doing and get inspired by their ideas.

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## Contacts

Finally, our team is happy to help, so do email us on [worldenvironmentday@unep.org](mailto:worldenvironmentday@unep.org) or get in touch with specific colleagues running the regional plans for the day:

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**Register your events at**  
**[www.worldenvironmentday.global](http://www.worldenvironmentday.global)**  
**(Registry opens in May)**

**Share what you're doing**  
**using the hashtags:**  
**#WorldEnvironmentDay**  
**#WithNature**

