



National Sweater Day FAQ

What is National Sweater Day?

Each year on the first Thursday of February, Canadians turn down their heat and turn up the sweater to raise awareness about climate change and energy conservation. Founded by WWF-Canada in 2010, more than a million Canadians have participated in National Sweater Day where they live, work and learn.

Why should my school take part in National Sweater Day?

World wildlife populations have dropped by nearly 60 per cent in the last four decades. Climate change, which is caused by greenhouse gas emissions from fossil fuels, is pushing one in six species to closer to extinction. For example, animals that depend on sea ice such as polar bears and narwhal are vulnerable as the heat is turned up in Canada's Arctic. Learn more about [five other creatures that need us to fight climate change](#) on our blog.

Canada's resource use is among the highest in the world. If everyone lived like Canadians, we would need 4.7 Earths to sustain us. Much of Canada's carbon footprint is the result of fossil fuel use, mainly from transportation and heating and electricity from coal, oil and gas.

National Sweater Day gives students an opportunity to reflect on how rising global temperatures are impacting the planet and how together we can keep climate change in check by making small changes in our daily lives, including how we consume energy. By making a commitment to the planet on National Sweater Day, students and educators can collectively have a powerful impact.

I am interested in hosting a Sweater Day event. What resources are available and how do I register?

There are a variety of resources available for educators, including a tip sheet, social media toolkit, letter for parents and guardians, posters and more. To download your materials, all you need to do is register your event with us online.

What can I do at school?

Work with your custodial staff to turn down the heat at school by about 2 degrees and challenge your students to wear their favourite, warmest or tackiest sweaters that day. To make things more fun, host a sweater party, fashion show or sweater contest in your classroom. Download our National Sweater Day Tip Sheet for more ideas.



Can students participate in National Sweater Day at home?

The best part about National Sweater Day is that you and your students can do it anywhere and anytime! Encourage your students to get permission to turn down the thermostat by a few degrees when they get home so that they can wear their favourite sweater all day.

How can I share my Sweater Day event on social?

Upload photos showcasing your student's sweaters to Instagram, Twitter and Facebook using the hashtag #SweaterDay. Go beyond Sweater Day by starting a school-wide social media campaign, asking students to share #SweaterDay selfies with their actionable pledges to help #TurnDowntheHeat. Collect photos throughout the morning, then pick the best three or four to post from your school account. Don't forget to tag @wwfcanada.

Download our social media toolkit for more tips on how to share your National Sweater Day event on social media along with some sample posts.

How do I share my impact with WWF?

We want to know how your event went and celebrate your commitment to fighting climate change with other educators. Here's how:

- Log into your Living Planet @ School profile, input your results, including the number of participants and what your students learned.
- Share your school's experience and photos by submitting a [success story](#).
- Celebrate your student's efforts on social media using the hashtag #SweaterDay and tag @wwfcanada. Start a school-wide social media campaign, sharing students #SweaterDay selfies with the ways they'll take action to curb climate change (#TurnDowntheHeat).

How can we make a difference beyond National Sweater Day?

On National Sweater Day, make a yearlong commitment to wildlife and the planet. There are many things we can do in our everyday lives to help keep climate change in check:

- **Use less heat and energy.** If every Canadian turned down their thermostat by 2 C in the cold season throughout the year, up to 10 per cent of space heating energy consumption and 4 megatons of carbon dioxide could be saved each year. This is equivalent to taking more than 850,000 vehicles off the road or running more than 1,000 wind turbines for a year.
- **Calculate your personal consumption footprint, then work to reduce it.** This can include choosing energy from renewable sources, reducing waste and cutting back on single-use plastics.
- **Take hands-on action for nature with your school or in your community.** Visit [Living Planet @ School](#) to learn about the other activities students and educators can take such as schoolyard or shoreline litter cleanups, Earth Hour and more!
- **Use our voices** to encourage others – whether its friends, family, businesses or government – to embrace sustainable practices and policies for wildlife and climate change.
- **Host a classroom fundraiser** in support of WWF's work to protect habitat and stop wildlife loss.



How is WWF-Canada working to combat climate change?

WWF-Canada is committed to seeing Canada use 100 per cent renewable energy by 2050. Learn more about our work with businesses and communities to transition to [habitat-friendly renewable energy](#). We're also working to see wetlands, forests and other natural areas that store carbon and provide vital habitat for wildlife protected.



National Sweater Day Tip Sheet

National Sweater Day is an opportunity to show your school's support for action on climate change and raise awareness about how students can help stop our planet from getting warmer.

Planning your event

- National Sweater Day takes place on the first Thursday in February (February 6 this year).
- Work with your school's custodial staff to turn down the heat by 2 degrees and challenge your students wear their favourite, warmest or tackiest sweaters that day.
- Use the National Sweater Day event poster to raise awareness or send home with students.
- Use the sample letter home to parents and guardians to ensure your students are dressed for a chillier day in the classroom.

Make the day fun and meaningful

- Embrace their creativity. Brainstorm a fun theme for National Sweater Day, for example, ugly sweaters, Christmas sweaters, grandpa sweaters or animal print sweaters. Have a group of students vote on their favourite theme.
- Host a fashion show or best sweater contest! Students can show off their sweaters. Use the opportunity to sell tickets to the show or donate to cast a vote.
- Participate in a sweater swap. Encourage students to bring a sweater they don't wear anymore and trade with each other. Everyone will have a brand-new sweater!
- Organize a clothing drive to make sure used clothing doesn't end up in landfills. Have students bring in sweaters they haven't worn in a long time and organize to donate them to a local charity or shelter.
- Host a fundraiser in support of WWF-Canada's work to protect wildlife and habitats in Canada and around the world. Sell cookies in the shape of sweaters and hot chocolate to keep participants warm. For more information on how to fundraise, visit our [website](#)!

Reflect on how climate change is impacting wildlife and what students can do to help

- Discuss how climate change is affecting wildlife from narwhal to green turtles.
- Have students [calculate their carbon footprint](#) and brainstorm how they can #TurnDowntheHeat (e.g. pledging to turning down the heat all winter and using less air conditioning in the summer, walking to school, taking shorter showers, using renewable energy, eliminating single use plastics etc.).
 - Challenge your students to commit to three simple changes during the month of February. Have them track their progress and reflect at the end of the month. Was it difficult? How did it make them feel? Would they commit to more actions?
 - Start a school-wide #TurnDowntheHeat social media campaign, sharing students #SweaterDay selfies with their pledges to the planet.
- Follow-up with a hands-on conservation action in the spring to reinforce their National Sweater Day pledge to nature. Consider a Great Canadian Shoreline Cleanup or creating a native plant garden.