

# 60 Actions for the Planet



© Martin Harvey / WWF



THE SUSTAINABILITY CENTER



# Got a minute for our planet? How about 60?



**Nature is the foundation of everything** we value, but the natural systems that support all life on Earth are under threat. This is our moment to give back to the resource that gives us everything.

In this guide, compiled by WWF experts, we're celebrating the power of everyday, individual actions for our planet. Reducing your footprint and embracing more Earth-friendly lifestyle choices doesn't require a complete lifestyle overhaul. Instead, it can start with simple choices that fit into your daily routine. Whether you have a second to flip a switch off, thirty minutes to wash your clothes in cold water, or an hour to explore and learn more about your local farmers market, every action adds up.

Through all our collective individual actions, we can invest in our planet's future. Our relationship to nature matters. Because when nature gives us so much, it's only natural to want to give back. **And nature needs us now.**





## 1. Reconnect with nature.

Nature has restorative power. Tap into the world around you by discovering nature in your own community. 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!**

**2. 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. [Donating through your employer's dedicated giving platform](#) may unlock a corporate matching gift, doubling your impact. However you choose to support WWF, we are deeply grateful.

**3. 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.

**4. 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.



# BIODIVERSITY

**5. Keep pollinators in mind.** Most bees are solitary and nest in the ground. Allowing a corner of your backyard or local park to remain with leaves, tall grass, and hard-packed soil, provides a place for these important pollinators to build their nest. Try to also avoid spraying pesticides in your gardens, and if necessary, choose organic or biocontrol agents.

**6. Add native plants, fruits, and vegetables to your garden.**

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 preserve and enhance the biodiversity in your area, while supporting the local ecosystem.

**7. Conserve water when you can.** Like us, 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.

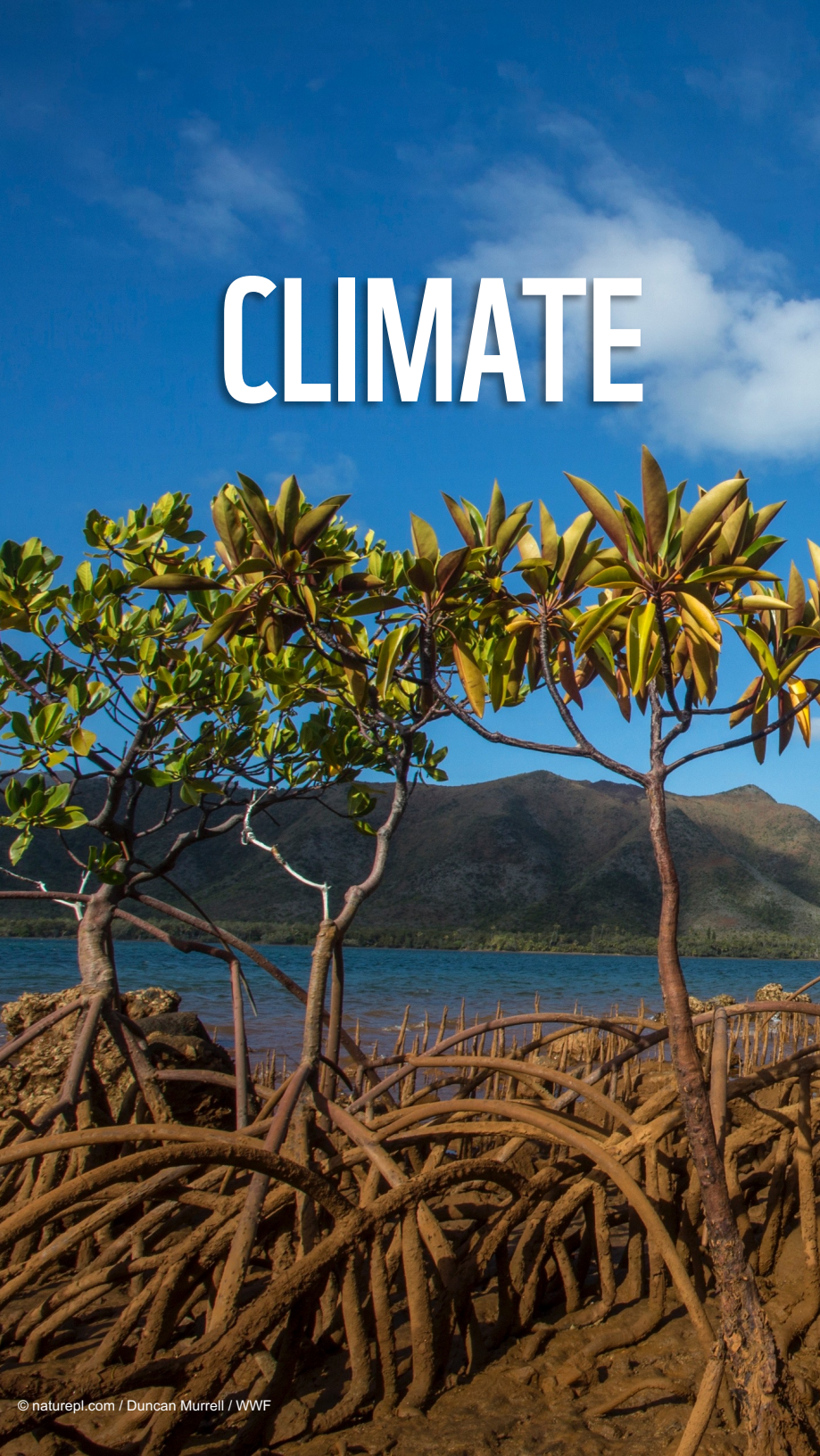
**8. Halt the spread of invasive species.** Non-native species can cause a lot of economic and environmental harm to a given area. You can help stop the introduction and spread of invasive species by making conscious decisions, like ensuring that your boat is cleaned thoroughly before entering it into 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 sourced from where you plan to burn it.

**9. Protect biodiversity strongholds like the Amazon and the Great Plains.** Deforestation and grasslands plow-up are leading causes of wildlife population decline and a major contributor to climate change. [Pledge to be a more conscious consumer](#) and choose to purchase products that are sustainably sourced.

**10. Respect local habitats.** While visiting your local parks, nature reserves, or hiking areas, make sure to stick to the walking path or hiking trail and throw trash away responsibly. This helps to protect plant and animal life, preserves the local ecosystem, and can help keep plastics out of nature, including streams and rivers. Teach children to do the same and be sure to pick up after your pet!







# CLIMATE

**11. Crunch some numbers.** Calculate exactly how much money and emissions you can cut by using an online carbon calculator, like [the U.S. Environmental Protection Agency](#). A calculator lets you figure out what is feasible for you, where you could save the most, and where you can your personal carbon footprint and household emissions. By now, most of us have heard about the many advantages of heat pumps and smart thermostats—and these are great tools! But there is so much more you can do.

**12. Check for a clean power package.** Many electric utilities allow customers to support clean power without installing anything new in your home. Check whether your electricity provider [offers clean energy subscriptions](#) or the ability to choose where you get your electricity from. Community solar programs, for example, typically save households 5% to 25% on annual electricity bills.

**13. Drive electric and look for easy ways to get around without a car.** Electric vehicles can save drivers thousands, even if they cost more upfront. They also don't create tailpipe pollution that especially hurts kids and can slash one of your biggest personal buckets of climate emissions. How much? [Use this calculator to find out.](#)

**14. Heading out? Power down.** Many idle electronics including TVs, computers and microwaves—use energy even when switched off to keep display clocks lit and remote controls working. Use smart power strips or unplug electrical devices when you're not using them and turn off the lights when you can.

**15. Can the package wait? Choose standard shipping for online orders.** That “arrives tomorrow” button is tempting, but expedited shipping often [means more trucks on the road](#), less-efficient delivery routes, and extra emissions. When you choose slower shipping, companies can consolidate deliveries, optimize routes, and cut down on fuel use and packaging waste. Before you rush an order, pause and ask: do you need it immediately, or can it wait a few days?

**16. Reduce risk from extreme weather events for you and your community.** Work with community planners and local government representatives to promote using nature to help build resilience to extreme weather. This can include expanding green spaces using native plants to act as a natural sponge to buffer flooding from heavy storms.

**17. Create some compost.** Composting food scraps keeps the largest material in U.S. landfills—food—out of anaerobic conditions that generate methane, a climate super pollutant. Food loss and waste generate as much as 10 percent of all global greenhouse gas emissions and put pressure on biodiversity.



**18. Embrace imperfections in food.** About [16% of food loss](#) occurs on the farm due to cosmetic reasons. However, [nutritious food comes in all shapes, sizes, and colors](#). 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.

**19. First in, first out.** [Nearly 40% of all food that is produced globally is wasted](#). Help cut down on [food waste](#) by placing older food items in the front of pantries and fridges, that way, they are visible and not forgotten.

**20. Be wary of date labels on food.** 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. And learn more at the Zero Food Waste Coalition's page on the [Food Date Labeling Act](#).

**21. Just freeze it.** You can freeze almost anything—eggs, meats, produce, sauces—whether you just bought it or already cooked it, to extend the shelf life of food. 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.

**22. Go farm-fresh.** 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.

**23. Start home composting.** Initiate a home composting system to recycle kitchen scraps and organic waste but check before adding non-food materials to your home compost, not all certified compostable materials are suitable for home composting. Composting not only reduces the amount of food waste sent to landfills, and plastic bags used for trash, but also produces nutrient-rich compost that can be used to enhance soil health in your garden or for potted plants. It's a simple and effective way to contribute to a circular and sustainable food system.

**24. Speak up against food waste.** Tell your representatives in Congress to support bipartisan legislation that would help reduce food loss and waste, the number one item (by weight) we throw into landfills. The Food Date Labeling Act would standardize food expiration date labels to either "best if used by" for peak quality or "use by" for safety, while the NO TIME TO Waste Act would strengthen federal coordination of efforts to reduce food loss and waste. [Join the more than 23,000 WWF Members to date](#) who have urged Congress to advance these common-sense measures.



FOOD





# FORESTS

**25. Look for the Forest Stewardship Council® (FSC®) logo.** [Pledge](#) to look for the FSC logo to know that your wood and paper products, including paper towels, tissues, and toilet paper—or even the packaging they're wrapped in—support responsibly managed forests. Switching to forest-friendly products will help protect wildlife too!

**26. Start with secondhand.** 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 it's good for our forests!

**27. Learn why forests are important.** One out of five people relies on forests for essential needs like food, fuel, and medicine. Forests are also [vital for human health](#)—filtering our air and water and improving our mental well-being. Additionally, forests help mitigate the hazardous effects of climate change through carbon sequestration.

**28. 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.

**29. Keep forests pristine.** You can help forests thrive by picking up trash, especially single-use plastics like water bottles and bags, while enjoying a hike through the trees. And don't forget to clean up after yourselves! Pack it in, pack it out.

**30. Reduce your food footprint.** Agriculture is a leading driver of deforestation. Check out the tips in the Food section to minimize food waste, which helps keep forests standing.

**31. Plant a native tree.** Trees absorb CO<sub>2</sub> as they grow, and native trees are important parts of the ecosystems we rely on for clean air, fresh water, and even food.



**32. Transform your green spaces.** Even if you only have access to a small space outside, remove any lawn grass (heavy water user!) and replace them with [native plants](#), landscape with [water-efficient plants](#), and use eco-friendly fertilizers.

**33. Reduce your water use.** Many cities or states provide free, rebate, or pay-back programs to install low-flush toilets or to convert yards to drought tolerant landscape. Using your dishwasher without heavy rinsing can also significantly reduce your household water use.

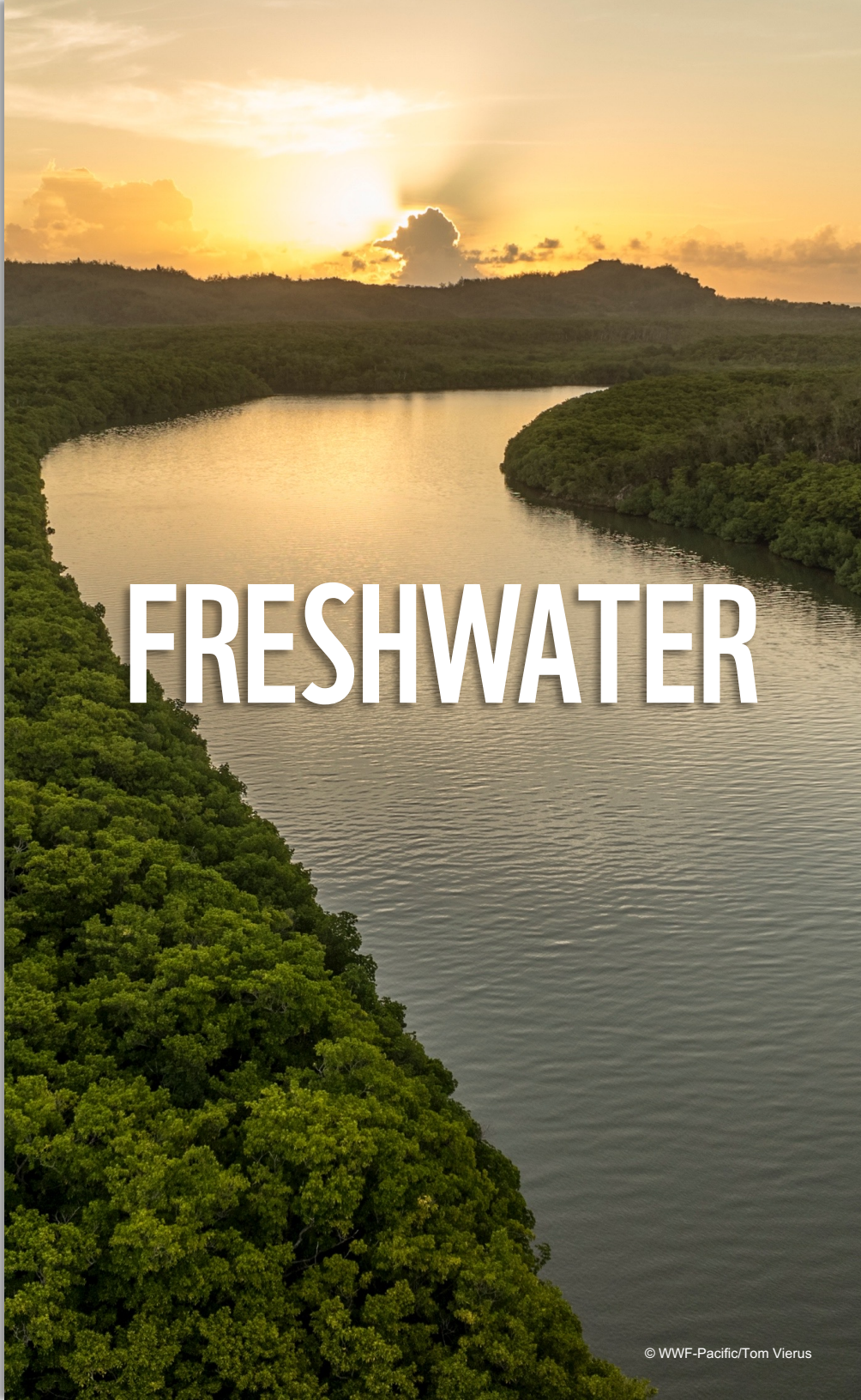
**34. Buy water-friendly food.** Choose products from farmers who use smart and water-saving methods to grow food. This includes ways like collecting rainwater, drip irrigation, low-water crop rotations, and organic farming. It helps in reducing the overall water used to produce the food we eat.

**35. Protect riparian areas, the areas near rivers and lakes.** Stand up for and join efforts that keep areas near rivers and lakes safe. These zones are super important for keeping water clean, stopping erosion, and providing homes for different animals. Support rules that prevent too much building close to water.

**36. Join Citizen Science projects.** Get involved in projects that study how clean our local water is. By taking part and contributing data, you help scientists and groups working to understand pollution and find ways to protect our freshwater. You don't need to be an expert – just share what you observe!

**37. Understand the connection between rivers and food.** One-third of global food production and 40% of global fish consumption depends on rivers. Diversify your plate with a sustainably sourced diet. Choose more sustainable ingredients, 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 and ultimately your water footprint!

**38. 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.



# FRESHWATER





# OCEANS

**39. Look for responsibly caught seafood.** Help keep our fisheries and fish stocks healthy by looking for Marine Stewardship Council (MSC) and Aquaculture Stewardship Council (ASC) labels on product packaging or restaurant menus. Their blue and green fish logos help ensure your fish can be traced back to responsibly managed fisheries and farms.

**40. Respect the bubble.** Seeing whales, sea turtles, or coral reef fish in the wild can become an exciting and treasured memory but remember to respect boundaries when interacting with marine life. To ensure that ocean wildlife continue to thrive, take only photos and videos of your experiences and stay respectful of wild animals.

**41. Opt for reusable products when possible.** Many plastics—such as non-reusable water bottles, plastic bags, and straws—pollute our ocean, can destroy ecosystems and endanger marine life. No plastic belongs in nature, even if it claims to be biobased, biodegradable, or ocean-safe. Consider what items are truly necessary and which can be skipped.

**42. Help prevent ghost gear.** Abandoned, lost, or discarded fishing gear, commonly referred to as ghost gear, contribute significantly to the problem of plastic pollution in our ocean and can also trap marine species like sea turtles, manatees and dolphins. If you go fishing be sure to take your gear home with you.

**43. Pledge for our planet.** [Pledge](#) to work together to solve the world's greatest environmental problems and protect our oceans.

**44. 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.

**45. 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.



**46. Support 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.

**47. Learn about local recycling systems and responsible plastics disposal.** Learn the difference between biobased, biodegradable, recyclable, and compostable plastic so you know the proper methods of disposal for each material. Wish-cycling causes harm. [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.

**48. Skip single-use items.** One of the easiest ways to reduce waste is to use what you already have. Swap single-use plastics, like cups, bags, water bottles, straws, and utensils for reusables you already have at home. Build a simple zero-waste kit you can bring along when you leave the house with reusable utensils, a cup, and bag so it's easy to say "no" to single-use items when you're on the go. When you go out to eat, choose dine-in rather than getting takeout or delivery in plastic takeout containers. Advocate for reuse options at your school or workplace.

**49. Talk with friends, family, and coworkers about plastic pollution.** Conversations help normalize reuse and reduction and can lead to collective action. Share what you're learning, talk about small changes you're trying, or ask questions rather than telling others what they should do. Start with everyday moments, like eating out, shopping, or going to an event, and focus on shared values, such as health, saving money, or protecting the environment. Small, thoughtful conversations can spark awareness and make sustainable choices more accessible and achievable for everyone.

**50. Shop sustainably.** Before buying something new, check your local [Buy Nothing group](#) or shop second-hand. Opt for package-free products like shampoo bars and shop at [refill stores](#). When you do buy new, look for items that will last and that won't end up in the landfill in a year.

**51. 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](#).

**52. Be mindful of microplastics.** Plastic may break down, but it never goes away. Mismanaged plastic waste leads to microplastics, which are tiny particles of plastic that break off and do not decompose. They are now in our air, soil, and water, in our bodies and food chains. You can reduce your exposure to microplastics by avoiding bottled water, not microwaving plastics, and choosing natural fibers over synthetics. By reducing the plastic waste that ends up in landfills, we can help limit the spread of microplastics.

# PLASTICS





A young gorilla with dark black fur is perched among vibrant green tropical leaves and ferns. The gorilla is looking upwards and slightly to the right with a curious expression. The background is a dense, out-of-focus forest canopy.

# WILDLIFE

**53. Report any suspected illegal wildlife products you see online.** If you see a suspected illegal wildlife product online, don't buy it. Instead, report it to the [Coalition to End Wildlife Trafficking Online](#). Become a [Cyber Spotter](#) to help keep endangered wildlife products offline.

**54. Research before you buy exotic pets.** Social media and the internet have popularized exotic animals as pets and makes them easier to buy with the press of a button. This also means that anyone can purchase an exotic pet without knowing basic information about how to properly care for it, the behavioral or health risks to people and the animals, or where the animals were sourced from. And with lucrative smuggling and illegal sales thriving, it could be that the pet, or its parents, were stolen from the wild. Before you buy, check out [WWF's exotic pet guide](#).

**55. Shop smart to protect wildlife and plants.** Some purchases can have a profound impact on wildlife and plants. While many wildlife and plant products are sold legally around the world, there is also a tremendous demand for illegal products made from endangered species. Check out [these tips here](#) on what products to avoid, the questions to ask sellers, and other helpful resources to help protect endangered species and plants.

**56. Skip the plastic bag and dispose of trash responsibly.** Litter can harm wildlife and pollute landscapes. Plastic bags can cause entanglement for wildlife and negatively impact their habitats. They can also be mistaken for food: a floating plastic bag in the ocean may look like a jellyfish or squid, which are common prey species for [sea turtles](#) and [whales](#), respectively. When possible, opt for a reusable bag instead.

**57. Minimize your light pollution.** When considering outdoor lighting, try to only light areas you need. Warm LED lights or motion sensor lights can go a long way. In addition to saving energy, by using motion sensor lighting and warmer bulbs, you'll help migrating birds, bats, and insects like fireflies. Leaving lights on can disturb the natural behavior of nearby nocturnal animals, from migrating birds to hunting bats to scintillating fireflies. You can make a positive impact by adjusting your lighting and leaving areas dark for wildlife.

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

**59. Symbolically adopt a species.** [Your contribution](#) will support WWF's global conservation work. You can also pay it forward with a [WWF Gift Card](#) which gives WWF membership to the recipient, along with a species adoption or thank you gift of their choice.



**60. Share this guide.** As a final step, share this guide and our [additional resources](#) with family, friends and colleagues. Together, we can find solutions for a better future where people and nature can thrive. **Together, it's possible.**

---

To learn more about each of these topics, how WWF works in these areas, and how you can make a difference, visit [www.tsc.worldwildlife.org/page/free-resources](http://www.tsc.worldwildlife.org/page/free-resources) for resource guides that include additional tips and actions you can take to reduce your footprint.



**THE SUSTAINABILITY CENTER**

WWF® and ©1986 Panda Symbol are owned by WWF. All rights reserved.



© WWF-US / Keith Arnold