



Engage Your Team in #TinyClimateActs

A Step-by-Step Guide

Ready to lead your organization in making a tangible impact this Earth Month (from April 1-22, 2024)? Here's how to get your team involved in #TinyClimateActs:

What's a Tiny Climate Act? A Tiny Climate Act is a small action that anyone, anywhere can take to collectively drive environmental change.

This toolkit is designed to help you share your sustainability story, motivate your team, and amplify your impact. It's packed with resources to guide you in rallying your team around this cause and track your collective progress, making every tiny act count.

The campaign will run from April 1-22, 2024, and for every tiny act shared, Greenplaces will plant a tree on your behalf via our partners at [OneTreePlanted](#)—up to 2,024 trees. Explore the different ways you can get your company and team involved below.

What's Inside?

- [Comms: internal email, slides, social media copy](#)
- [Graphics: campaign flyers, social media assets](#)
- [FAQs: campaign timeline, getting started](#)

Communications

Internal Email

To: HR or Sustainability Leader, Department Director

Subject: Let's Lead the Way in Sustainability with #TinyClimateActs

Body:

Hi [First Name],

As a leader in our industry, [Your Company Name] has always embraced innovation and responsibility, especially when it comes to sustainability. Considering that April is Earth Month, we have an exciting opportunity to demonstrate our commitment to the planet by participating in the [#TinyClimateActs](#) campaign hosted by [Greenplaces](#).

This campaign runs from April 1-22 and it isn't just about making a statement; it's about taking tangible action. From opting for reusable coffee cups to commuting sustainably, every tiny act we perform can collectively lead to significant environmental change. Plus, for every act we share, Greenplaces will plant a tree on our behalf.

Greenplaces' site makes it really easy to participate, and I've already started a group for our team so we can see our collective impact. What do you think—can we get at least [#, 30% of Your Workforce] folks to do this?

[Your Name]

Internal Slides

[Add a slide \(or two\)](#) to your next team meeting to spread the word and get everyone excited about participating and making an even greater impact. We put together a series of slides that you can mix and match from, depending on the story *you* prefer, plus an instructional slide at the end for getting involved.

<p>About #TinyClimateActs</p> <p>#TinyClimateActs is a global movement toward making sustainability an everyday prerogative.</p>  <p>This initiative empowers individuals and organizations to showcase our commitment to the planet through daily practices.</p>	<p>Why this matters</p> <p><i>The organization with the most acts gets to choose the location for tree planting!</i></p> <ul style="list-style-type: none"> Environmental Impact Opting for reusable over single-use items, embracing plant-based meals, and reducing energy are just a few ways to reduce our carbon footprint. Regulatory Alignment With climate disclosure mandates like the SEC's recent ruling, participating in #TinyClimateActs positions us as a forward-thinking and transparent organization. Community Engagement This is our chance to rally as a team, contribute to our community's health, and make a tangible difference. 	<p>About #TinyClimateActs</p> <p>#TinyClimateActs is a global movement toward making sustainability an everyday prerogative.</p>  <p>Every small action we take contributes to environmental change. Together, we can turn every tiny act into a monumental stride towards a greener tomorrow.</p>	<p>Putting tiny acts into perspective</p> <p><i>What's at stake for our organization and the planet? How can our tiny sustainable acts truly move the needle?</i></p> <ul style="list-style-type: none"> 67% Reduction in transportation-related emissions by choosing a bike over a car for your daily commute. <i>Tiny Act: Consider working from home for Earth Day</i> 90% Of plastics are not recycled in the U.S. Change this narrative by choosing sustainable alternative. <i>Tiny Act: Consider using reusable cups and straws</i> 40lb Of CO2 is what a single tree can absorb, showcasing the impact of planting a tree. <i>Tiny Act: Share a #TinyClimateAct and we'll plant a tree on your behalf</i> 
<p>About #TinyClimateActs</p> <p>#TinyClimateActs is a global movement toward making sustainability an everyday prerogative.</p>  <p>Every act, no matter how small, counts towards creating a healthier planet and a brighter future for all.</p>	<p>Benefits of participating as a company</p> <p><i>Joining #TinyClimateActs is an opportunity for us to unite under a shared goal, making sustainability a core part of our identity.</i></p> <ul style="list-style-type: none"> Enhance Our Brand A commitment to sustainability elevates our brand and distinguishes us as an employer of choice. Positive Work Culture Engaging in sustainability efforts fosters a sense of pride and team cohesion, enhancing our work. Strategic Advantage By aligning with sustainability efforts and regulatory expectations, we stay compliant and lead the way in our industry. 	<p>About #TinyClimateActs</p> <p>#TinyClimateActs is a global movement toward making sustainability an everyday prerogative.</p>  <p>This is our moment to shine as sustainability champions. Let's lead by example and show the world the power of collective action.</p>	<p>How to get involved</p> <p><i>Joining #TinyClimateActs is an opportunity for us to unite under a shared goal, making sustainability a core part of our identity.</i></p> <ul style="list-style-type: none"> Register and Log Your Acts Visit Tinyclimateacts.com to start sharing your sustainability efforts. Inspire and Share Use your actions to inspire your team and share your story to motivate others within our company. Track Our Progress Keep an eye on the leaderboard and see the collective impact of our company's actions. 

Download all slides in [PDF format](#)

Social Media

#1: Announcement post

[Your Company Name] is proud to participate in #TinyClimateActs with @Greenplaces! We're committing to sustainability, one tiny act at a time. 🌍

Join us in making a difference: tinyclimateacts.com

#CorporateResponsibility #ESG #SustainableBusiness

#2: Engagement post

What's your #TinyClimateAct today? Whether it's biking to work or opting for a plant-based lunch, every action contributes to a healthier planet. Share yours and inspire change! tinyclimateacts.com 🚲 🌱 #CorporateResponsibility #ESG #SustainableBusiness

#3: Countdown post

Countdown to Earth Day with #TinyClimateActs! 🌳

There are just **[X]** days left to contribute your acts of sustainability. Let's reach our goal of planting 2,024 trees together with @Greenplaces! tinyclimateacts.com



#CorporateResponsibility #ESG #SustainableBusiness

Graphics

These tools are crafted to help you promote #TinyClimateActs, encouraging widespread participation and showcasing our united effort. Let's make every act count!

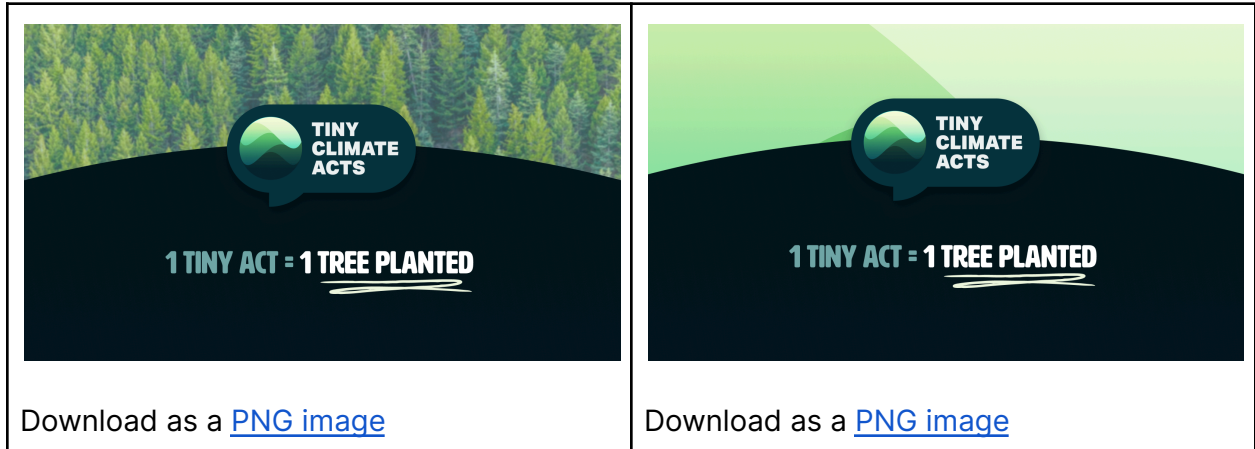
Campaign Flyers

Boost our #TinyClimateActs movement! Grab a flyer to share across your internal channels or social networks, rallying your colleagues and friends to join the cause.

 <p>This flyer features a dark green background with a stylized globe. At the top, three social media-style posts are shown: 'TODAY I ATE A PLANT-BASED LUNCH' by Lauren, 'I RODE MY BIKE TO WORK TODAY', and 'I VOLUNTEERED AT A COMMUNITY GARDEN' by Stephanie. The main text reads 'EARTH DAY 2024', 'TAKE ACTION FOR THE PLANET APRIL 1-22, 2024', 'SHARE YOUR #TINYCLIMATEACTS TO HELP PLANT 2024 TREES', and '1 TINY ACT = 1 TREE PLANTED'. Logos for Tiny Climate Acts and Greenplaces are at the bottom.</p>	 <p>This flyer has a dark green background with a stylized globe. The text includes 'TAKE ACTION FOR THE PLANET APRIL 1-22, 2024', 'SHARE YOUR #TINYCLIMATEACTS TO HELP PLANT 2024 TREES', and '1 TINY ACT = 1 TREE PLANTED'. It also features the logos for Greenplaces and Tiny Climate Acts, and the website TINYCLIMATEACTS.COM.</p> <p>Download as a JPEG image</p>
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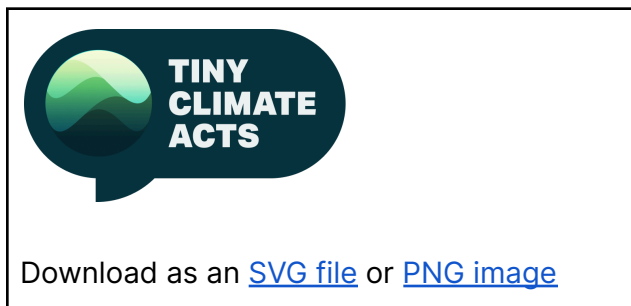
Social Media Assets

Make your mark online! Fill out your Tiny Climate Acts card to share your sustainable actions from April 1-22. Team leaders, help amplify our campaign announcement with a branded image tailored to your organization's followers.



Campaign Logo

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



Frequently Asked Questions

When can we participate?

#TinyClimateActs runs from April 1 to 22, 2024. Kickstart your contributions at 8 AM ET on April 1 and keep the momentum until we close submissions at 8 PM ET on April 22. Start strategizing now to hit the ground running on launch day.

What's the goal with #TinyClimateActs?

The core mission of #TinyClimateActs is twofold: to foster a global movement of small, daily, sustainable actions that collectively make a significant impact on our planet, and to raise awareness for Earth Month leading up to a grand celebration on Earth Day. Through this campaign, we aim to plant up to 2,024 trees, turning each act of sustainability shared by participants into tangible contributions to reforestation efforts.

- **For every act shared**, Greenplaces will plant a tree with a goal of 2,024 trees
- **The top three individuals** with the most acts win sustainable Greenplaces swag
- **The team that rallies the most acts** earns the privilege of choosing the planting site, making a lasting environmental and communal impact

How does every act matter?

Every sustainable choice, no matter how small, contributes to a larger environmental impact. Whether it's biking to work to reduce carbon emissions, choosing plant-based meals to lessen water and land use, or using a reusable cup to cut down on waste, these actions add up. They not only help in reducing your carbon footprint but also inspire others to make eco-friendly choices, creating a ripple effect of positive change.

Why the focus on community and collaboration?

#TinyClimateActs emphasizes the power of collective action. By uniting individuals, organizations, and GreenPlaces in a shared mission, we showcase diverse stories of sustainability that motivate and encourage participation. In an era where businesses are increasingly held accountable for their environmental impact, participating in this campaign demonstrates your commitment to sustainability and positions your organization as a forward-thinking leader.

What's the statistical support behind this campaign?

- **Emissions reduction:** Opting for a bike over a car for daily commuting can reduce your transportation-related emissions by up to 67%.¹
- **Waste reduction:** Annually, 90% of plastics produced are not recycled, highlighting a significant opportunity for improvement through conscious choices.²
- **Carbon absorption:** A single mature tree can absorb more than 48 pounds of carbon dioxide each year, emphasizing the importance of reforestation and tree-planting initiatives like ours.³

¹ "[The Carbon Savings of Biking: How Choosing Your Bike Over Your Car Can Impact the Planet.](#)" Future Green Blog.

² "[Recycling vs. Landfill: The Journey of Plastic Waste.](#)" Plastic Pollution Coalition Guides.

³ "[Tree Facts: The Benefits of Trees and Their Impact on the Environment.](#)" Arbor Day Foundation.

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

From April 1, 2024, sign up at TinyClimateActs.com with your work email to lead or join your organization's group. Early birds will have the opportunity to create a new group, while later joiners will be seamlessly added to their company's collective effort.

How do I submit a Tiny Climate Act?

Simple: once you're 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.



How many acts can I submit?

Participants are encouraged to submit as many unique acts of sustainability as they wish throughout the campaign period. Each act shared using #TinyClimateActs contributes to our tree-planting goal (up to 2,024) and amplifies our collective impact.

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.

About Greenplaces

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

[Get in touch](#)