



VIRTUAL SCREENING GUIDELINES

As thousands of workers head into an extended period of homeworking, we have a useful resource in *Our Planet: Our Business* that can be used to support staff engagement during this period. This film answers the question - how can business help to tackle the environmental crisis?

- [NEW 5-minute 'Davos edit'](#)
- [Full 38-minute film](#)
- [30 second trailer](#)

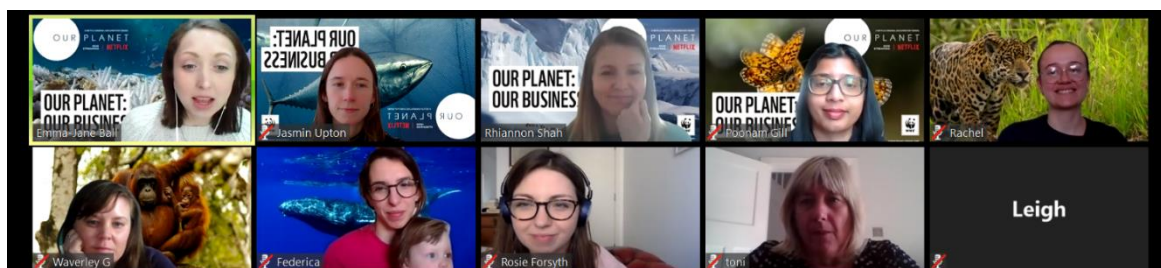
SECTION 1: HOW TO DO A VIRTUAL EVENT

Virtual events can be organised with the technology that is normally used for video conferencing – whether that's Zoom, WebEx, BlueJeans or whichever system you currently use and would be familiar with your colleagues.

We recommend that your employees/colleagues watch the film over their own internet connection (rather than streaming over a web platform). Then, we invite them back together for a virtual Q&A, panel discussion or a brainstorm afterwards. This allows them to watch the film at a time that suits them (and their new schedules) and avoids bandwidth issues on the call.

WWF can support a pre-film or post-film discussion in many ways – including via Zoom. There is no cost to stream the film or for WWF participation. Contact ourplanetourbusiness@wwf.org.uk OR your local WWF office to discuss options.

Please share reactions and images from your virtual event film with us by email and by using the hashtag **#ourplanetourbusiness**



A screengrab from a virtual Our Planet: Our Business event with Selfridges.

VIRTUAL EVENT SUGGESTIONS

With this film there are many ways to set up your virtual screening/event depending on your audience & their level of knowledge on the topic. Here are a few of the types of events that we're facilitating & a guideline on timings.

You can record the event – providing your speakers are happy to be filmed. But you can't share the recording without permission

1) 2 session option

Some companies want the opportunity to engage with their colleagues over 2 consecutive days or 2 sessions, so they spread out the staff touchpoints.

Session 1: Pre-film introduction (20 mins)

- Company intro - why we're doing this and overview of the session (5-10 mins)
- Intro to the film from WWF (10 mins)
- Link to watch the [full film](#) in their own time (via YouTube)
(They watch the film in their own time & over their own internet connection)

Session 2: Post-film discussion, Q&A (1 hr)

- Welcome back (2 mins)
- Screen the [5-minute version](#) of *Our Planet: Our Business* (to bring people up-to-speed & summarize the first session (5 mins)
- Q&A or panel discussion with WWF (25-55 mins as needed)

2) Lunch & Learn – film only (1 hr)

In this session you quickly introduce the film, then provide the links for your staff to go off & watch the film via their own internet connection. Then WWF join the call at the end of the hour for a very quick Q&A.

- Intro from company (5 mins)
- Provide links to the film in the chat functionality (40 mins – offline)
- Super quick Q&A with WWF (15 mins)

3) Lunch & learn – discussion + Q&A (1 hr)

With this type of event, people watch the film in their own time, prior to the event. To ensure that all participants are up-to-speed, we'd recommend showing the 5-minute version of *Our Planet: Our Business* during this session. We then use this session to discuss the issues raised in the film by holding a Q&A or a virtual brainstorm.

- Intro from company (5 mins)
- Intro to the film from WWF (5 mins)
- Screen [5-minute version](#) of the film from the Our Planet website (5 mins)
- Ask for impressions about the film from the group (5 mins)
- Q&A or discussion with WWF (30 mins)

You can also gather questions in advance from people who have watched the film.

4) Q&A and workshop (1 hr)

With this session, people need to have watched the film in their own time beforehand. You can show the 5-minute version at the start to stimulate discussion. We then use the rest of the time

for Q&A with a panel of experts or just one expert. Add a workshop option if your technology has the capability to host breakout sessions.

- Intro from company (5 mins)
- Intro to the film from WWF (5 mins)
- Screen [5-minute version](#) of the film from the Our Planet website (5 mins)
- Ask for impressions about the film from the group (5 mins)
- Q&A or workshop with WWF (30 mins)

*There are breakout rooms available on some video conferencing software to enable virtual workshops. We are looking to see if we can assist with bringing access to this via our own platforms and the webinar functionality within Zoom.

5) Deep-dive with WWF experts

We have experts who can talk on the issues that your business and the planet is facing. Some of the Our Planet shorter films can also be useful for guiding discussions or brainstorming.

Theme ideas include: Climate, Deforestation, Sustainable Agriculture, Ocean Health, Going Circular.

Please contact your local WWF office or ourplanetourbusiness@wwf.org.uk to discuss available options.

WHAT OTHERS HAVE SAID ABOUT THE FILM

Quotes from other businesses who have shown the film to their staff & colleagues.

- “Everyone needs to see this” **Coca-Cola Great Britain**
- “A call to action for business” **PwC**
- “Businesses can play a fundamental role in saving the planet” **Unilever**
- “Moving and thought-provoking” **HSBC**
- “There is no prosperity on a dead planet” **ICAEW**
- “Business leadership is essential” **Business in the Community**
- “An important film to engage and empower employees” **Selfridges**
- “I’m already hugely onboard with fighting climate change, but one of the anxieties I suffer with is what can be done from a corporate perspective. I came away feeling like we’re part of the solution, not the problem, and that’s great motivation going forward.” **Anonymous**
- Article by Unilever: [Why businesses are getting behind the biodiversity agenda](#)
- Article by PwC: [Our Planet: Our Business, and our conversations](#)

CONDITIONS FOR SCREENING

The film is available online but is not ‘freely available’ as **there are conditions for screening** that apply.

We encourage you to [register your event here](#) (or email us on ourplanetourbusiness@wwf.org.uk) so we can support you in various ways. Your contact details will be kept confidentially and purely used to support your screening request.

Please **always refer to this film with its full title ‘Our Planet: Our Business’** and don’t shorten it to *Our Planet*. The term ‘Our Planet’ refers to the original 8-part series found on the Netflix platform. *Our Planet: Our Business* is a companion film, that is found online & can be screened in a corporate setting – virtually or other.

The conditions for screening are:

1. You can screen the film on a non-commercial basis. Tickets can't be sold and the film cannot be used for corporate gain/fundraising purposes.
2. There must not be any corporate or third-party brand association implied with the film itself or Our Planet or the Netflix brand (see more about this in Section 2)
3. The film must be used in its entirety and for the purposes originally intended and cannot be edited, cut or spliced together with other footage.
4. Screenings must use the full title '*Our Planet: Our Business*' and not just 'Our Planet'. 'Our Planet' refers to the original 8-part series which is only available on the Netflix platform.
5. Media can be present at the event (provided that it is clear that it is not a Netflix event). If you have queries about this, please [email us](#).
6. You can screen the film at non-commercial or non-ticketed events, but we are unable to grant requests to screen the film at ticketed events at this time. If you have questions if your event complies, please [email us](#) with more details.

LINKS TO THE FILM

You can share any of the below film links with colleagues and can post the YouTube links on (internal or external) social media channels. If you are streaming the 5-minute version on a video conference call, we recommend using the Our Planet website link because it will provide better quality playback.

Technical note: Please test the functioning and quality of your software prior to your virtual event – especially if you are going to live-stream the 5-minute film to your group. WWF are not able to provide technical support for your event on the day.

If you want to play the 5 minute version via a Zoom call, use the Our Planet website link (not the YouTube link) and share your screen with everyone as you normally would on Zoom. Make sure you select the tick box at the bottom of the share window which says 'Share computer sound'. It should then play well on everyone's screens.

Full 38-minute film:

- YouTube link: <https://www.youtube.com/watch?v=JdWQJq2OkJs>
- Our Planet website link: <http://www.ourplanet.com/business>

NEW 5-minute version:

- YouTube link: <https://youtu.be/YAklSbrRKWU>
- Our Planet website link: <https://www.ourplanet.com/en/video/our-planet-our-business-5-minute-edit>

30 second trailer:

- YouTube link: <https://www.youtube.com/watch?v=SAmFxJxP-64&feature=youtu.be>

Many organisations have screened the film in multiple locations to unite staff over different geographies. The film is available in 8 subtitled versions to enable you to do so:

- English: www.ourplanet.com/business
- French: www.ourplanet.com/entreprises
- German: www.ourplanet.com/geschaefswelt

- Neutral Spanish: www.ourplanet.com/negocios
- Brazilian Portuguese: www.ourplanet.com/empresas
- Traditional Chinese <https://www.wwf.org.hk>

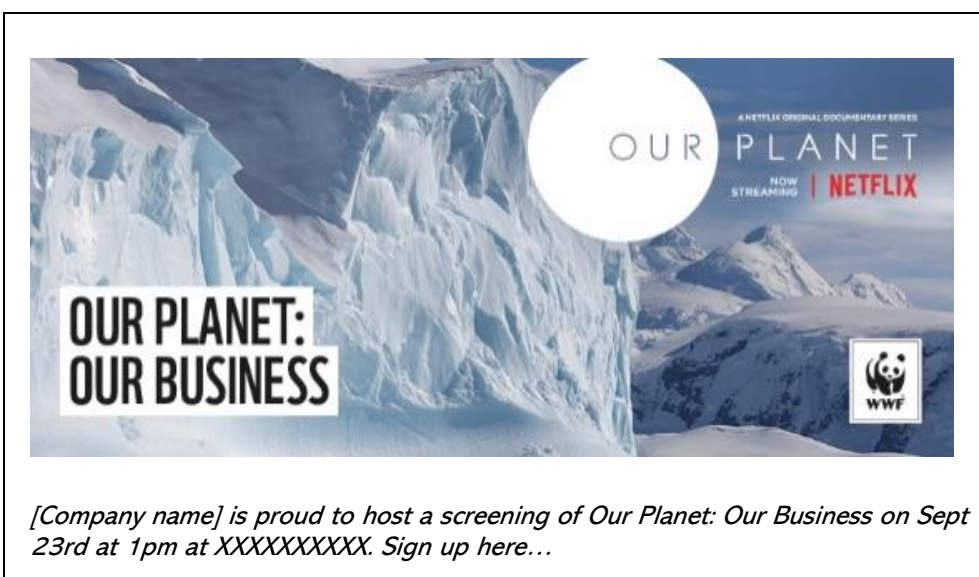
The film is also available in **Simplified Chinese, Vietnamese** (and **Russian** to be added soon).

SECTION 2: HOW TO PROMOTE YOUR SCREENING

IMAGERY FOR INTERNAL USE

We have created a selection of Our Planet: Our Business images to help you promote your staff screening via email, internal social media channels.

EXAMPLE EMAIL/INTRANET PROMOTION:



Add your company name beneath the image or in the text box with the phrase “[Company name] is proud to be screening/proud to host a screening”.

Please avoid wording like “[Company X] is proud to support Our Planet: Our Business” as this implies association with the film’s creation.

TYPES OF PROMOTIONAL IMAGERY AVAILABLE



Glacier – Digital and offline pack

Digital packs: All 9 of these images are available in digital packs containing the following sized images:

- 770x330 pixels,
- 960x540 pixels,
- 370x370 pixels.



Whale - Digital & offline pack



Green forest - Digital & offline pack



Orangutan - Digital pack only



Butterflies - Digital pack only



Cleared forest - Digital only



Bleached coral - Digital only



Tuna in net - Digital only



Coral reef - Digital only

Offline packs (with glacier and whale images) contain: A5 invite, A5 flyer (editable), plus A4 posters (portrait and landscape format with editable fields).

An offline A4 poster pack is also available for the green forest image.

Please [email us](#) for the full overview of the promotional imagery & sizes available.

We are unable to re-size images for individual events.

HOW TO GET THE IMAGERY

Choose a 'hero' image that suits your company's interest area best. If you haven't already registered your event you can do so by [filling out this request form](#) and specify if you require the digital and/or offline packs listed above. You must agree that the conditions for screening & imagery use have been met.

If you are unsure if your final creative abides by the guidelines above, please check the final version with us to ensure it meets the conditions for use. You can do so by emailing us on ourplanetourbusiness@wwf.org.uk

IMAGE GUIDELINES

- These images are for use for **internal promotions of your screening only** (no social media or print use without permission)
- Please note that company logos cannot be added to these images (no 3rd party logos can be used alongside the Netflix Our Planet brand)

- Please do not move, resize or distort the image or logos
- If resizing the whole creative, please resize proportionally
- If attempting to fit the creative to a screen – choose ‘fit’ or ‘centre’ NOT ‘tile’, ‘span’, ‘stretch’ or ‘fill’ – these options will distort
- If you need to add a 3rd party corporate logo to promote your event, then these images and the Netflix / Our Planet logos cannot be used.

If you have any questions about branding or if in doubt, please reach out to us at ourplanetourbusiness@wwf.org.uk.

MESSAGING GUIDELINES

FILM TITLE

- Please always refer to the film with its full title *Our Planet: Our Business* (NOT just Our Planet)

APPROVED DESCRIPTOR or SUBHEAD

- A new film inspired by the Netflix series
- A new film inspired by the Our Planet Netflix series

KEY LINES TO DESCRIBE THE FILM

- This film raises one of the most important challenge of our time: How can business help to tackle the world’s environmental crisis? Created for WWF by the Emmy® Award-winning Silverback Films, *Our Planet: Our Business* shows the immense value of nature to our economy, the scale of the challenges that we are facing, and the critical role that business can play in creating solutions at scale. It also shows what’s at stake if we continue with ‘business as usual’.
- Following the huge success of Netflix’s *Our Planet* series, this new film was produced specifically for a business audience by the Emmy® Award-winning Silverback Films. It combines stunning wildlife footage with the voices of influential business leaders, politicians and international leaders. It shows what’s at stake if we continue with ‘business as usual’.

SECTION 3: AFTER THE EVENT

WHAT CAN MY BUSINESS DO?

You can help us to promote the environmental issues that *Our Planet: Our Business* raises to a wider audience. From 2020-2021 there will be many opportunities for businesses to call on governments to reverse the loss of nature and restore the planet’s vital natural systems. Contact WWF to find out how you can get involved.

The film calls on businesses to follow these universal goals:

1. Transition to zero carbon (reduce emissions & move to renewables)
2. Minimise the space we use (allow space for nature, particularly through better agriculture and selective forestry)
3. Return the oceans to good health (sustainable fishing and product traceability, marine protected areas)
4. Eliminate waste (including the need for a circular economy)
5. Reimagine success (system change for sustainable growth)
6. Call for global agreements that protect the biodiversity we all depend on

HOLD A WORKSHOP

Running a workshop after screening the film is a powerful way to drive change within your business. The facts are still fresh in your colleagues' minds and they have set aside time in their calendars to collectively work on the issues. Go for it. Most people do genuinely want to know what they can do to help - both at work and in their personal lives.

Zoom and BlueJeans have the functionality to do breakout sessions, so use the tech that's suitable for your organisation. WWF can host via Zoom if required.

Timing guide: Give people roughly 10 minutes to brainstorm answers to one topic. This gives each person approximately 1 minute to speak with their idea.

Top tip: Split people into groups of 5-10 people. Nominate a note-taker for each group (this person will also be responsible for reporting back to the main group at the end). If each group captures their notes digitally, then you can save the ideas that are generated from the group & keep a dialogue open with your staff on progress to their ideas.

How it can work: Assign one (or more) of the following questions to each group (as relevant to your audience). Feel free to add your own questions.

Question 1: What are the risks to our business from a changing planet? Do you think that we take this risk into account? How should we do so? Which departments can help us?

Question 2: How can we use our influence in the industry to get more people active on this agenda? How can our business specifically help?

Question 3: How is our business dependent on nature? (e.g. access to fresh water, healthy soil, pollinators, access to energy, access to raw materials, high value coastal properties)? What about our supply chain/clients/suppliers? How will their businesses be impacted by a changing planet?

Question 4: Do we currently measure our impact (on more than waste or energy use)? Do we have a broad range of sustainability goals? Are our current goals doing enough? Are these goals scientifically measurable or time-bound?

Question 5: Has customer opinion on these issues changed over the past year? Are we still offering products & services that are relevant to them? What do our investors and other stakeholders think? Have attitudes changed? Is our research up-to-date on this?

Question 6: What are our competitors doing on the issues? Can we combine forces to achieve greater impact?

Question 7: How can we encourage/incentivize our customers to make more sustainable decisions? Can we help change our customers behaviours towards more sustainable options/lifestyles?

Question 8: How can we encourage/incentivize our suppliers/clients to reach for higher standards? Can we mandate more within our tender process? Can we help to educate them?

Question 9: What can the government do to incentivise sustainable business practices? Who within our business talks to government? If these issues are important, can we help increase government engagement on the issues so we can accelerate change?

Question 10: How can we redefine success as a business? Are there other metrics we can measure to help?

Optional 11: What can we do as individuals to help?

FIND OUT MORE

On the [Our Planet website](#) there is a wealth of freely available shorter films and educational content to continue and extend the story to people across the world.

If you have contacts to schools & education or youth groups there are free classroom activities, nature apps and community activity projects in the [Schools & Youth](#) section of the website.

JOIN A COALITION SUPPORTING NATURE

The [Business for Nature coalition](#) is a global business coalition supported by WEF, WBCSD, IUCN, ICC, WWF and more than 40 other organizations working with companies on environmental issues. Its purpose is to showcase growing business action for nature and to bring a united business voice to the international negotiations in 2020. Governments need to hear from business leaders that the loss of nature is not only a moral issue, but also an economic crisis. Businesses who screen the film are natural allies of this group and can support the coalition through the platforms it supports and the asks that it will make in 2020. Particular ways that you can show your support are through:

- Setting a company wide commitment to address a part of your company's environmental footprint related to land, water or oceans through one of the internationally recognised [commitment platforms](#).
- Issuing a supportive quote from your senior company leadership for the [policy recommendations](#) of the coalition
- Engage directly in the activities of the coalition by speaking at events, sharing communications messages, inputting to policy messages and most importantly taking these messages to government representatives in meetings.
- Prepare to set science-based targets to reduce your company's environmental footprint by working with the [Science-Based Targets Network](#)

For more information on the Business for Nature coalition **sign up to their newsletter** [here](#), visit the coalition [website](#) or follow them @BfNCoalition #BusinessforNature

RAMP UP ACTION ON CLIMATE

Companies wishing to ramp up their action on climate change should [join the more than 150 businesses](#) who are committed to set [a Science Based Target to reduce their greenhouse gas emissions](#) in line with keeping warming below 1.5 degrees Celsius and take action through the commitments listed by [WeMeanBusiness](#).

CONTACT US

To get support to run a virtual screening of *Our Planet: Our Business*, please email ourplanetourbusiness@wwf.org.uk, your local WWF office or [complete our global registration form](#).

For any enquiries about *Our Planet: Our Business* please contact us on the above email and a member of the Our Planet team will contact you.

Don't forget to send us your team's feedback, # of attendees and any photos from your event. Join the discussion using the hashtag #ourplanetourbusiness.



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