

**EARTHDAY.ORG**

# **EARTH DAY 2021 REPORT**

**EARTHDAY.ORG**

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*This Earth Day, we experienced **a cultural shift** comparable to the first Earth Day in 1970. Millions around the world, angry and frustrated with the pace of change, raised their voices and demanded comprehensive climate action from governments and corporations around the world. The environmental movement of 1970 has been reborn. **We've entered into a new phase of progress**, a new barometer of sustainability requirements, and a new chapter of activism. We must continue this momentum.*

”

**KATHLEEN ROGERS**  
PRESIDENT

## INTRODUCTION

Building on its position as the world's most inclusive instrument to drive the movement forward, Earth Day 2021 boldly staked out its leadership. As the world's environmental systems continue to collapse, leaving a badly damaged planet, civil society is no longer agreeing to be on the periphery of decision making, but rather is demanding a seat at the table with governments and international institutions to deliver solutions proportionate to the urgency of the climate crisis.

Even with the COVID-19 pandemic still raging, EARTHDAY.ORG surged ahead and continued to broaden, educate, and diversify the environmental movement worldwide this year. For the second year in a row, the majority of Earth Day activities across the globe became virtual. EDO enlisted governments, corporations, 10s of thousands of NGOs and community organizations, major social and traditional media partnerships, diverse faith groups, as well as millions of teachers, professors, students, seniors, youth groups, and others to Restore Our Earth.

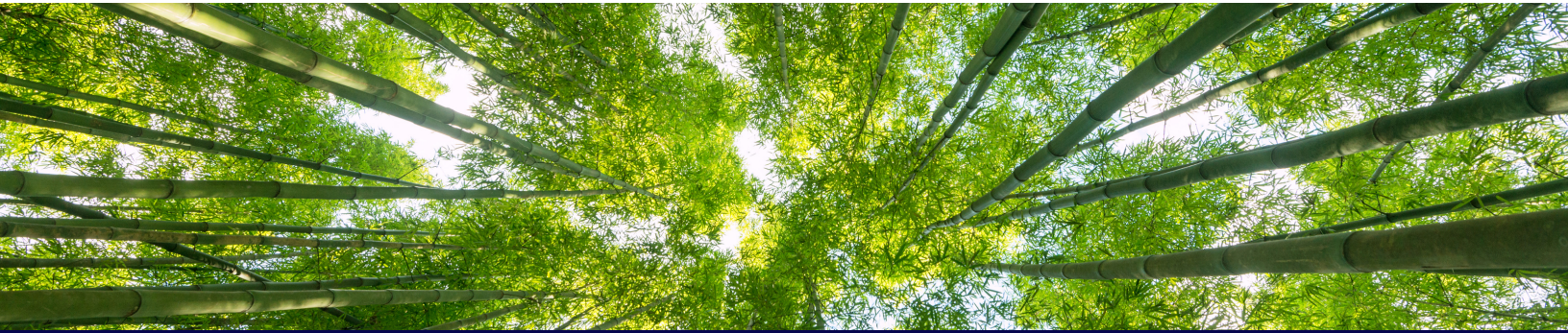
This Earth Day, EARTHDAY.ORG propelled exponential growth and added millions of new activists

and partners to the movement, united around a set of clear and concise demands presented to the Biden administration and world leaders at Biden's Leaders Summit on Climate. Among Earth Day's 2021 demands were that:

- countries aggressively reduce their carbon emissions,
- corporations be held accountable and set ambitious paths to net zero emissions by 2040 or sooner,
- all primary and secondary schools globally adopt comprehensive climate literacy and civic skill building to prepare students for a global transition to green jobs,
- global leaders train existing and future workers for the green economy.

Concurrent with Biden's Leaders Summit on Climate, millions participated in three parallel summits co-organized and broadcast by EDO, representing vast networks of youth, social justice organizations, and educators.

Earth Day's 2021 theme, Restore Our Earth, explored the natural processes, emerging green technologies, and innovative thinking that can restore the world's ecosystems. These include climate literacy, reforestation, regenerative agriculture, cleanups, and more.



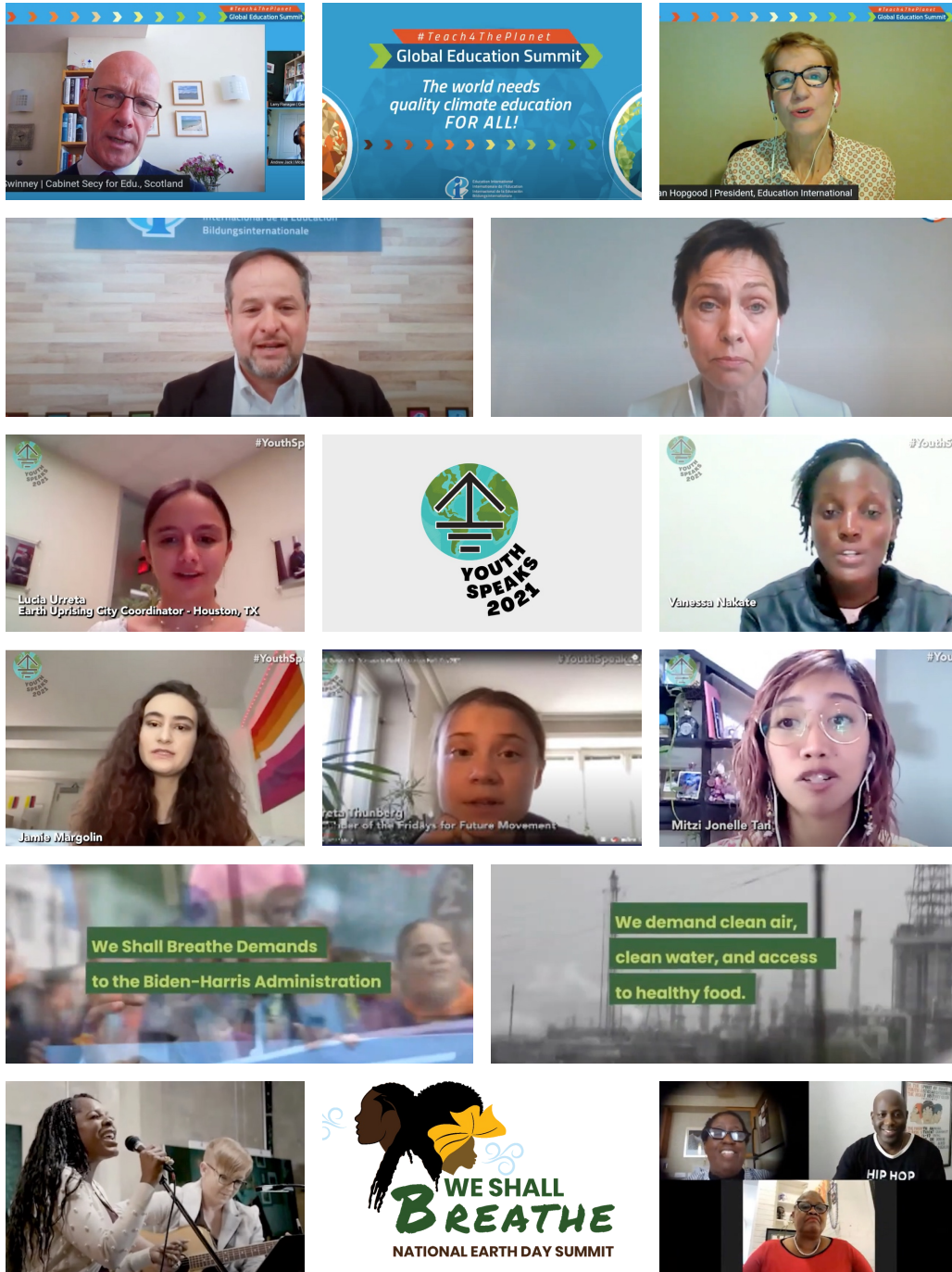
# EARTH DAY 2021 BY THE NUMBERS

- Earth Day events were held in **192 countries**, and EDO Staff worked on every continent (aside from Antarctica)
- EDO's website had more than **4.5 million** pageviews on earthday.org
- Over **5.4 million** people tuned in for Earth Day Live: Restore Our Earth
- EDO media coverage had a potential reach of **5.8 billion** people
- #EarthDay reached **584.6 million** Twitter, Facebook, Instagram, LinkedIn, and Pinterest users
- #RestoreOurEarth reached **58.4 million**, #Climate Literacy reached **17 million**, and #EarthDayLive reached **65.2 million**
- The Canopy Project took in over **100 million** tree planting commitments
- Cleanups took place in **104 countries**, cleaning up millions of pounds of trash.
- EDO's Climate Literacy campaign amassed over **540 global organizational signatories** representing **101 countries** and **over 350 million** members.
- The My Future My Voice campaign has now **165 youth leaders in 82 countries** across the globe
- The EARTHDAY.ORG Volunteer Corps grew to **14,401 volunteers in 168 countries** worldwide during April 2021
- **5 million+ viewers** tuned in for Earth Day! The Musical! co-produced with Facebook Watch

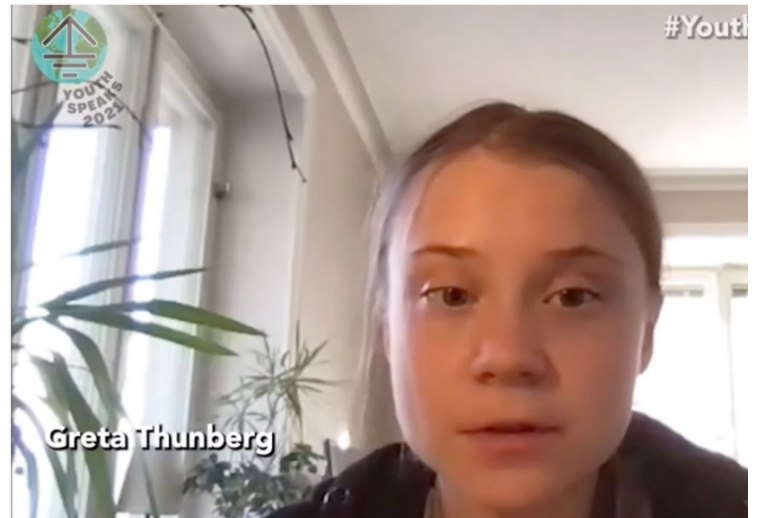


# THREE DAYS OF CLIMATE ACTION SUMMITS

From April 20-22, **Earth Uprising, Hip Hop Caucus, Education International**, and EARTHDAY.ORG produced three days of climate action events to expand the conversation on climate action and bring in important stakeholders on youth action, climate literacy, and racial justice.



First, **Earth Uprising**, in collaboration with hundreds of youth climate activists, presented the **“Youth Speaks Summit 2021.”** The global youth summit consisted of panels, speeches, discussions, and special messages with today’s youth climate activists including **Greta Thunberg**, **Alexandria Villaseñor**, **Xiye Bastida**, **Jamie Margolin**, and **Vanessa Nakate**. The four-hour digital summit discussed the full list of demands that they were seeking to be addressed at the Biden administration’s Leaders Summit on Climate on Earth Day.



Next, **Hip Hop Caucus** and its partners presented the **“We Shall Breathe”** virtual summit. The event brought together some of the most powerful, multigenerational Black, Indigenous, and Brown leaders working on pollution, the pandemic, police brutality, poverty, and policy to affirm to the Biden administration that racial justice and climate justice solutions must include voices from frontline and BIPOC communities. **Rev. Lennox Yearwood, Jr.**, Founder & President of Hip Hop Caucus; **Emerald Garner**, daughter of Eric Garner; **Elizabeth Yeampierre**, Climate Justice Alliance and UPROSE; **Chase Iron Eyes**, Indigenous Peoples Movement; and many other important voices were in attendance.



The following day, **Education International** led the **“Teach for the Planet: Global Education Summit.”** The virtual event featured inspiring teachers, student leaders, engaged ministers, and prominent activists, focused on the crucial role that educators and their unions play in combating climate change and why we need transformative climate education now. The event also launched Education International’s Manifesto for Quality Climate Change Education for All and its Teach for the Planet global campaign leading up to COP26.



# EARTH DAY LIVE: RESTORE OUR EARTH

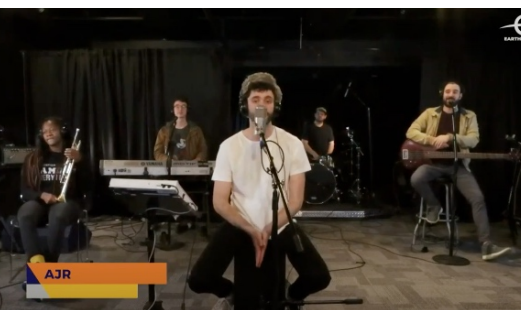


As the world continues to heal from the coronavirus pandemic, Earth Day went virtual for the second year in a row. EARTHDAY.ORG brought together activists, educators, researchers, musicians, artists, influencers and more for its Earth Day Live: Restore Our Earth digital livestream event. Parallel to the Biden administration's Leaders Summit on Climate, the event featured panel discussions, films, and special musical performances that explored the natural processes, emerging green technologies, and innovative thinking that can restore the world's ecosystems.

Building on the incredible success of last year's digital event, **over 5.4 million viewers** tuned in across Twitter, Facebook, Twitch, YouTube, EARTHDAY.ORG, and other platforms for the event, and committed to personal climate and environmental action. **Major topic areas included:**

- Climate & Environmental Literacy
- Climate Restoration Technologies
- Reforestation Efforts
- Regenerative Agriculture
- Equity & Environmental Justice
- Citizen Science
- Plastics & Community Cleanups









**World climate leaders, grassroots activists, nonprofit innovators, thought leaders, industry leaders, artists, musicians, influencers, and global leaders gathered** to partake in critical discussions on urgent environmental issues.

Featured guests included: AJR, Band; Prince Albert II of Monaco; Alexandria Villaseñor, Founder of Earth Uprising; Dr. Ayana Elizabeth Johnson, Co-Founder of Urban Ocean Lab and The All We Can Save Project; Brothers Osborne and Lucie Silvas, Musicians; Mayor Frank Cownie of Des Moines, Iowa and President of ICLEI; Gabriel Quijandría, Peruvian Minister of the Environment; Gina McCarthy, White House National Climate Advisor; Grace Potter, Musician; Greta Thunberg, Youth Climate Activist; Haldis Holst, Deputy General Secretary of Education International; John Kerry, United States Special Presidential Envoy for Climate; Dame Karen Pierce, British Ambassador to the United States; Mayor Keisha Lance Bottoms of Atlanta, Georgia; Kevin O’Leary, Venture Capitalist; Mary Steenburgen, Actor and Musician; Michael S. Regan, United States Environmental Protection Agency Administrator; Mike Berners-Lee, Researcher and Writer; Nick Clegg, Vice President of Global Affairs & Communications, Facebook; Patricia Espinosa, Executive Secretary of the United Nations Framework Convention on Climate Change; Patrizio Bianchi, Italian Minister of Public Education; His Holiness Pope Francis; Ricky Kej, Grammy® Award Winner; Simon Robson, Award-Winning Animation Director and Environmental Activist; Tom Lovejoy, “Godfather of Biodiversity,” and Tom Steyer, NextGen America Founder. TED Countdown also joined forces with EARTHDAY.ORG for the first time, creating **several original TED Talks** that premiered during the livestream.

**We Don’t Have Time** and **GEM-TV** picked up the livestream and showcased the event on their channels and platforms, expanding coverage to cable, satellite, and IPTV platforms, upping distribution in Africa, Asia, and Europe. **Facebook’s Climate Science Information Center** also carried and promoted the event.



**Speaking to Denis Hayes**, organizer of the first Earth Day, **John Kerry**, United States Special Presidential Envoy for Climate said, **“We have to make 2020 to 2030 a critical decade of real decisions and real actions...The urgency of what we need to do cannot be overstated.”**

**Patricia Espinosa**, Executive Secretary of UNFCCC said, **“Now is the moment when the leaders of the world need to show that they are determined to comply with the bulk of the Paris agreement, that there are real possibilities to do this, and we need to show some hope to the people of the world.”**

**His Holiness Pope Francis** reflected that the challenges we are experiencing with the pandemic as well as climate change must drive us toward innovation and invention. **“We become more resilient when we all work together instead of doing it alone,”** he added.

# "EARTH DAY! THE MUSICAL!" COLLABORATION WITH FACEBOOK / FACEBOOK WATCH

As a part of the partnership between EARTHDAY.ORG and Facebook, Facebook Watch premiered "Earth Day! The Musical!" on April 22 which garnered over **5 million views**. The special, led by Bill Nye, featured appearances from Alexia Akbay, Ben Platt, Charli and Dixie D'Amelio, Chloe Lukasiak, CNCO, Cody Simpson, Desus Nice and The Kid Mero, Fortune Feimster, Gaten Matarazzo, Idina Menzel, Jack Harlow, Jasmine Cephas Jones, Jerome Foster II,

Justin Bieber, Karamo, Maluma, Nick Kroll, Phoebe Robinson, Retta, Steve Aoki, Tori Kelly, Xiye Bastida, Zac Efron, and more.





# NATIONAL MALL, WASHINGTON D.C.

Situated next to the Washington Monument, and facing the White House, EARTHDAY.ORG ran **12 hours of programming each day from April 21-25** on a high resolution jumbotron. The event featured a mix of content from Earth Day Live and the parallel summits as well as programming on the **Amazon Forest** and **Steven Donziger's** efforts fighting big oil/Chevron.



4K

*the number of EARTHDAY.ORG  
digital articles from January  
through April*

5.8B

*the overall potential reach of  
EARTHDAY.ORG media from  
January through April*

## PRESS COVERAGE

From Jan. 1, 2021, to April 30, 2021, almost **4,000** digital articles mentioned EARTHDAY.ORG, EDO campaigns, op-eds, and sponsorship/partnership announcements for Earth Day 2021. The overall **potential reach of those articles is around 5.8 billion**. According to Cision, from Jan. 1, 2021, to April 30, 2021, there have been **181,600 articles** containing the term “Earth Day” and **7,916 stories** containing the phrase “Restore Our Earth.”

USA Today, with a print circulation of 1,621,091 and digital unique visitors per month of 20,613,846, interviewed EARTHDAY.ORG President Kathleen Rogers for a [feature on Earth Day 2021](#), the 2021 theme, and Earth Day events. The story also was picked up by almost **50 additional** USA Today affiliates.

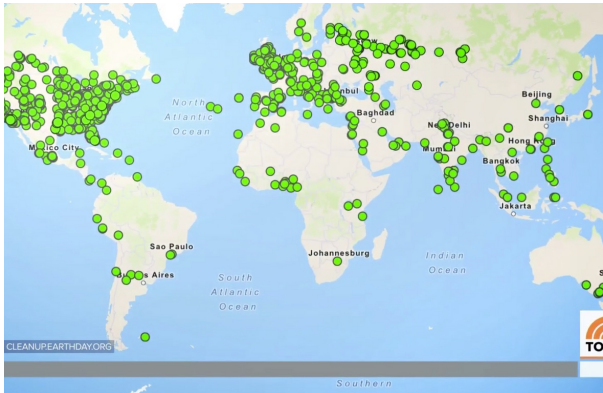
[Vogue UK](#) ran a feature in their digital publication about EARTHDAY.ORG, the three days of climate action, Earth Day 2021, and the Restore Our Earth campaign. This story also ran in Vogue Greece, Vogue Hong Kong, Vogue Russia,

Vogue Mexico, Vogue India, Vogue China, Vogue Arabia, Vogue Turkey, Vogue Brazil, Vogue Portugal, Vogue Italy, Vogue Spain, Vogue Taiwan, and Vogue Germany.

EARTHDAY.ORG’s Earth Day 2021 events and programming were featured in [Harper’s Bazaar’s “The Culture Lover’s April Guide.”](#) Kathleen Rogers also spoke with [Forbes](#) on how EARTHDAY.ORG was able to establish a significant online presence last year for which EDO could build upon in 2021.

Additional EARTHDAY.ORG digital coverage highlights:

- [Yahoo! Australia: 'Short-sighted': Earth Day organizer slams PM on climate policy](#)
- [CNN: Earth Day 2021: See the conservation projects working to Restore Our Earth](#)
- [The New York Times: Climate protests go virtual on Earth Day, but still have a voice.](#)
- [EcoWatch: How to Celebrate the Second Digital Earth Day](#)
- [NBC News: 12 best books on climate change, shared by climate activists](#)
- [Billboard: Justin Bieber, Maluma & More Joining Bill Nye for Facebook's 'Earth Day! The Musical': Exclusive](#)
- [AdNews: Earth Day sheds a light on the environmental impacts of streaming in global campaign](#)



In the US, **over 1,000 media segments** featured Restore Our Earth, The Great Global Cleanup, and Earth Day Live. This has a potential viewership of over 22.2 million. According to TV Eyes, there have been 62,802 general "Earth Day" broadcast mentions found during April, 52,047 general "Earth Day" broadcast mentions during earth week (4/18-4/24), and 32,560 general "Earth Day" broadcast mentions found on 4/22.

NBC's TODAY show featured EARTHDAY.ORG's The Great Global Cleanup on April 22. The segment included **EDO staff and volunteers cleaning up Roosevelt Island with Al Roker.**

Highlights of EARTHDAY.ORG broadcast coverage include:

- [ABC News Radio/Perspective Podcast: April 23, 2021](#)
- [Cheddar Climate](#)
- [Voice of America Radio: Science Edition of Press Conference USA](#)

In India specifically, several celebrities, My Future My Voice youth ambassadors, national and regional outlets shared widely about the importance of Earth Day and this year's theme – Restore Our Earth. Notables include [First Post](#), [News 18](#), [Swarajya Magazine](#), and [The Hitavada](#), among several others. Conscious Carma, a bi-monthly global e-magazine from India that focuses on environment and sustainability, carried an article titled, "[Climate Literacy is a core pillar to Restore Our Earth.](#)"

# SOCIAL MEDIA

EARTHDAY.ORG's social media saw significant growth around Earth Day this year. EDO gained 10s of thousands of followers during this period on Twitter, Instagram, Facebook and YouTube. More importantly, each social platform saw major growth in the level of engagement.

Ahead of Earth Day 2021, the social team organized a group of volunteers called **"The Earth Day Social Squad."** These volunteers agreed to promote EDO's campaigns through their own social media. In just two short months, more than 500 members have joined with a goal to have 1000 members by September 2021.

Twenty-five percent of views of Earth Day Live 2021 originated through EARTHDAY.ORG social media platforms.

The media graphics developed for Earth Day Live were used by high profile individuals/organizations on their own social media platforms including [Alexandria Villaseñor](#), [Milana Vayntrub](#), and the [Rainforest Alliance](#).

The EDO hashtag [#RestoreOurEarth](#) performed very well, reaching 58.4 million by Earth Day - many NGOs and other major social media influencers also used the hashtag. [#ClimateLiteracy](#) had amassed an impressive reach of 17 million over the same period.



Social Hashtag Performance:

<a href="#">#EarthDay</a>	584.6 million reach
<a href="#">#RestoreOurEarth</a>	58.4 million reach
<a href="#">#ClimateLiteracy</a>	17.1 million reach
<a href="#">#EarthDay2021</a>	115.7 million reach
<a href="#">#EarthDayLive</a>	65.2 million reach



# OUT-OF-HOME MEDIA

Throughout April, EARTHDAY.ORG's Out-Of-Home campaign, **The Beginning of the Mend**, spurred conversation and action on climate restoration. It ran across the U.S. on highway screens, posters, bus shelters, Times Square signage, and more. The campaign also ran on digital screens across Africa. Shown below, in Zimbabwe.



# NEWS & STORIES

EDO began publishing blogs promoting Earth Day 2021 in July 2020 and ramping up communications in February 2021. The blogs covered a variety of topics that reflected EDO's large scope of work and impact including **cleanups, regenerative agriculture, climate literacy media coverage and policy, national campaign opportunities, species conservation, and food upcycling**. Calls to action mobilized EDO's expansive network to Restore Our Earth by becoming members, subscribing to emails, taking quizzes, becoming partners, signing petitions, volunteering, and participating in Earth Day Live.

The "**Ten by Earth Day 2021**" series laid out the policy initiatives EDO wanted to see by Earth Day 2021. Leveraging the staff and board's expertise across the subject matter to communicate these policy initiatives, this series covered climate literacy, plastic pollution, regenerative agriculture, environmental justice, and more. The articles received extensive coverage across social media and partner websites.

Three blogs highlighting the Earth Day parallel summits featured **interviews with summit organizers** about their events and motivations. These were subsequently amplified across partner platforms as well.

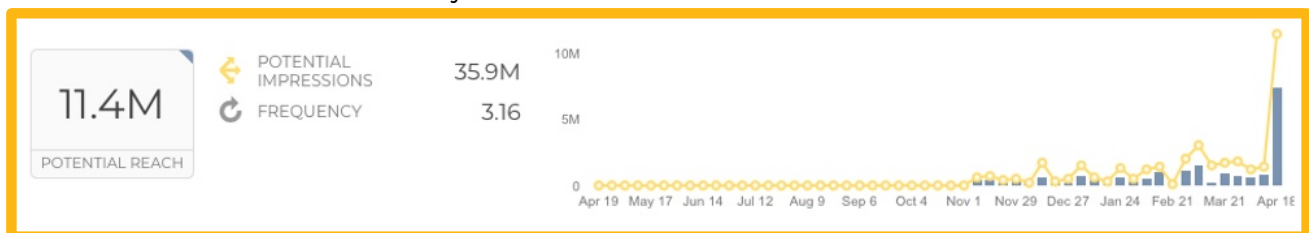


# EDUCATION

Through the Climate Literacy Campaign, **EARTHDAY.ORG is now seen as a global leader in climate and environmental education**. Similarly to 2018 when EDO helped to raise the prominence of the issue of plastic pollution through the #EndPlasticPollution campaign, EARTHDAY.ORG is now bringing together global leaders from diverse sectors to push governments toward a more sustainable future by using education as a strategy to address the global climate crisis.

During the week of Earth Day, EDO's partners, Education International, and Earth Uprising, held parallel summits focused on education and youth empowerment. The Education Department plans to continue to work with Education International and its global network of teachers' unions to grow the Climate Literacy Campaign and increase international ambition on climate literacy. **With support from EDO, Education International, who represents over 32 million educators globally, launched a Manifesto that also calls on commitments for high quality climate education for all.** During the Earth Uprising Youth Speaks Summit on April 20th, the youth movement released a list of demands including asking for comprehensive climate literacy. Additionally, **a recent article from the ILO stated their support for climate literacy** in order to strengthen a green workforce and economy. The diverse sectors representing millions of people supporting this campaign is humbling.

Twitter One-Year Trend: #ClimateLiteracy



In addition to the above outside efforts, EDO's initiative to support climate literacy was most impressive. During the Earth Day Live event, EDO hosted a panel that featured **United States EPA Administrator Michael Regan, Education International Deputy General Secretary Haldis Holst, and Italian Minister of Public Education Patrizio Bianchi**. During the panel, **Minister Bianchi shared his commitment to bringing climate literacy as a topic to the G20 meeting this summer and working with other countries to grow their ambition**. EDO also saw strong statements from United States Special Envoy John Kerry in his conversation with Denis Hayes. EARTHDAY.ORG's network of allies is helping to rapidly expand the success of the campaign.

**EARTHDAY.ORG's Climate Literacy Campaign now has over 540 global organizational signatories representing 101 countries and millions of members**. The expansive list includes civil society organizations, education organizations, labor organizations, and more - such as the **International Trade Union Confederation** and its 234 million members.

While climate literacy is a major campaign, the work of the Education Department still includes the **grassroots organizing and network building** among the true heroes that carry out this kind of work every day. The Education Department is constantly working to grow and diversify the educator network and this year saw great success in **adding partners, Earth Day Schools, and subscribers to the Education Newsbites** newsletter. Since Earth Day 2020, the Education Department collected **over 40 teacher spotlight stories, engaged 14,446 educators in the Newsbites communications, and signed on 315 partnerships**. Additionally, EDO's Education Department continues to produce high quality educational resources and toolkits for classroom, at-home, and community learning. Through this work, EDO continues to grow the network and further its mission.



Since its establishment for the 50th anniversary of Earth Day, the **Schools for the Earth partnership program** has grown significantly. It has reached a large audience in **inaugural country Mexico and 17 other countries**, each participating with an environmental project. The program has so far reached close to **one million (889,263) people: 110,473 teachers and 778,790 students in rural communities, urban areas, and indigenous intercultural schools**. All their projects, large and small, have a positive impact on the environment as they educate and raise consciousness among young students. The biggest challenge for education was still the pandemic altering the learning locations of millions of students around the world. The Education Department made **resources adaptive to in-person, virtual, and hybrid learning environments**. The vast increase in Earth Day School registrations demonstrates the increased interest in our resources to support educators.

#### **Summary of Key Highlights and Achievements:**

- Over 540 organizational signatories from 101 countries signed onto the Climate Literacy Campaign from across the environmental, education, faith, justice, youth empowerment, and labor sectors
- 1,000 new Earth Day Schools added
- 250,000 web page views on education assets and resources
- April web views increased from 2020
  - Environmental Education Page = 67%
  - Education Resource Library = 200%
  - Earth Day Schools = 188%
- **Formal commitments from at least 8 countries** who will commit to climate literacy and in conversation with nearly 20 more

“

*The world is finally catching on that education needs to be included and prioritized as a solution to the climate crisis. We have major players from the fields of education, environment, labor, faith, and justice who all agree we need to be educating youth in order to create a citizenry ready, willing and able to address climate change locally and globally. These voices are helping to raise awareness and national leaders are making strides to formalize their commitments to climate education.*

”

**TRACEY ANN RITCHIE**  
DIRECTOR OF EDUCATION



# THE GREAT GLOBAL CLEANUP

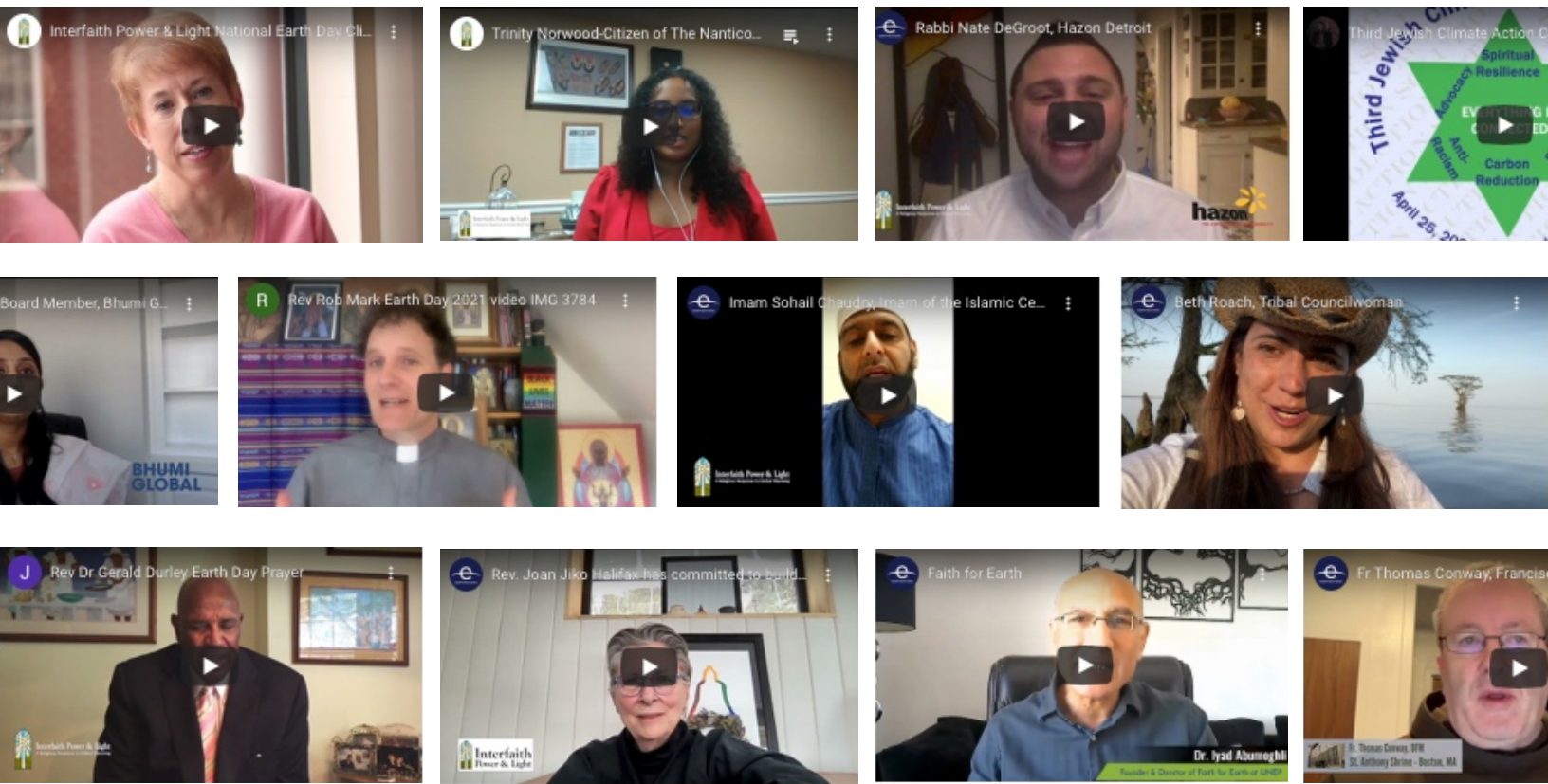
Despite ongoing COVID-19 protocols and safety measures, The Great Global Cleanup was able to register a record number of individual and small-group cleanups for Earth Day. Over 900,000 volunteers in **104 countries** took part in over **5,000 cleanups**, collecting **millions of pounds of trash around the world** to tackle the issue of mismanaged waste.

**Most of these organizers are new to the GGC showing a great growth in the movement this year.** Volunteers removed trash from our green spaces, urban communities, and waterways. This work was aided by EARTHDAY.ORG's outstanding network of partners including National Cleanup Day, Keep America

Beautiful, World Cleanup Day, and Let's Do It World.

EARTHDAY.ORG continued to expand its commitment to working in **low-income and disadvantaged communities** through The Great Global Cleanup program. For example, this Earth Day, EDO began a partnership with a local group, Watchmen, to fund and organize a program of deep cleanups at **Prospect Park in Des Moines, Iowa**. This park in the Des Moines area has a history related to drugs, shootings, death, and overall violence. Take a walk on the trail and you will find old clothes, household items, drug bottles, and garbage scattered throughout the woods. The partnership is an ongoing effort to engage and uplift local community members through the cleanups.





# FAITH

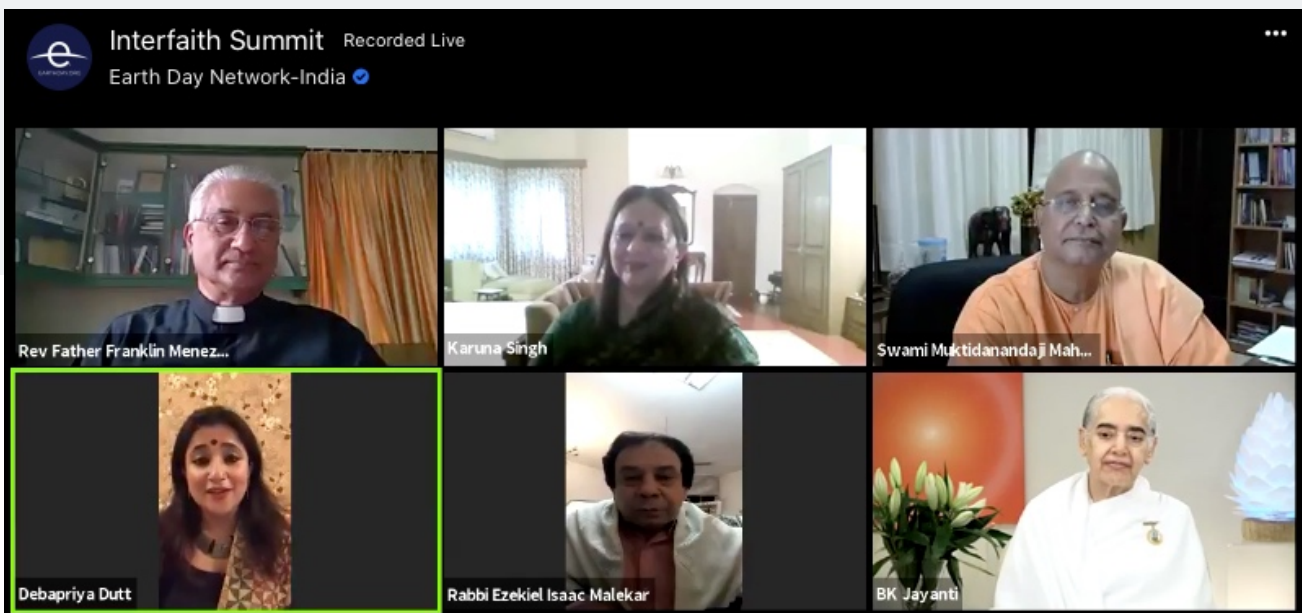
EDO partnered with spiritual leaders of all faiths and denominations. Thousands of faith communities pledged to educate their congregations in sustainable practices and/or committed to greening their facilities. Additionally, faith leaders submitted prayer videos and discussions on the intersections between piety and planet, which were compiled into footage for broadcast during Earth Week.

EARTHDAY.ORG has established partnerships with the **Parliament of the World's Religions**, **Green the Church**, **Interfaith Power and Light**, among many others, to strengthen the movement.

These partnerships incorporate **over 12,000 faith leaders nationwide**. EDO was sure to dedicate focus to including indigenous voices in these projects.

**Pope Francis** delivered an impactful digital message which ran as a part of this year's Earth Day Live virtual event. His Holiness Pope Francis reflected that the challenges we are experiencing with the pandemic as well as climate change must drive us toward innovation and invention. "We become more resilient when we work together instead of doing it alone," Pope Francis affirmed.

**EARTHDAY.ORG-India** conducted an **Interfaith Summit** in partnership with Seva Kendra Calcutta, and IHA Foundation that brought together **eminent religious leaders to focus on the reverence for the natural world** as is present in various religious scriptures. Several noted religious leaders attended the event that had over 1000 attendees including European Director of Brahma Kumaris; Priest and Honorary Secretary of Judah Hyam Synagogue; General Secretary of Gurdwara Behala Parbandhak Committee and Chairman of IHA Foundation, India; President of Sri Ramakrishna Ashram, Mysore; and Director of Seva Kendra Calcutta.



# GREEN CITIES

Both domestically and abroad, world leaders are increasingly recognizing that climate policies cannot wait to be enacted to save our environment. Many of the world's most challenging environmental issues require solutions that start in local communities. Cities around the world are leading the way and developing innovative plans such as ordinances, city-wide strategies, public outreach, and education campaigns, for a sustainable future.

**Thousands of localities across the country (and internationally) made commitments to take immediate steps in accordance with EDO's Global Day of Conversation**, which stipulated these cities: 1) commit to training 100% of their staff in climate literacy, 2) develop plans to cut carbon emissions in half by 2035 and net zero by 2050, and 3) ensure that environmental justice is considered in any sustainability measures taken. Many more municipalities voiced their support for climate action on/around Earth Day through non-binding statements.

EARTHDAY.ORG connected with municipal governments across the USA. Their combined population was **31.3 million people**. For Earth Day 2021, local leaders held round table discussions, signed proclamations of climate emergency, and refined their comprehensive plans, often using the National Campaign's [Global Day of Conversation toolkit](#) as a guide.

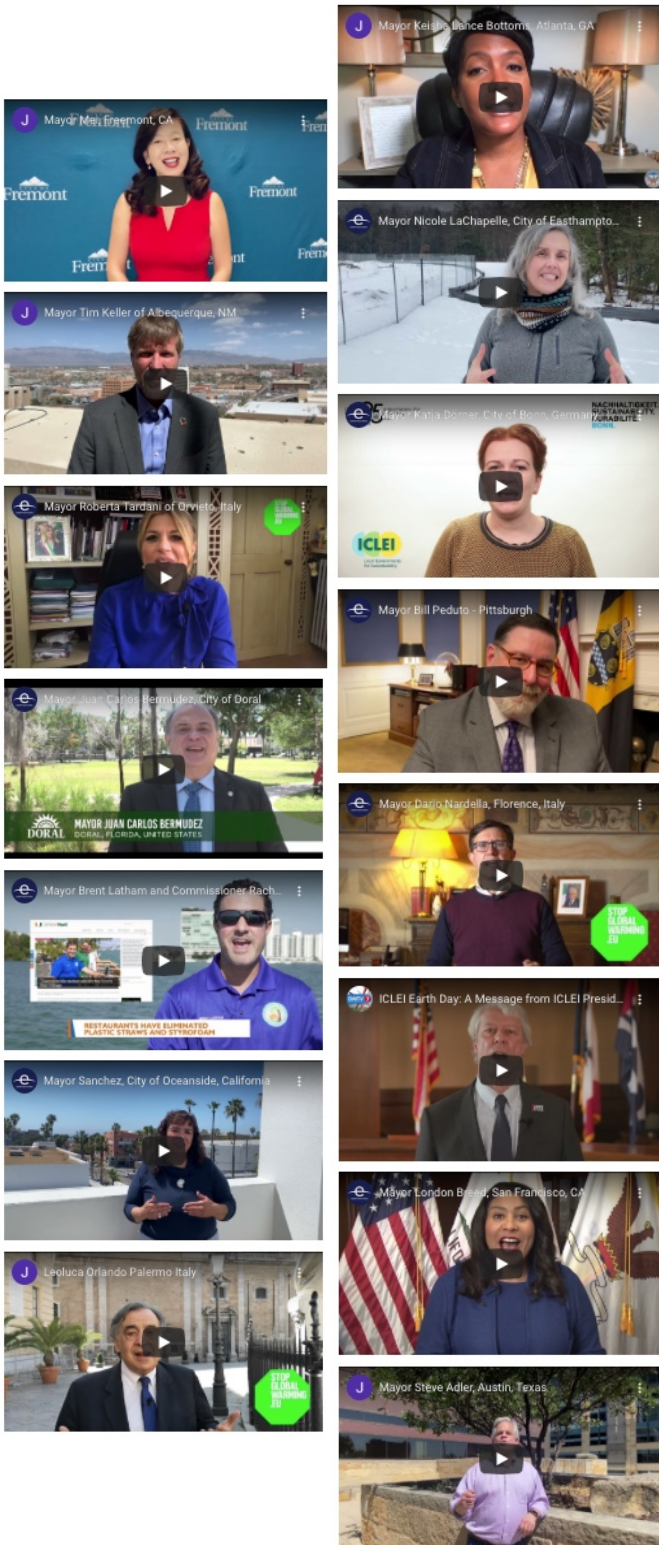




As a part of Earth Day 2021, EARTHDAY.ORG strengthened the partnership with the **National League of Cities (NLC)** and **ICLEI – Local Governments for Sustainability**, to drive vital climate action at the local level. Highlights of EDO collaborations with local governments include:

The southern California city, Pico Rivera, not only adopted the three EDO priorities listed above with enthusiasm but is also conducting an energy efficiency assessment of all city facilities in addition to developing a new office of sustainability and partnerships to provide clean power to the city. In Needham, MA, the newly elected Select Board met with EDO to develop a climate action plan for the municipality. Following the meeting, the board committed to signing a declaration of climate emergency that would bind them to taking climate actions which will support these stakeholders, as well as developing a comprehensive plan on sustainability.

This year, 34 public officials from city governments submitted videos to be featured as support materials for Earth Day live and the website. **Their geographic distribution spanned the USA** from Pittsburgh, PA to San Juan, Puerto Rico including: Atlanta, GA; Des Moines, IA; Arlington, Hampton Roads and Norfolk, VA; Doral, North Bay Village, FL; Acton, MA; Frisco, Travis County, and Austin, TX; Oceanside, San Francisco, and Fremont, CA; Savannah, GA; Tacoma, WA; Burlington, VT; Albuquerque, NM; **as well as internationally** from Palermo, Orvieto, and Florence, Italy; Machu Picchu and Lima, Peru; São Paulo, Brazil; and Lismore, Australia.





## FOOD AND ENVIRONMENT

The Food and Environment program, specifically the **Regenerative Agriculture** campaign, has been a great fit under the Restore Our Earth theme. Bringing awareness to these practices as a solution to climate change has many people interested and excited.

Additionally, EARTHDAY.ORG has found a substantial following around our **content on food waste**. The movement has enjoyed seeing the result of their direct actions. Aiming to waste less food is an easy and tangible way to make a difference for the planet.

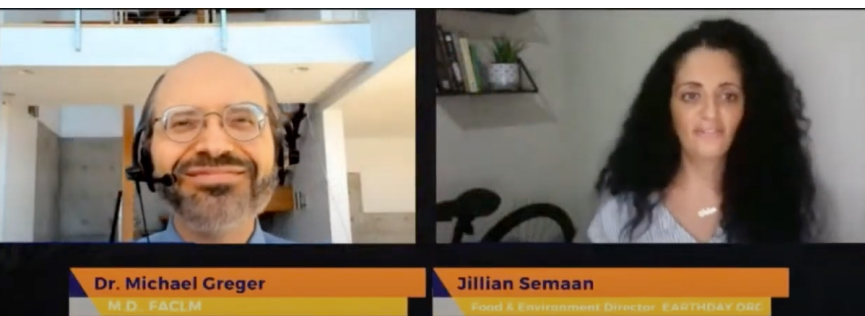
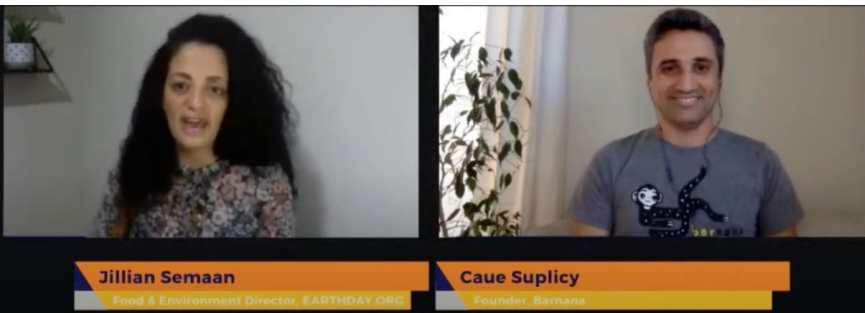
To help spread this message, EARTHDAY.ORG **partnered with Barnana to educate people about upcycled foods to reduce food waste**. To make learning about the topic fun, Barnana and EARTHDAY.ORG developed an interactive [Upcycled Foods Quiz](#) that's part of EARTHDAY.ORG's educational quiz series. Jillian Semaan, Director of Food and Environment for EARTHDAY.ORG, held a one-on-one, real-life solutions "fireside chat" with Barnana's Founder Caue Suplicy as part of the Earth Day Live digital event. Jillian and EDO were also featured in several stories in the press on upcycling.





**As part of Earth Day Live, the Food and Environment program ran several additional discussions and panels with leaders and notables in the space, including:**

- Regenerative Agriculture Webinar with Dr. Jonathan Foley, Executive Director of Project Drawdown; Andrea Illy, Chairman of illycaffè; Ibrahim Thiaw, Executive Secretary of the United Nations Convention to Combat Desertification; Elizabeth Whitlow, Executive Director of Regenerative Organic Certified; moderated by Dr. Sweta Chakraborty, Risk and Behavioral Scientist
- Food Waste Discussion with Ann Veneman, Former Secretary of the U.S. Department of Agriculture; and Justin Kamine, Co-Founder and Partner of KDC Agriculture and EARTHDAY.ORG Board Member
- Plant-Based Diets and Zoonotic Diseases with Dr. Michael Greger, Founder of NutritionFacts.org, Physician, Plant-Based Diet Advocate



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*Regenerative agriculture provides answers to the climate crisis we are facing. The agriculture sector is one of the largest contributors to climate change and regenerative agriculture has the power to change that by rehabilitating our soils and enhancing our ecosystem. We need a food system that is dependable and capable of high quality, nutrient dense foods that does not continuously degrade our soils.*

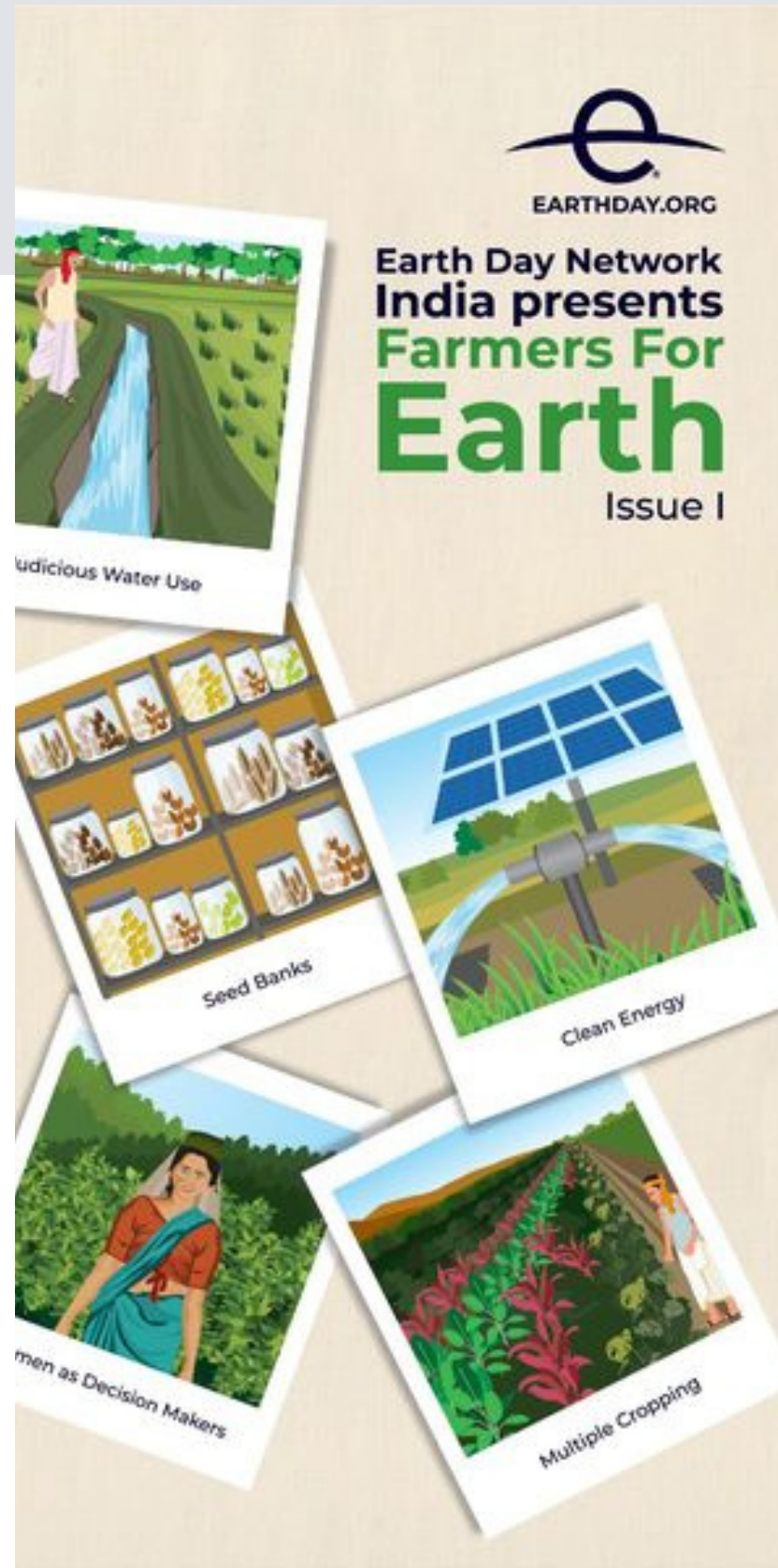
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**JILLIAN SEMAAN**

DIRECTOR OF FOOD AND ENVIRONMENT

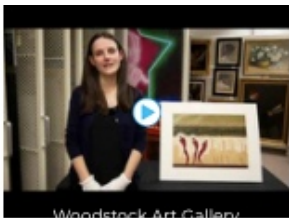


On the eve of Earth Day 2021, EARTHDAY.ORG-India **launched a platform that brings together representatives of Farmer Producer Organizations, NGOs, officials of Krishi Vikas Kendras, and experts from the Indian Council for Agricultural Research Institutions across India.** EDO-India also launched the inaugural issue of the **Farmers For Earth** newsletter on the occasion. The launch event took place in the presence of the famous Bollywood and Hollywood Producer, Director, and Actor Mr. Shekhar Kapur and Principal Investigator of the National Innovations in Climate Resilient Agriculture, Indian Council of Agricultural Research, Government of India. Key environmental issues including the impact of climate change, risks to the agriculture sector, vulnerability assessment of districts, as well as the introduction of new technologies and practices, were a few of the topic areas discussed with experts. Over 900 individuals registered for the event.





Zimmerli Earth Day



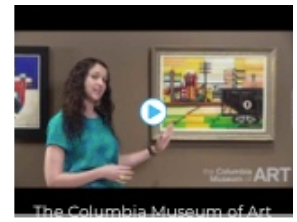
Woodstock Art Gallery



Winterthur Museum



The Museum of Modern Art



The Columbia Museum of Art



Slater Memorial Museum



Museum Rietberg



Meadows Museum



Museum der Moderne Salzburg



Museo de Arte de Ponce

## ARTISTS FOR THE EARTH

Art has a remarkable power to bring awareness to issues of the environment and can help expand and elevate Earth Day's message year-round. The arts are a great tool to reach people personally, establishing a deeper understanding and emotional connection with what is happening to our planet.

For Earth Day 2021, the Artists for the Earth campaign featured **30 museums from around the world** with [videos highlighting works of art](#) that demonstrate humankind's relationship with the earth. Whether in harmony with nature or depicting the earth as a resource for consumption, the videos shed light on the power of art to Restore Our Earth.

The museum project received submissions from 30 partners from states across the U.S. such as New Jersey, Connecticut, Delaware,

Florida, New Mexico, Tennessee, Louisiana, Massachusetts, Texas, South Carolina, Maryland, Iowa, and Ohio as well as countries from around the world including Canada, Columbia, Switzerland, Austria, France, Armenia, and Puerto Rico. The arts organizations that participated are more conscious of the contribution they can make by highlighting climate change through their own collections. They were all very pleased to participate and hopefully it will inspire them to do an exhibition about climate in the future.

**The British Council announced EDO as one of the grantees for a global initiative** in the lead up to COP26 that will explore climate change through art, science, and digital technology. EDO will work in close partnership with Soumik Datta along with other organizations from the UK & 28 other countries.

Additionally, Grammy® Award Winner Ricky Kej composed a special song "[In your Eyes](#)" to mark Earth Day 2021.



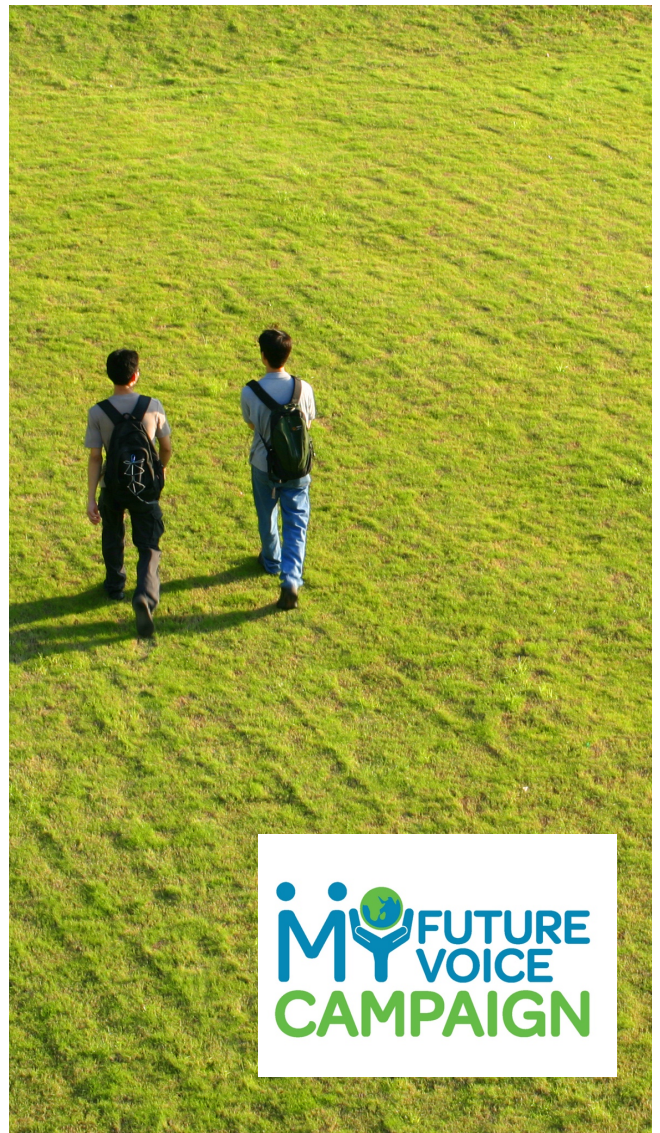
# 165 in 82

Youth Leaders

Countries around the world

## MY FUTURE MY VOICE

The My Future My Voice campaign has now **165 youth leaders in 82 countries across the globe**. This Earth Day, MFMV **reached millions in their respective countries and globally**. For example, Heeta Lakhani, Global Focal Person for YOUNGO from India and Renard Siew, Climate Change Advisor to the Centre for Governance and Political Studies (CENT-GPS) from Malaysia, addressed several national and international media. EDO achieved secondary outreach through the **MFMV members' social media** that counts to approximately 500,000 on Earth Day alone. These have laid the foundation for continuous efforts in ever-widening circles with petitions to local governments and international agencies. Additionally, four members of MFMV have just been selected for the prestigious **Diana Award** in 2021.



# EARTHDAY.ORG-INDIA HIGHLIGHTS

This year has been difficult due to the new wave of COVID-19 that engulfed not just India but the whole South Asia region. Even during these challenging times, EARTHDAY.ORG-India organized programs that saw illustrious and preeminent religious leaders, environmental advocates, celebrities, musicians, political leaders, and government officials committing to Restore Our Earth.

Webinars were a great way to widely reach out to these prominent people and maximize reach. EDO was invited to partner with and speak at several important forums. For instance, in partnership with the Mobius Foundation and The Climate Reality Project India, **EDO-India organized a two-day Climate Literacy Conclave for South Asia with eminent policymakers from India** and Youth Ambassadors of My Future My Voice campaign from South Asia. Aligned with the aim of pushing for climate literacy at the COP26 in Glasgow, this two-day webinar series highlighted the importance of climate education.

Similarly, this year EDO-India also partnered with **UNICEF** and **UNEP** in India to highlight the importance of climate literacy and the role of children and youth in the same.

A webinar on Earth Day Climate Warriors brought together 6 young environmentalists including one of EDO's youth ambassadors (and a rising star), Heeta Lakhani. The webinar had over 900 attendees. **The visibility of Earth Day in the region, especially India, has increased manifold this year.**

EDO received several important commitments, for instance, from the **Nobel Peace Laureate (1996) and Former President & Prime Minister of Timor-Leste** who shared a special message for Earth Day committing to protect and conserve the environment with an appeal to all to do the same. Outreach to the Ministries of Environment and Education in Asia requesting backing for the Climate Literacy petition has received confirmed **support from the Governments of the Republic of Maldives and Afghanistan. The Ministry of Education in Taiwan** has also sent EDO an official thank-you letter for mentoring a youth ambassador from Taiwan.



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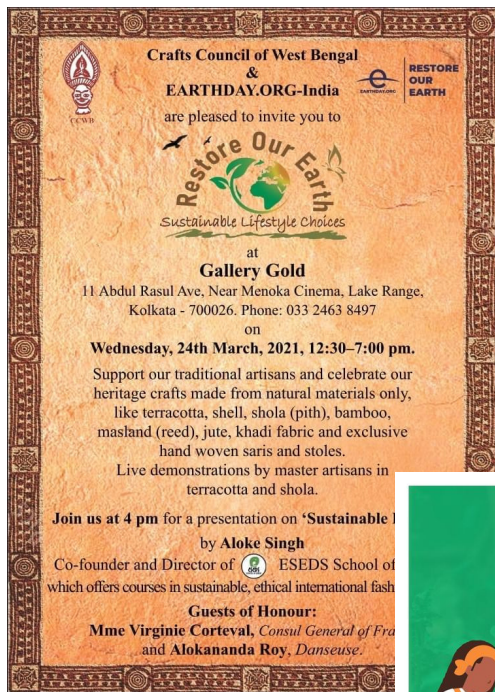
*Climate Literacy is very important since environmental education will prepare youth to **gain knowledge about anthropogenic activities that adversely impact Earth** and it can help foster a new generation of citizens with the interest and the skills needed for jobs in a growing green economy. Enhanced environmental understanding will help them make better sustainable consumer choices.*

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**KARUNA SINGH**  
REGIONAL DIRECTOR ASIA

To mark Earth Day's 50th anniversary last year, EDO-India launched the **“Earth Day Network Star Municipal Leadership Awards”** to commend municipal bodies in India whose policies and actions make a significant positive impact on the environment. For Earth Day 2021, EDO continued to recognize the green policies and efforts of the Municipal bodies. Some efforts and policies recognized in 2021 include restoring water bodies using the innovative floating islands technique, building awareness among citizens about the environment under a specific program of the municipal body, greening initiatives, and upcycling plastic waste items into receptacles to grow plants.

In the Philippines, a youth ambassador of the My Future My Voice campaign organized the **sustainable and indigenous fashion show to commemorate #EarthDay2021**. The Global Filipino Network (GFN) Channel (online platform for Filipino diaspora community) live-telecasted the show and had notable designers from countries around the world including **The Philippines, Nigeria, the United States, and Belgium**, among many others.



In partnership with its advisor, EARTHDAY.ORG-India launched a program on Energy and Climate - **Keep UPP** (Understand, Pledge, & Progress) with an appeal for a million pledges for a billion hopes on Earth Day. The event had the participation of the Hon. Minister of Education, Govt. of India who was the chief guest together with many other dignitaries including the Director General of International Solar Alliance, Chairperson of All from the India Council of Technical Education, and the Regional Director of EARTHDAY.ORG, among several others. The Energy and Climate Change - Keep UPP program aims to **help at least 1 million people reduce their energy consumption** through carbon sources and switch to solar, gradually ending their dependency on carbon sources by applying the AMG (Avoid, Minimize, and Generate) principle.

EDO-India promoted its eBooks on forums and webinars. These were also shared with the entire database of schools and teachers in India as was the Climate Civics Toolkit on the EARTHDAY.ORG website.

**EDO eBooks:**

- [Restore Our Earth: Rejuvenating Water](#)
- [Great Taste No Waste](#)





# EARTHDAY.ORG-AFRICA HIGHLIGHTS

EARTHDAY.ORG-Africa has become a centralized location for networking amongst those in the environmental movement in Africa. **Never before has there been a platform in Sub-Saharan Africa for environmentalists to connect within one another** regardless of boundaries, to share stories, ideas, initiatives, and build upon each other's work. For Earth Day 2021, EARTHDAY.ORG-Africa developed a toolkit for partners, volunteers and those interested to Restore Our Earth, which gave them steps of how to participate and organize digital events, partake in social media challenges, sign the climate literacy letter, participate in the greater Earth Day Live program, and more.

EARTHDAY.ORG-Africa also worked with their extensive network of partners and volunteers to further efforts across the continent for climate literacy, cleanups, and tree plantings. Additionally, the My Future My Voice Ambassadors served as stewards of EDO and the global youth environment movement. They implemented Earth Day campaigns and led the charge for growing the Earth Day volunteer movement.

## Earth Day Digital Toolkit

### Restore our Earth

EARTHDAY.ORG's theme for Earth Day 2021 is Restore Our Earth, which focuses on natural processes, emerging green technologies, and innovative thinking that can restore the world's ecosystems. Restoring Our Earth includes reforestation, regenerative agriculture, citizen science, and putting an end to plastic pollution, all starting with climate literacy. A major theme of this Earth Day also focuses on Climate and Environmental Literacy to ensure that students across the world benefit from high-quality education to develop into informed and engaged environmental stewards. The time is now — indeed it is long overdue — for a massive climate literacy campaign that can create a generation of citizens, workers and leaders who really understand why and how to stop climate change and environmental degradation.

Earth Day unites citizens on the importance of the fight for our health, livelihoods, and planet. If we don't demand change to transform our planet and environmental issues, our current state will become the new normal — a world where pandemics, polluted lands and waters, disappearing forests, and extreme weather events span Africa, leaving already marginalized and vulnerable communities even more at risk.

From now until Earth Day (April 22) we are calling on everyday citizens to rise up and come together to engage the public, educate people about the environment, and act to make positive and sustainable changes to protect Africa and the Earth. Although the challenges right now are immense, individuals have the power to unite and build a movement that is impossible to ignore. Let's all come together to make a difference.

**RESTORE OUR EARTH**

## Get Involved in Africa

**Sign Up to Be a Volunteer [Here](#)**  
Receive updates, actions and newsletters from EARTHDAY.ORG and our team of Africa Coordinators.

**Sign Up to Be a Partner [Here](#)**  
Gain visibility for your initiatives, grow the environmental network and connect your local efforts to the global movement

## How to Start

- Social Media
- Create a Network
- Act at Home
- Plan Events
- Climate Literacy
- Earth Day Live

# EARTHDAY.ORG-MENA HIGHLIGHTS



With extensive outreach, communications and on-the-ground partnerships, EDO was able to establish large support of the environmental movement in this region. This year, **20 Middle East and North Africa region countries participated in Earth Day activities**. Over fifty EARTHDAY.ORG-MENA partner NGOs, universities, schools, environmental agencies, governments, and museums implemented different environmental activities across April. In this region, **women's participation in Earth Day this year increased to 60% - a 10% increase from last year**.

Additionally, **700,000 trees were planted this year** in 39 provinces across Morocco and provided capacity strengthening with **6,000 farmers** involved. 20,000 trees were planted in different cities of Pakistan.



# EARTHDAY.ORG-SOUTH AMERICA HIGHLIGHTS

In coordination with the EDO Education program, Earth Day South America contacted more than 400 entities and people to sign EARTHDAY.ORG's climate literacy letter and support the campaign. These contacts included representatives of a cross-section of authorities in public and private educational systems, Ministers and Vice Ministers of Education and Environment from South American countries, environmental NCOS, teachers, parents, student associations, labor unions, and experts in educational sectors.

**Support at the national level has now been achieved with Colombia, Peru, Argentina, and Brazil for EARTHDAY.ORG's Climate Literacy Campaign.**







Make Every Day Earth Day

**JOIN US**

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

