

#TinyClimateActs

April 2-22, 2025

Powered by:  Greenplaces +  c/naught



# Toolkit for Teams


✓ Team leader? [Here's your quick-start checklist →](#)

## What's #TinyClimateActs?

Despite shifting climate policy and rising global temps, employees are more eager than ever to make a difference. **#TinyClimateActs** is our answer: an Earth Month campaign (April 2–22) that transforms everyday behaviors—like skipping single-use cups or biking to work—into verifiable carbon credits.

 **When:** April 2–22, 2025

 **Who:** Teams from companies of all sizes

 **How:** For each logged act on our campaign microsite, [Greenplaces](#) and [CNaught](#) will fund **1 metric ton of carbon credits** (up to 1,000 total acts)

## What does 1 metric ton of CO<sub>2</sub> look like?

It's roughly the emissions from one round-trip flight in economy between LA and London—so each small act you take can help fund a tangible, third-party-verified project that prevents or removes about that much carbon.

**Note:** These credits are not applied to your company's official carbon footprint or Scope 1/2/3 inventory. They're purely an awareness/engagement tool to show how small eco-friendly acts can spark real climate impact—even if your organization isn't formally offsetting.

Last year, top teams at **Reunion Marketing**, **10 Federal**, and **insightsoftware** logged 100s of acts, proving how powerful these initiatives can be.

The individual with the most acts receives a \$150 Everlane or Patagonia gift card plus a \$150 donation to an environmental nonprofit. The top team gets a 1-hour virtual strategy session with an experienced sustainability exec from GM, Nike, or BofA and a custom infographic of your impact.

## What's inside?

- [Comms templates](#): Internal email messaging and suggested social copy.
  - [Graphics](#): Flyers, social images, and the official #TinyClimateActs logo.
  - [FAQs & key dates](#): Important deadlines and how to track your impact.
- 

## Comms

### Internal 1:1 email

Use this to reach out to a key stakeholder, like an HR/sustainability lead or department manager.

**Subject:** Join us for #TinyClimateActs this Earth Month (April)

Hi [First name],

Earth Month is around the corner, and we're excited to join Greenplaces & CNaught's [#TinyClimateActs](#) from April 2–22. Every small action—like using a reusable cup, conserving energy, or biking to work—adds up to a big difference.

**Here's how it works:** for each act we log on the microsite, Greenplaces and CNaught will fund 1 metric ton of carbon credits (up to 1,000 total acts). That's about the CO<sub>2</sub> from one round-trip economy flight between LA and London.

These credits aren't being applied to our company's official footprint; they're simply a way to show real climate impact for each eco-friendly choice. I've

already created a team for us, so we can see how many actions we contribute collectively. Let's aim for [30% of our workforce] to join in—think we can beat that?

Thanks for your support in making sustainability part of our culture!

[Your name]

[Your title or department]

## Internal announcement email

**To:** Company-wide

**Subject:** Join us for #TinyClimateActs this Earth Month (April)

Hi [First name],

At [Your company name], we strive to continuously improve our impact on the communities we serve. This Earth Month, we're participating in [#TinyClimateActs](#) with Greenplaces + CNaught, an initiative designed to spark a wave of small, everyday eco-friendly steps.

From April 2–22, each act you log—whether it's using a reusable mug or biking to work—will be matched with 1 metric ton of carbon credits (up to 1,000 total acts). For context, that's about the emissions from one round-trip flight in economy from LA to London.

Even better, we'll be competing for top prizes:

- **Top individual:** A \$150 gift card to Patagonia or Everlane + a \$150 donation to an environmental nonprofit of your choice + sustainable swag
- **Top team:** A 1-hour strategy session with a sustainability exec from GM, Nike, or BofA, plus Greenplaces' VP of Sustainability—and a custom infographic capturing our impact

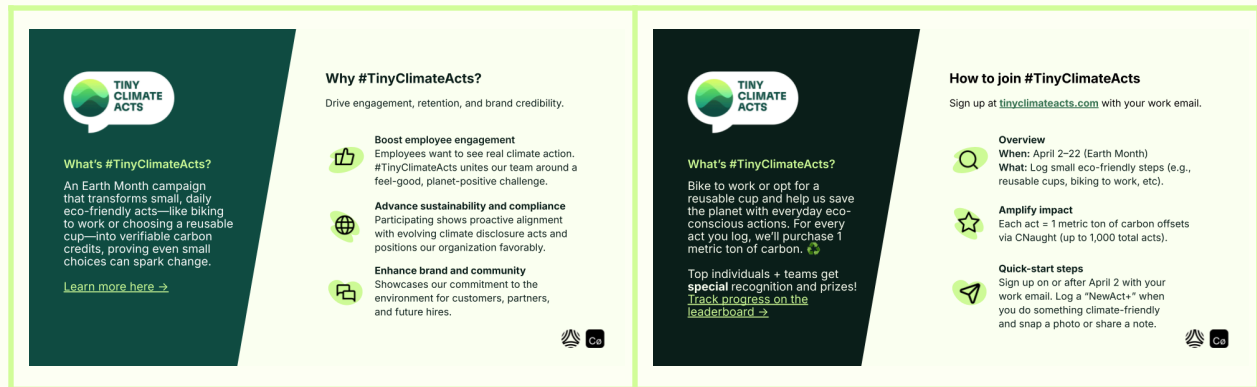
Sign up here using your [Your company name] email → [tinyclimateacts.com](https://tinyclimateacts.com)

Let's see how many we can log as a team. Excited to see the difference we can make together!

[Your name]

## Internal slides

Feel free to include these slides in your next all-hands meeting or team check-in:



[Download all slides in PDF format here →](#)

## Social media and Slack templates

Use these posts on LinkedIn, Instagram, Slack or your favorite team or social channel. Feel free to add your company handle and brand visuals.

### Kickoff announcement

[Your company name] is joining #TinyClimateActs with @Greenplaces + @CNaught to drive real climate impact this #EarthMonth (April 2–22)! 🌍

Every eco-friendly act—like ditching single-use plastic or carpooling—triggers 1 metric ton of carbon credits (~the emissions from one round-trip LA–London flight in economy).

Join us at [tinyclimateacts.com](https://tinyclimateacts.com) and help us make everyday choices that protect our planet. Let's leave it better than we found it!

#ClimateAction #CorporateResponsibility

### Daily engagement

What's your #TinyClimateAct today? Whether it's skipping single-use plastics or opting for a vegetarian meal, every action adds up. Log your act at [tinyclimateacts.com](https://tinyclimateacts.com) and help us reach our offset goal!

#EarthMonth #ESG #Sustainability

### Mid-campaign check-in

We're halfway through #TinyClimateActs—and there's still time to log your eco-friendly acts! We've already funded [X] metric tons of carbon credits via @Greenplaces + @CNaught, but we're aiming for more.

Remember:

- 🏆 Top individual wins a \$150 gift card + \$150 nonprofit donation + swag.
- 🏆 Top team gets a strategy session with major-league sustainability execs + a custom infographic!

Don't miss your chance to amplify your everyday climate actions and snag cool recognition—log your acts now at [tinyclimateacts.com](https://tinyclimateacts.com).

#ClimateAction #EarthMonth #Sustainability

### Final day

It's Earth Day—our final day for #TinyClimateActs!

We're so close to hitting our carbon credits goal—let's finish strong. Whether you're skipping single-use plastics, biking to work, or cutting back on wasted energy—every act can match the emissions of one round-trip LA–London flight.

[tinyclimateacts.com](https://tinyclimateacts.com)

A massive thank you to everyone who participated so far. Stay tuned for final results and top acts—coming soon!

#EarthDay #EarthMonth #ClimateAction #Sustainability

---

## Graphics

These tools are crafted to help you promote #TinyClimateActs, encouraging widespread participation and showcasing our united effort.

## Campaign flyers

Download and print one of these flyers to share across your internal channels or social networks, rallying your colleagues and friends to join the cause.

The image displays two flyer templates for the 'Tiny Climate Acts' campaign, which runs from April 2-22, 2025. The campaign is a partnership between Greenplaces and c/naught. The left flyer features a world map with various icons representing different types of sustainable actions, such as planting a tree, using a reusable tumbler, and recycling coffee pods. The right flyer provides a closer look at these actions with three panels: a tree, a hand holding a tumbler, and coffee pods being recycled. Both flyers include the campaign's main message: 'Take action for the planet by sharing your #TinyClimateActs', and state that '1 act = 1 ton of carbon mitigated (Up to 1,000 acts)'. They also direct users to 'TinyClimateActs.com' for more information.

**TINY CLIMATE ACTS** by Greenplaces + c/naught

April 2-22, 2025

**Take action for the planet by sharing your #TinyClimateActs**

1 act = 1 ton of carbon mitigated (Up to 1,000 acts)

Make a difference at [TinyClimateActs.com](https://TinyClimateActs.com)

[Download this flyer here →](#)

**TINY CLIMATE ACTS** | April 2-22, 2025

**Take action for the planet by sharing your #TinyClimateActs**

1 act = 1 ton of carbon mitigated (Up to 1,000 acts)

Make a difference at [TinyClimateActs.com](https://TinyClimateActs.com)

Greenplaces & c/naught

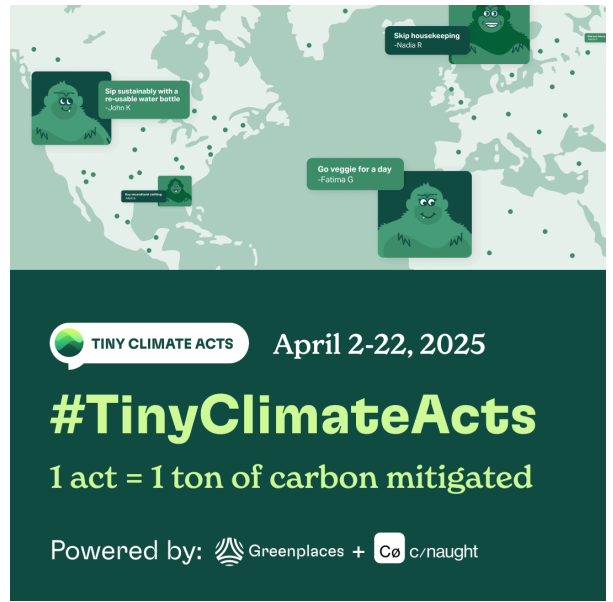
[Download this flyer here →](#)

## Social media assets

Make your mark online! Fill out your #TinyClimateActs card to share your sustainable actions from April 2-22. Team leaders, help amplify our campaign announcement with a branded image tailored to your organization's followers.







[Download this image for social here →](#)



[Download this image for social here →](#)

### Campaign logos

Elevate your team's efforts by integrating the #TinyClimateActs logos into your materials. Make sure to keep the logo clear of other elements.

 <p><b>TINY CLIMATE ACTS</b></p> <p>Download vertical logo (<a href="#">SVG</a>/<a href="#">PNG</a>)</p>	 <p><b>TINY CLIMATE ACTS</b></p> <p>Download horizontal logo (<a href="#">SVG</a>/<a href="#">PNG</a>)</p>
 <p><b>TINY CLIMATE ACTS</b></p> <p>Adding our logo to a dark background? Download vertical logo (<a href="#">SVG</a>/<a href="#">PNG</a>)</p>	 <p><b>TINY CLIMATE ACTS</b></p> <p>Adding our logo to a dark background? Download horizontal logo (<a href="#">SVG</a>/<a href="#">PNG</a>)</p>

### Team leader essentials

Ready to mobilize your team? Let's dive into the nuts and bolts of getting started—from creating your group to celebrating final results.

## Your role and why it matters

### Boost employee engagement

More than half of CEOs (54%) now say sustainability is a higher priority to them,<sup>1</sup> and more than half of young employees (54% of Gen Zs and 48% of millennials) say they and their colleagues are putting pressure on their employers to take action on climate change.<sup>2</sup> Simply put: People want to work somewhere that invests in planet-friendly practices—and this campaign can unite even the busiest teams around a shared mission.

### Champion retention

Sustainability resonates strongly, especially with younger employees, as more than 70% of Gen Zs say it's at least moderately important that their employer has committed to making a positive impact on ESG.<sup>3</sup> By participating in #TinyClimateActs, you're meeting them where they care most.

### Enhance brand credibility

Nearly half (45%) of the Fortune 500 now have net zero targets, with companies like Apple, Google, and Microsoft now requiring their suppliers to measure, report, and reduce their emissions.<sup>4</sup> Show partners, customers, and stakeholders that you walk the talk on sustainability—no matter where federal policy stands.

### Checklist: Getting your team started

#### 1. Sign up and post your first act

**Register for #TinyClimateActs:** Head to [tinyclimateacts.com](https://tinyclimateacts.com) on (or after) April 2.

**Create or join a group:** Use your work email to get matched with colleagues, or create a new team if you're leading the charge.

---

<sup>1</sup> How CEOs juggle transformation priorities – the art of taking back control (EY, 2024)

<sup>2</sup> 2024 Gen Z and millennial survey - (Deloitte, 2024)

<sup>3</sup> Gen Z brings new expectations to the workplace (Handshake, 2024)

<sup>4</sup> Annual Fortune Global 500 report (Climate Impact Partners, 2024)



## Create your team

- Visit [tinyclimateacts.com](https://tinyclimateacts.com) on April 2.
- Sign up with your work email to ensure you're recognized as a team.
- Create a new group—name it after your company or department.
- Send your custom link to your coworkers, inviting them to join.

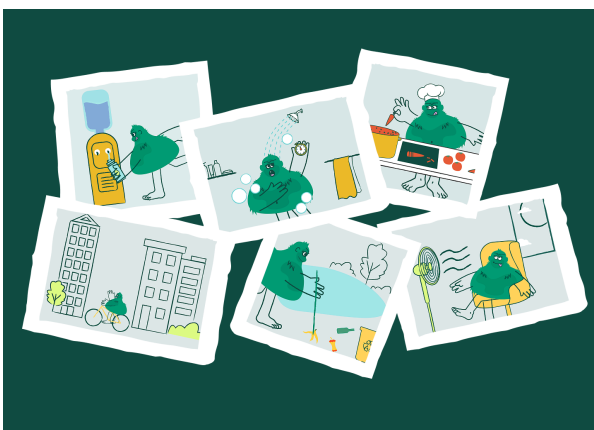
**Log your acts:** Whenever you or your team complete a climate-friendly step (i.e. public transit, reusable bottles, etc.), make sure to click "NewAct +" and record it.

**Document the journey:** Use our TCA card to snap a photo and add a description.

**Post on social:** Tag [@Greenplaces](#), [@CNaught](#), and use **#TinyClimateActs** so we can celebrate your progress alongside you—and so your network can jump in too.

## 2. Rally your colleagues

**Inspire your team:** Download our toolkit assets—like "Act Cards" and daily eco-tips—and share them in Slack, newsletters, or during team meetings. Looking for fresh ideas to keep employees excited? See our new [14-day Tiny Climate Acts challenge](#) on the blog. Each day highlights a different, easy action—like reducing single-use plastics or biking to work—so you can encourage participation and variety throughout Earth Month.



[Visit the blog →](#)

### Pro tips

- [Watch our on-demand workshop](#) to get a better sense of the campaign.
- Schedule a 20-min. team kickoff to walk through sign-up steps & FAQs.
- Looking to invite folks from outside of your company to join? Make sure to set your group from “private” to “public” via the group settings.

### 3. Track, motivate, and celebrate

**Check the leaderboard** and share your progress in Slack or your intranet.

**Encourage healthy competition.** The team with the most acts gets a custom infographic visualizing your total impact, plus an exclusive 1-hour strategy session with ex-CSOs from [GM](#), [Nike](#), or [BofA](#), and our VP of Sustainability.

**Host a short “victory lap” event on April 22.** Share final numbers, highlight top contributors, and cheer on your colleagues for their commitment.

### Pro tips

- Keep tabs on your group’s progress in the leaderboard to see how your team ranks among other participating teams and motivate each other.
- Give a shoutout when your team hits, say, 50 acts or 100 acts. Little celebrations keep the energy high.

### 4. Wrap it up

**Next steps:** After April 22, Greenplaces will finalize the carbon credit tally. Watch for your official summary report and join us in celebrating the top teams!

**Keep momentum:** Encourage ongoing sustainability—remind folks that #TinyClimateActs can happen year-round.

**Note:** For each act, Greenplaces + CNaught will purchase 1 metric ton of carbon credits—about the CO<sub>2</sub> for one round-trip LA–London flight. These credits are not tied to our carbon accounting; they’re an engagement tool to illustrate our collective impact.

---

## Frequently asked questions

### Campaign basics

#### When does #TinyClimateActs run?

#TinyClimateActs runs from April 2 to 22, 2025. Signups open at 8 AM ET on April 2, and we close submissions at 8 PM ET on Earth Day, April 22.

#### Do we need a minimum number of participants?

Nope! Even if only a small group logs acts, you're still contributing to the overall campaign. A bigger turnout means a bigger impact—and a better shot at prizes!

### Getting started and team setup

#### How do I create a group for my team or company?

From April 2, sign up at [tinyclimateacts.com](https://tinyclimateacts.com) with your work email to lead or join your team's group. Early birds will have the opportunity to create a new group, while later joiners will be seamlessly added to your company's existing group.

#### How do my employees sign up?

**When signing up with a work email**, they will either have the opportunity to join an existing company group (i.e. a private group) or a public group. You'll also have the option to create a new group if your company's group doesn't yet exist.

**When signing up with a personal email**, they will have the option to join a public group or create a new public group *only*. To make your company group available to participants with non-company emails, simply modify your group from "private" to "public" via the group's settings.

#### How do I submit a Tiny Climate Act?

Once logged in, hit "NewAct+" to record your sustainable deeds. Describe what you've done, snap a picture, and share it on social media to inspire others. Every act is a step towards our collective goal and a greener Earth.



### Are there any restrictions on which acts I can log?

As long as it's eco-friendly and genuinely new/different from prior acts, it's fair game. Think zero-waste meal prep, commuting by bike, etc.

### Acts and submissions

#### Does each act need photo proof?

Not at all—photos are optional. We encourage you to snap a pic if you can (it's fun and inspires others!), but it's perfectly fine to log your act with just a description.

#### How many acts can I submit?

Participants are encouraged to submit as many acts of sustainability as they wish throughout the campaign period, so please keep them coming! Our pledge covers the first 1,000 acts, but any acts beyond that still count toward the total impact, leaderboard standings, and overall Earth Month celebration.

#### Do you have any resources for daily inspiration?

Definitely—check out our [14-day Tiny Climate Acts challenge](#) on the blog. It's a simple day-by-day guide you can share in newsletters, Slack, or social media to spark ideas and keep participation strong.

## Competition and leaderboard

### **Are we able to see other teams' progress?**

Yes! The campaign microsite features [a leaderboard](#) that shows top teams by total acts. You won't see every individual submission from other teams, but you can track who's leading overall. This friendly competition can be a great motivator!

### **Can you tell me more about the prizes and who's eligible to win?**

We'll track individual and team contributions via the leaderboard throughout April 2–22. At the end of the month, we'll tally up the final numbers. The individual with the highest number of eco-friendly acts wins a \$150 eco-focused gift card, a \$150 donation to their chosen nonprofit, plus Greenplaces swag.

The team with the highest number of acts gets a 1-hour strategy session with a high-profile sustainability advisor—along with a custom infographic capturing their combined impact. In the event of a tie, we'll compare overall carbon reductions and may do a random drawing if it's still even.

Either way, everyone who participates contributes to real, measurable carbon offsets and gets recognized in our final wrap-up!

## Carbon credits and impact

### **What does '1 metric ton of carbon credits' mean?**

It's about the emissions a single passenger generates flying round-trip in economy between LA and London. Each act funds that project scale through high-integrity carbon credits.

### **Does this mean my company is offsetting its official carbon footprint?**

Not exactly. These carbon credits don't apply to your formal Scope 1, 2, or 3 inventory. They're purely an awareness and engagement tool, helping each eco-friendly choice resonate with a real-world climate project. If you need more details for compliance or reporting, please consult your company's legal counsel.

### **Why carbon credits instead of something like tree planting?**

Tree planting is easy to visualize, but the actual climate benefit can vary greatly over time (trees can die, etc.). Credible carbon credits can deliver more

immediate, verifiable results—like methane capture or restoring forests already under threat. This allows us to demonstrate measurable climate impact for each logged act.

### How do I talk about this without 'greenwashing'?

Be transparent: emphasize that these credits are for awareness and educational impact, not official offsetting of your company's emissions. Also, clarify that each credit is vetted by third-party ratings (Sylvera, BeZero, etc.) to ensure credibility. If you have further questions, check with your sustainability or legal team.

### How do I share this impact with my coworkers?

Use the "LA-NYC flight" comparison to show how one small habit can fund a project that addresses an amount of emissions equal to 3.5 cross-country flights. This helps folks visualize the scale of their daily actions.

### How did you calculate "1 metric ton ≈ one round-trip flight from LA to London"?

We used the [ICAO Carbon Emissions Calculator](#), which estimates emissions for a single passenger flying economy between Los Angeles (LAX) and London (LHR). Results showed around 1 ton of CO<sub>2</sub> for a round trip, though real-world numbers vary based on aircraft type, route changes, seat class, and load factors. We chose this route as a memorable benchmark to highlight how everyday choices can collectively match significant climate impact.

## Additional support

### What if I have more questions?

We're here to help! If you have additional questions or need further information, please don't hesitate to contact our support team at [hello@greenplaces.com](mailto:hello@greenplaces.com).

## About Greenplaces

[Greenplaces](#) is an all-in-one sustainability platform that simplifies the path for businesses of all sizes to achieve their sustainability goals. We provide the tools, technology, & expert guidance to streamline carbon reporting, reduce emissions, and integrate sustainability into business models in a way that's beneficial for both the bottom line and the planet.

## About CNaught

[CNaught](#) provides science-based, diversified carbon credit portfolios rated highly by leading third-party agencies. By selling high-integrity, diversified portfolios, CNaught helps organizations make verifiable progress toward net zero while minimizing risk.

---

## Ready to make an impact?

Sign up at [tinyclimateacts.com](https://tinyclimateacts.com) starting April 2, and let's turn small daily choices into big, collective impact!