



National Sweater Day: February 4

SUGGESTED TIMELINE

Week of January 11, 2016:

- Send an **email to your office** announcing National Sweater Day, coming February 4.
- Start communications with your **property manager** about turning down the thermostat by 2 degrees on February 4. Include some helpful statistics about energy savings and cost savings associated with a minor temperature reduction
- Pick a **Sweater Day Team** to promote the event in your office and record participation. Pick fundraising activities to host during your National Sweater Day campaign to support WWF's conservation work.
- **Let WWF know** how your company is participating in National Sweater Day.
- Announce **incentives and rewards** for National Sweater Day. Here are a few ideas:
 - Team breakfast
 - Lunch with the CEO
 - Leave work an hour early
 - Best sweater contest on February 4.

Week of January 18, 2016:

- Put up **posters**, provided by WWF, around the office to get people excited about Sweater Day
- Confirm with your **property manager** that the thermostat will be lowered on National Sweater Day, and start the conversation about a permanent temperature reduction in your building

- Send out weekly **Sweater Day Trivia** to educate employees about energy usage. Announce a prize for the employee with the most right answers, to be handed out on National Sweater Day
- Tell WWF about your National Sweater Day journey so that WWF can **blog** about it
- Encourage Sweater Day team to come up with a fundraising idea for Sweater Day.

Week of January 25, 2016:

- Remind coworkers about **Sweater Day incentives**, to encourage participation
- Continue sending out **National Sweater Day trivia** to employees

Week of February 1, 2016:

- Remind employees that **National Sweater Day** is on **Thursday!**
- Remind them that wearing a **festive sweater** on National Sweater Day is encouraged

February 4, 2016:

- Start the day with a warm, **celebratory breakfast**
- Hold a brief **Sweater Day meeting** to remind everyone of the energy savings and benefit to the environment they are helping with
- Announce **Sweater Day trivia winner** and **Sweater Contest winner**

Post-National Sweater Day:

- Tally participation numbers and **send information to WWF**
- Contact LivingPlanetAtWork@wwfcanada.org to find out how to send WWF a donation.
- Discuss the possibility of a **permanent temperature reduction** of 1-2 degrees with your property manager

For more tools and support to help you organize and engage your colleagues in WWF awareness campaigns, visit [Living Planet @ Work](http://LivingPlanet@Work) or contact LivingPlanetAtWork@wwfcanada.org



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Fundraising Ideas

Raising conservation awareness, funds and fun!

Toonie Denim Day

Helping the planet feels good. Helping the planet in jeans, feels even better. Compliment your sweater by sporting some denim! Your Denim Dollars will be donated to WWF–Canada.

Sweater Raffle

Take your chances by wearing a sweater, OR holding your own 50/50 draw, for \$2 a ticket. The winner wins 50% of the money collected, and the other 50% is donated to WWF-Canada. When you conserve energy, everyone wins.

How Many Sweaters?

Out of all the employees in your office, how many will remember to wear a Sweater on February 4? Place your bet (check Vegas odds first) for a buck. Offer prizes for the top three guesses.

Senior Sweater Lunch

Got a lunch meeting? Perfect. Enjoy a \$5 pizza lunch with the Management Committee in the executive boardroom. Discuss conservation with senior managers and try not to get any sauce on your sweater!

A Sweater Fit for a CEO

Tired of the top brass not joining in? Run a contest for employees, and vote on what sweater to put on your CEO (or senior manager) for National Sweater Day! Select from the CEO's choice, and two other "donated" sweaters. Each vote costs \$2, and the sweater with the most is worn by the CEO, with pride. Have fun posting the pictures.

Sweater Awards - The Sweaties

Who needs the Oscars, when you've got the Sweaties. Hold a contest for the loudest, best, or most stylish sweater. Make up your own categories, and charge \$3 to participate. Prizes can include free lunches, or mini trophies. Special Award for the one with the most animals on one sweater.

Warm and Wooly Bake Sale

Kick off your morning with hot chocolate and a bake sale! Ask colleagues to bring some tasty treats from home and sell them for WWF. Calories don't count when it's for a good cause....

Treat Trolley

Turn the mail trolley into the treat trolley and tour the offices at 3:00 pm. Load up with treats for sale for WWF!

Bring Your Childhood to Work

Ask everyone who would want to participate to bring a copy of their childhood photo to work. Then post these pictures on a bulletin board for everyone to see. The object of this fund-raising is to see how good anyone can guess or name who is on each photo. The names to be matched to the photos are compiled into a "guess" sheet with the corresponding letter label of their photos. The price for each "guess" sheet is \$3.00 each. The person who submits a sheet with the most matches will win the game. There are prizes up for grabs for the top three winners.

Crossword Competition

Challenge your colleagues with a cryptic crossword, charge for entry and offer a prize for the person who completes it the fastest.

Swishing

Swishing is essentially swapping. Employees can bring old books, CDs, DVDs, jewelry and then take away the same number of items back. Entry to the swishing area is \$5.

Sweater Decoration Contest

Ask employees to bring their old sweaters for this activity. Provide them with different decorative stuff and ask them to decorate their sweaters during lunch time. Employees pay \$3 to participate. Best sweater wins the prize.

Dress Down Day

Ask your company to allow an official Dress Down Day. For the privilege of dressing down, employees pledge \$5 or \$10 toward your fundraising efforts.

Minute-To-Win-It

Play 'minute to win it games' during lunch and go wild! Participants pay \$2 to play the game and spectators pay \$4 to attend. Try to involve Senior Management.

Eco Fines

Collect \$2 if employees do any of the following:

- Fails to turn off lights after leaving their room/meeting rooms.
- Leaves their computer on when going home
- Prints but then fails to collect and use what they have printed.
- Puts something in their workstation bin that could have gone in the recycling.

To send your donation to WWF or for more ideas and resources to help you champion WWF at work, visit [Living Planet @ Work](#) or contact LivingPlanetAtWork@wwfcanada.org



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ENERGY AND SWEATER DAY TRIVIA

Q1: Which of the following household appliances uses the most energy?

- a. Refrigerator
- b. Toaster
- c. Dishwasher
- d. Washing machine

Source: <http://www.eia.gov/consumption/residential/>

A: Refrigerators use about 11% of a household's total energy.

Q2: What percentage do heating costs rise by for every degree above 20°C that you set your household thermostat in the winter?

- a. 2%
- b. 4%
- c. 5%
- d. 7%

A: 5%. Don't overheat your home. Wear a sweater and use less energy.

Source: <http://www.hydroone.com/MYHOME/SAVEENERGY/TIPS/Pages/HeatingTips.aspx>

Q3: Your residential water heater accounts for approximately _____ of the energy consumed in the average Canadian home.

- a. 5%
- b. 11%
- c. 17%
- d. 21%

A: 17%. Turn down the thermostat on your water heater to reduce energy consumption. Often the level is set unnecessarily high for regular use.

Source: <http://www.nrcan.gc.ca/energy/products/categories/water-heaters/13735>

Q4: What is the most energy efficient cycle to wash and rinse your clothes on?

- a. Cold-cold
- b. Warm-cold
- c. Hot-cold
- d. Hot-hot

A: Cold-cold.

Source: <http://www.energy.gov/energysaver/tips-laundry>

Q5: If every household in Canada used coldwater to wash clothes, how many kilograms of greenhouse gas emissions could be reduced annually?

A: Approx 1.5 billion kilograms of greenhouse gas emissions

Source: <http://www.enersource.com/energy-savings-tips/Pages/energy-saving-appliances.aspx>

Q6: On average, how many light bulbs is the average Canadian home illuminated by?

A: 25 bulbs. Try and use LED (light emitting diode) or CFL (compact fluorescent light) bulbs to reduce energy and cost.

Source: <http://www.statcan.gc.ca/pub/11-526-s/2013002/part-partie1-eng.htm>

Q7: Up to ____% of the energy used by a mobile phone comes from chargers left plugged in when not in use.

- a) 25%
- b) 85%
- c) 50%
- d) 15%

A: C) up to 50%! Make sure to unplug your chargers or turn off your power bar when you're not using them.

Source: http://wwf.panda.org/how_you_can_help/live_green/energy_efficiency/

Q8: Which of the following sectors is the greatest single source of global greenhouse gas emissions?

- a) Industry
- b) Transportation
- c) Electricity and heat production
- d) Buildings

A: Electricity and heat production accounts for a quarter of total global greenhouse gas emissions!

Source: <http://www3.epa.gov/climatechange/ghgemissions/global.html>

Q9: One busload of passengers takes the equivalent of _____ cars off the road during a typical rush hour?

A: 40 cars. In a year, it also conserves 70,000 litres of fuel and over 175 tonnes of GHG emissions per year.

Source: http://www.gov.mb.ca/conservation/climate/what_you_can_do/car.html

Q10: When an electronic device is a “phantom carrier”, what does that mean?

A: It continues to consume electricity even when switched off. Appliances that clock programming displays such as microwave, DVD players, printers and stereos are examples of appliances that consume power, even when turned off. Unplug your devices after use, or use power bars so you can turn them on and off.

Source: <http://www.energy.gov.on.ca/en/empowerme/phantom-power/>

Q11: The amount of energy each North American uses per year is equivalent to _____ kg of coal.

A: 90,000 kg of coal

Source: http://www1.eere.energy.gov/education/pdfs/environment_energyawarenessquiz.pdf

Q12: List 5 elements which are nonrenewable forms of energy

- a. Coal
- b. Kerosene
- c. Oil
- d. Uranium
- e. Natural gas

Source: <http://www.nrcan.gc.ca/energy>

Q13: What percentage of our energy comes from nonrenewable fossil fuels?

A: 70% – 80%

Source: <http://www.iea.org/publications/freepublications/publication/keyworld2014.pdf>

Q14: List 3 renewable sources of energy currently being used in our country.

A: Answers can include:

- a. Solar
- b. Biomass
- c. Wind energy
- d. Hydropower
- e. Geothermal energy
- f. Ocean energy

Source: <http://www.nrcan.gc.ca/energy/renewable-electricity/7295>

Q15: What region of the world will likely warm most rapidly due to climate change?

A: The Arctic

Source: <http://www.wwf.ca/conservation/arctic/>

For more trivia and other resources to help you engage your colleagues in sustainability, visit WWF's [Living Planet @ Work](#) or contact <mailto:LivingPlanetAtWork@wwfcanada.org>