



# NATIONAL SWEATER DAY

## ABOUT NATIONAL SWEATER DAY

### What is National Sweater Day?

*National Sweater Day is a WWF-Canada campaign, presented by Loblaw Companies Limited, which asks Canadians to turn down their heat and turn up their sweaters in the name of energy conservation. National Sweater Day occurs annually on a Thursday in February and has engaged over one million Canadians since 2010. In 2017, National Sweater Day will be celebrated on **Thursday, February 2**. It's a great event for schools – ask custodial staff to turn down the heat in school buildings, cozy up in the classroom and learn how your actions can help prevent climate change.*

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### What do sweaters have to do with WWF's conservation work?

*National Sweater Day is about valuing energy. It's a chance to think differently about how we use energy, where our energy comes from and how we can play an important role in fighting climate change by using energy wisely, not wastefully. It is designed to help raise awareness about renewable energy and change behaviours around energy consumption in Canada. If all Canadians lowered their thermostats by just two degrees Celsius, it would reduce greenhouse gas emissions by about four megatons – equivalent to taking nearly 700,000 cars off the road.*

*WWF is putting Canada on the path to 100% renewable energy by 2050. Reducing Canadians' reliance on greenhouse gas emissions-producing fossil fuels is a critical part of our plan.*

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### How can my school take part?

*Visit **[schools.wwf.ca/GetInvolved](http://schools.wwf.ca/GetInvolved)** and select National Sweater Day to access tips and ideas for taking part. WWF has created a free resource just for you, whether you are a teacher or an elementary, secondary or post-secondary student. Use that resource to plan a National Sweater Day event and raise awareness about climate change issues. Don't forget the most important part – turning down the heat at school!*

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### What can my school do next?

*WWF's Schools for a Living Planet program connects educators and students of all ages to WWF's conservation work. By joining the S4LP community at **[schools.wwf.ca](http://schools.wwf.ca)** you will learn how you can inspire your classrooms and classmates to build a future in which humans live in harmony with nature all year long.*

# National Sweater Day 2017

## *Teaching Strategies, Activities, Prompts and Projects*

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**Ask questions to determine how much students already understand about climate change.**

*What are you curious to learn more about?*

**Sweaters come in all different colours, patterns and styles.**

*What colour or style of sweater did you wear today? Make a graph of sweater colours or styles in the class — find the mean, median and mode.*

**Your sweater is made from something that was once alive — and water and oil were used in its creation. Too much fashion isn't good for the Earth, yet the average Canadian kid owns 40kg of new clothes every year.**

*Research some of the safer, healthier materials for clothing. Debate the pros and cons of materials like bamboo, hemp and organic cotton. Brainstorm ways that you can reduce your closet's footprint.*

**Ask students to think about why they're wearing a sweater today — what is most important to them to protect from the effects of climate change? It could be a species, a region, an activity or anything else they love. Use the sweater colouring template on the website to decorate your classroom or school with their ideas.**

**Canada's Arctic is warming faster than anywhere else on the planet. How does the temperature of your home affect the temperature of the polar bear's Arctic home?**

*Help your students make the connections between their thermostat, greenhouse gas emissions, climate change, melting sea ice and Arctic wildlife.*

**Incorporating a fundraising event into National Sweater Day can help support WWF's conservation work in the Arctic and increase your school's impact. Looking for ideas?**

*Sell hot drinks, create a fun incentive for students to raise money (like the principal in an ugly sweater) or come up with your own unique idea. Classrooms that raise over \$250 for WWF will receive a wildlife adoption kit as a thank you! Download the Classroom Fundraising Tips PDF on the website for more information.*

**Research the differences between climate and weather. Ask students to characterize some different climate types (polar, tropical, coastal, etc).**

*What type of climate do you live in?*

**In the last 100 years, the Earth's temperature has risen at a rate faster than ever before. If you were to graph the Earth's average yearly temperature between 1000 and 2014, that graph would resemble a hockey stick!**

*Read Roch Carrier's The Hockey Sweater. How would warmer winters affect Canada's game?*

**Since our climate is warming, we won't need to use as much energy to heat our homes or schools in the winter.**

*But a warming climate means greater use of our air conditioners in the summer and more weather extremes, like storms and flooding. Brainstorm other problems created by a warming climate. How do these problems affect our energy consumption?*

**Talk to your principal and custodial staff about lowering the heat in school buildings by two degrees Celsius for National Sweater Day. Use the take-home letter from the website to make sure parents and guardians know the school will be a little chillier on February 2<sup>nd</sup>.**

*Did students and staff notice the difference? Consider lowering the temperature in school buildings permanently.*

**Download the National Sweater Day poster from the website and post it around your school. Get as many students as possible to take part on February 2<sup>nd</sup>. Help students understand how putting on a sweater symbolizes their support for a better future!**

**Challenge students to think of ways to conserve energy at school and at home. Use the sweater colouring template on the website to decorate your classroom or school with their ideas.**

**In Canada, the majority of our schools and homes are heated using fossil fuels, such as coal, natural gas and oil. But 95% of Iceland's homes are powered by...volcanoes! And 20% of Denmark's electricity comes from wind turbines.**

*Learn about your province's main energy source. What are some alternatives for heating our schools and homes? Can you find a Canadian school or community that uses one of those alternatives?*

**Ask your students to sort themselves into teams by sweater colour, pattern or style. Hold an in-class debate about climate change or challenge your students with trivia. May the most fashionable team win!**

**Fashion has a footprint. Organize a school-wide clothing drive or swap to give old clothes a new life! Donate clothing to a local charity or shelter; trade clothes among classmates or get crafty by adding new details to plain bags, toques and t-shirts.**

*Are there other ways to make sure unwanted clothes don't end up in landfills? Research the innovative ways people are using old clothes to make new things around the world. Hint: some US households use blue jeans as insulation and Nike's Reuse-a-Shoe program recycles worn-out shoes to make new basketball and tennis courts and rubber running tracks. Ask your students to share what they discover with the rest of the class.*

**Write a letter to your Member of Parliament explaining why Canada needs to invest in sustainable forms of energy. To find the name of your MP visit [parl.gc.ca](http://parl.gc.ca).**

**Valentine's Day is just around the corner — use recycled materials to create a card for the Earth. Let the planet know how much you care!**

**As a class, research facts about climate change or use the suggested announcements from the website to count down to National Sweater Day over the school's PA system.**

**Take photographs and include pictures and stories in your next school e-newsletter. Make sure to include information about the importance of conserving energy to encourage parents and guardians to extend their children's learning at home.**

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# National Sweater Day Event and Activity Ideas

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**Talk to your residence and student councils, principal and custodial staff about lowering the heat in school buildings by two degrees Celsius for National Sweater Day.**

*Did students and staff notice the difference? Find out if lowering the temperatures (even by a little bit) in school buildings permanently is an option.*

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Download the National Sweater Day poster from the website and post it around your school or campus. Get as many students as possible to take part on February 2. Help your fellow students understand how putting on a sweater symbolizes their support for a better future!

**Why are you wearing a sweater today — in your opinion, what is the most important place or thing to protect from the effects of climate change? Use the sweater colouring template on the website (you know you want to) to decorate your school hallways, residence hall or another school building with your ideas.**

**Community and broad cooperation play key roles in the fight to prevent climate change.**

*Show your commitment to community-based solutions by knitting your campus together — literally. [Yarn bomb](#) trees, bicycle racks or anything else on campus that could benefit from a little colour or warmth. “Guerilla” knitting, anyone?*

**The Sorting Sweater!**

*Sweaters come in all different colours, patterns and styles. What colour or style of sweater did you wear today? On National Sweater Day, ask classmates to “sort” themselves by sweater in your cafeteria or dining hall. Talk to your new, well-dressed friends about climate change!*

**Your sweater is made from something that was once alive — and water and oil were used in its creation. Too much fashion isn’t good for the Earth, yet the average Canadian student buys 40kg of new clothes every year.**

*Organize a school-wide clothing drive or swap to give old clothes a new life! Donate clothing to a local charity or shelter; trade clothes among yourselves or get crafty by adding new details to plain bags, toques and t-shirts.*

**Research facts about climate change or use the suggested announcements from the website to count down to National Sweater Day over your school’s PA system or on social media.**

**Set up a National Sweater Day photo booth. Share photographs with your school or community newspaper and WWF!**

*WWF is always looking for enthusiastic students to write short blog posts about their experiences participating in WWF campaigns like National Sweater Day.*

*E-mail [schools@wwfcanada.org](mailto:schools@wwfcanada.org) for more information.*

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## Use these facts about climate change to count down to National Sweater Day!

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If all Canadians lowered their thermostats by just two degrees Celsius, it would reduce greenhouse gas emissions by about four megatons — the same as shutting down one 600 megawatt coal-fired power station. That's why we're turning down the heat on February 2<sup>nd</sup>. Don't forget your sweater!

Heating makes up 80% of all energy use in homes and schools across Canada. That's why we're turning down the heat on February 2. Don't forget your sweater!

Canada's greenhouse gas emissions have increased by 32% in the past 15 years. Greenhouse gasses contribute to global warming and Canada's Arctic is warming faster than anywhere else on the planet! By participating in National Sweater Day on February 2<sup>nd</sup>, we're showing our support for reducing greenhouse gas emissions. Don't forget your sweater!

Climate change affects everything in nature. In Canada's Arctic, warmer temperatures melt the sea ice, glaciers and ice caps, which affects waters, forests, plants and animals — *and* the people who rely on these things for food, money or shelter. By turning down the heat on February 2<sup>nd</sup>, we're helping the Arctic keep cool. Don't forget your sweater!

Most Canadians use fossil fuels, like coal, oil and natural gas, to heat their homes and schools. But we could use renewable sources of energy like hydro, solar or wind power. A waterfall like Niagara Falls is a huge source of hydropower. Canada produces more hydropower than any other country in the world! By turning down the heat on February 2<sup>nd</sup>, we're reducing our use of fossil fuels. Don't forget your sweater!

It feels cold outside today, but weather isn't the same thing as climate. Weather is what's happening outside today, but climate is the big picture — it's the *pattern* of weather that we expect to see in a particular place. And the pattern is the Earth is getting warmer! By turning down the heat on February 2, we're helping to break that pattern. Don't forget your sweater!

The Earth's climate has changed many times over millions of years. We are still recovering from the Ice Age that wiped out dinosaurs, so it makes sense that the Earth's temperature continues to rise. The reason scientists are worried is because the Earth's temperature is rising at a faster pace than ever before. By turning down the heat on February 2, we're helping to slow that rate of change. Don't forget your sweater!

Dear Parent / Guardian,

Our school will be taking part in National Sweater Day on Thursday, February 2!

National Sweater Day is an annual event organized by World Wildlife Fund Canada. On National Sweater Day, WWF asks Canadians to turn down thermostats by two degrees Celsius at home, at school and at work to highlight the role that energy conservation plays in preventing climate change.

**Our school buildings will be a little chillier on February 2, so we are asking that all students wear or bring a sweater to school.**

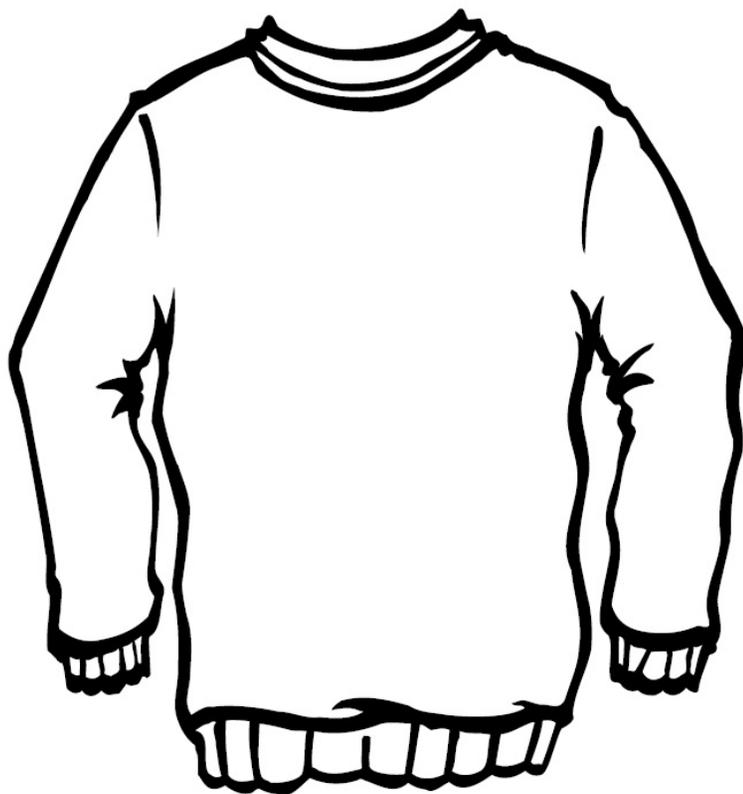
In addition to turning down the heat and turning up our sweaters, our class will be participating in a number of activities designed to help students understand how everyday actions affect our planet's future.

We are looking forward to a cozy day in the classroom!

Sincerely,

To learn more about National Sweater Day, please visit [sweaterday.ca](http://sweaterday.ca).

# NATIONAL SWEATER DAY



**SAVE ENERGY**  
Turn down the heat and put on a sweater!  
**KEEP WARM WHILE KEEPING THE PLANET COOL**