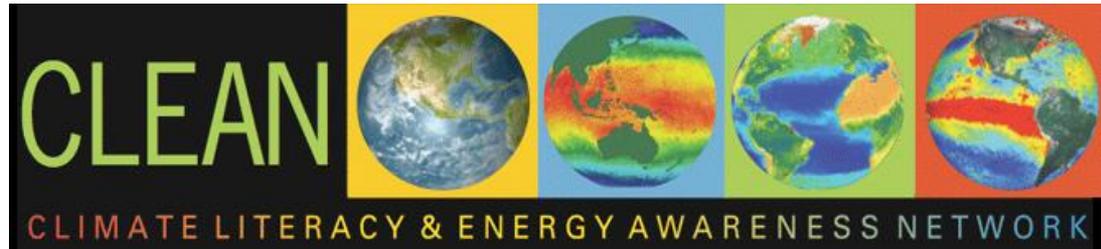


Join the  
Movement

October 1, 2009



# Today's Agenda

- Introductions
- Earth Day Past, Present, and Future
- Discussion





# Introduction

## Tracey Ritchie

Director of Education, Earth Day Network

Joined the EDN team in January 2018  
PhD from University of Florida- Go Gators!  
Degrees in Environmental Education and Wildlife Ecology  
Working in Environmental Education for 14+ years





50 YEARS  
EARTH  
DAY 2020



# The First Earth Day

In what year was the first Earth Day?

# 1970: The First Earth Day

- Senator Gaylord Nelson of Wisconsin
- Mobilized 20 million Americans
  - Organized by Denis Hayes
- Birth of the modern environmental movement
- Led to the U.S. bedrock environmental laws



# 1970: The First Earth Day

- Senator Nelson called for a National Teach-In on the environment
- What is a teach-in?
  - A series of lectures and discussions on a subject of public interest





# 1990: We Go Global!

- Mobilized 200 million people in 141 countries
- Major focus on recycling
- Paved the way for the 1992 UN Earth Summit in Rio





# Earth Day Today!

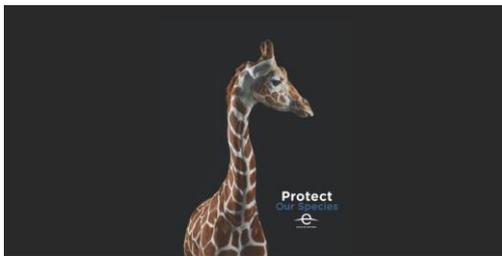


- Over 192 countries
- More than 1 BILLION people
- 50,000 partners
- Yearly Themes

**亿绿行动**

take public transportation 低碳出行 多乘一  
 full loads of laundry 巧用电 减少你的碳  
 不高于26°C choose fluoridated-free finish your dish  
 turn off lights no smoking hike and walk 光盘行动  
 use rechargeable batteries 拒绝香烟 使用高能胶卷  
 no disposables 垃圾分类回收 fix water leaks  
 E-waste recycle 拒绝野生动物 使用可降解塑料  
 choose compact fluorescent lamps 多骑行 buy local  
 节约用水 使用环保袋 reusable bags 随手关灯  
 plant a tree 支持绿色能源 use less electricity  
 choose unbleached gasoline 回收电子产品 eat less meat  
 take shorter showers 减少碳足迹 less disposables  
 green your commute 乘坐公共交通 recycle more  
 choose compact fluorescent lamps 少用一次性制品  
 turn down the heat 控制噪音污染 buy hybrid cars

世界地球日 4.22



## Earth Day 2018: End Plastic Pollution

- Plastic is detrimental for various reasons, not just in marine environments
- Fundamental change in attitude toward plastic usage

# Earth Day 2018

*#EndPlasticPollution*





## Earth Day 2019: Protect Our Species



- Universal right for all species to exist
  - Habitat
  - Healthy population
  - Genetic variation



Xishuangbanna Asian elephants feed on the newly established food source in the project

## EARTH DAY RESOURCES

### Protect Our Species

[Sign up here to receive more information](#)

Here are the resources for Earth Day (April 22) 2019.

#### Toolkits

- [Protect Our Species Primer and Action Toolkit](#) – download
- [Earth Day 2019 Organizers Toolkit](#) – download
  - [Click here for more information about our Earth Day 2019 campaign and to become a non-profit partner.](#)

### Billion Acts of Green:

#### Create Your Own Act of Green

With the 50th anniversary of Earth Day fast approaching in 2020, Earth Day Network is launching a series of major campaigns to catalyze and channel global collaboration for the health of our planet. This is where you come in. We need your help and your personal action. Please support our campaign by creating your own Act of Green – and helping us reach 3 billion.

#### Here Are Some Ideas to Inspire Your Own Act of Green:

- "My classroom wrote 27 letters to the President about climate change." –Emily, Philadelphia PA
- "I gave up smoking as an act of green. I would have generated 730,000 cigarette butts and my kids would have inhaled my second hand smoke." – Larry, New Orleans
- "I planted 10 fruit trees for my less fortunate neighbor. He likes oranges." – Ted, Tampa FL
- "My family decided to stop eating meat for a month. We will let you know how that goes." –Barbara, Des Moines
- "I voted for candidates who believe that climate change is real. I guess I will have to get a few more of my friends the next time." – Julio, Phoenix
- "I planted 100 trees with my neighbors for Earth Day in our local park." –Kevin, Savannah GA
- "I broke up with my girlfriend because she would not recycle not matter what I said." – Joe, Portland
- "I bought a hybrid. It is awesome. Not much gas and it's really quiet." – Lionel, Brooklyn

Email Address\*

Tell Us About Your Act of Green

Acts of Green

HOW MANY ACTS OF GREEN?

First Name\*

Last Name\*

Address, line 1

City

State  
Choose one...

Zip Code

Country\*  
United States ▾

Please keep me informed of the organization's efforts.  
Earth Day Network may contact you by email with campaign updates and other offers of engagement. You can unsubscribe at any time. View our [privacy policy](#) for additional information.

# What resources do we offer?

- Toolkits
- Involvement Information
- Current Affairs information

[www.earthday.org/earthdayinbox](http://www.earthday.org/earthdayinbox)

# Earth Day's 50<sup>th</sup> Anniversary





# Earth Day 2020

- Global campaign initiatives
- Creation of a lasting and effective movement
- We will work to **SAVE** our earth ecosystem

# TOGETHER WE WILL S.A.V.E. OUR EARTH

## SCIENCE

**Earth Challenge 2020** will be one of the largest citizen science initiatives ever attempted, strengthening the nexus between science, the environment, and people's quality of life.

## ACTION

**Earth Day Events** will mobilize, activate, and amplify commitments from millions of students around the world. These events will range from the schoolyard to the National Mall in DC.

## VOLUNTEER

**The Great Global Cleanup** will be the world's largest ever coordinated, environmental volunteer effort, engaging millions of students to clean up their schools, communities, and natural areas.

## EDUCATE

**The Global Teach-In** will involve millions of students, educators, and individuals, sparking new ideas and opportunities to educate for action.

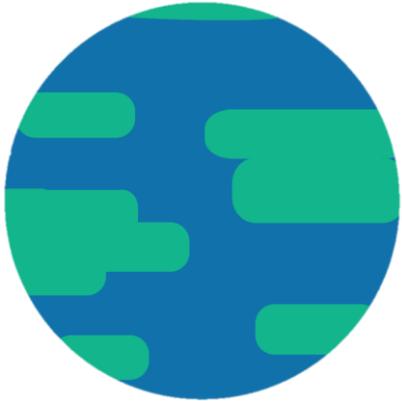


# Earth Day 2020

- Vote Earth
- Foodprints for the Future
- MobilizeU
- Artists for the Earth
- Mall Event, April 25<sup>th</sup>

# Education Resources

- Earth Challenge Activities
- Teach-In Grab Bags
- Climate Education Week
- Environmental Education Day
- Toolkits
- Event Registration
- [Educator Network Newsbites](#)



# Climate Action



# BRINGING YOUTH TO POWER

**XIYE BASTIDA**

**KALLAN BENSON**

**XIUHTEZCATL MARTINEZ**

**JEROME FOSTER II**

**VIC BARRETT**

**ALEXANDRIA VILLASEÑOR**

**JAMIE MARGOLIN**

**LAUREN MAUNUS**

**SEPT. 16**  
**9:30 AM EST**



IT'S NOT A DAY,  
IT'S A MOVEMENT



# Thank You! & Questions?

## Contact

[Ritchie@earthday.org](mailto:Ritchie@earthday.org)

## Connect

[www.earthday.org](http://www.earthday.org)

- ✓ Subscribe to the Newsletter
- ✓ Register your events- Billion Acts of Green
- ✓ Follow us on Social Media!  
Facebook, Instagram, and Twitter

