



Earth Day Network
UNITING PEOPLE AND THE PLANET

A photograph of a man performing on stage. He is wearing a purple t-shirt and dark pants, holding a microphone in his right hand. He is looking slightly to the right. In the background, another man is playing an acoustic guitar. The background is blurred, showing a crowd of people and stage equipment. The lighting is warm, with yellow and orange tones.

EARTH DAY NETWORK WORLD LEADER IN ENVIRONMENTAL DEMOCRACY

Established in 1970, Earth Day launched the modern environmental movement.

Over a billion people now participate making Earth Day the world's largest civic event.

**WE'RE ENGAGING MILLENNIALS
AND FUTURE LEADERS ON
CAUSES THEY CARE ABOUT MOST.**



EARTH DAY NETWORK

VISION

A just and equitable world where all people, regardless of race, gender, income, or geography, have access to clean air, clean water, clean energy, healthy food, and green jobs.

MISSION

Earth Day Network's (EDN) mission is to broaden and diversify the **environmental movement** worldwide and to mobilize it as the most effective vehicle to build a healthy, sustainable environment, address climate change and protect our planet for future generations.

As the world's largest recruiter for the movement, we activate and educate new voices every day.



CONNECTIONS

Our trusted brand name and big tent philosophy combined with our **45 year history** have secured Earth Day Network's reach around the globe.

Every year over **a billion people** take action for Earth Day worldwide and millions visit Earth Day Network's webpage to take advantage of our tools and resources for environmental activism.

Our **Educator's Network** convenes tens of thousands of teachers, school administrators, students and parents.

Headquartered in the US, with an Asia office in India, our network includes nongovernmental organizations, mayors and local elected officials, national and state governments, and business leaders in every country, as well as **a billion activists who participate in Earth Day each year.**





EARTH DAY NETWORK ASSETS

Each Earth Day season, EDN provides information, thematic guidance, content, logo sharing, coordinates events, provides speakers, funds fellowships, creates programs and connects people across the planet in the world's largest simultaneous event.

50,000 partners globally

192 countries

Washington, D.C. headquarters

Offices: Boston, MA • Kolkata, India • Montreal, Canada

SOCIAL MEDIA PLATFORMS

500,000 Earthday.org users and members

180,000 Facebook fans

45,000 teachers on Educator's Network

500,000 tons of carbon calculated on Footprint Calculator

1,000 videos on EDN YouTube Channel

2.2 million web stream YouTube viewers





EARTH DAY NETWORK

DEMOGRAPHICS

Median Age: 34

Gender: 52% female, 48% male

Over 30 million students

300,000 K-12 educators

100,000 US K-12 schools

66% from the US

34% from Canada, EU, India, Brazil, Russia,
Australia, and China

MobilizeU: 397 colleges and universities in 50 US
states, 6 continents and 51 countries

2,023,208,170 ACTS OF GREEN

The Billion Acts of Green campaign
exceeded its first goal of 1 billion
on Earth Day 2012.

2 billion was reached on Earth Day 2015!



EARTH DAY NETWORK

CAMPAIGNS

GREEN SCHOOLS: Every child deserves a Green School. Healthy, energy efficient schools save energy, resources and money to improve the health of students and teachers and invest in our future leaders.

THE CANOPY PROJECT: Trees protect the environment and help communities – especially the world’s poor– sustain themselves and their local economies.

MILLION CLIMATE VOTERS: EDN with partners– the NAACP Voter Fund, Southwest Voter Registration Education Project and League of Conservation Voters– are registering one million new climate voters for the 2016 elections.

WOMEN AND THE GREEN ECONOMY (WAGE®): Women leaders build and advance the green economy worldwide. Educated girls build the pipeline to a sustainable future.

A BILLION ACTS OF GREEN®: The world’s largest environmental service campaign is steadily building commitments by individuals, organizations, businesses and governments to protect the planet.

GREEN CITIES: Our planet is at a turning point. If the right investments are made now in water, materials, waste, food and transportation, this unique opportunity will be the catalyst for dramatic changes in the fight against carbon emissions and climate change.





EARTH DAY NETWORK

EVENTS

ANGRY BIRDS TOURNAMENT: EDN and Rovio, creators of Angry Birds- the most popular online game in history with close to 3 billion downloads- joined forces to create *Champions for Earth*, a global climate change tournament, held during Climate Week in Sept. 2015.

PARIS COP 21: As a **registered participant** in the UN Climate Change Summit in Paris in Dec. 2015, EDN closes the gap between citizens and leaders with presentations, roundtables and leadership strategy teams.

SUNDANCE FILM FESTIVAL: The 9-day media extravaganza, bringing 50,000 celebrity actors and tastemakers together in Park City, UT each January, in 2016 will feature a climate focus. EDN presents 4 days of VIP hospitality, press interviews, happy hours and exhibits, plus the **Ice & Snow Ball** at the Music Lodge.

EARTH MONTH: Throughout April 2016, EDN will work with 50,000 partners across the globe to empower citizens to take action on climate. **It's Our Turn to Lead.**

EARTH DAY ON THE NATIONAL MALL: EDN will again present a large-scale, free public event in Washington, D.C. with A-List talent, celebrities, world leaders and **250,000 citizens** to take action on climate.

CLIMATE LEADERSHIP GALA: A gala to honor **400 leaders** of business, environment and policy with presentations of the Women & Green Economy Award and the Climate Visionary Award.





EARTH DAY NETWORK

BRINGING TOGETHER THE WORLD'S LEADING ARTISTS AND INFLUENCERS

Past Earth Day Network Influencers include: UN Secretary General Ban Ki-moon • President of the World Bank Group Jim Yong Kim • Secretary of the Interior Sally Jewell • Secretary of Energy Ernest Moniz • will.i.am • Soledad O'Brien • Don Cheadle, United Nations Environment Programme Goodwill Ambassador • Sir Richard Branson • Charles Bolden NASA Administrator • James Cameron Director of Avatar • Philippe Cousteau • Denis Hayes first Earth Day organizer • Lisa Jackson EPA Administrator • US Senator Edward Markey • CIO President Richard Trumka • Robert Kennedy Jr. • Ed Norton • Ed Begley Jr. • NASA scientist Dr. James E. Hansen • New York Times columnist Thomas Friedman • Bill McKibben Environmental Journalist, Founder of 350.org

Past Earth Day Network Artists include: Usher • No Doubt • Fall Out Boy • Mary J. Blige • Train • My Morning Jacket • Common • Sting • John Legend • Jimmy Cliff • Joss Stone • The Roots • Bob Weir • Micky Hart • Mavis Staples • Booker T • Robert Randolph • Seal • The Flaming Lips • D'Banj • Fally Ipupa • Vixx • Roy Kim • Willie Colon • Honor Society • Passion Pit • Cheap Trick • Dave Mason • Esperanza Spaulding • Ron Holloway • Los Lobos • moe. • DJ Spooky • O.A.R. • Umphrey's McGee • Warren Haynes • Ne-Yo • Doug E Fresh • The Maytalls • Thievery Corp • Joan Baez • Ziggy Marley • Taj Mahal



EARTH DAY NETWORK

AT WORK GREENING SCHOOLS

A globally recognized leader in environmental education and green schools for more than 20 years, EDN has reached more than 100,000 K-12 schools across the U.S. and in key countries abroad. Working with the Clinton Foundation and US Green Building Council, EDN has adopted the goal of greening America's schools within a generation.

On average, a green school uses 33 % less energy and 32 % less water, enough savings to hire two additional full-time teachers. Green schools have better teacher retention rates and improve student performance.

Children spend over 1,000 hours a year in classrooms. Schools are the best settings to promote a healthier and more responsible life.

In 2016, EDN will complete 100 school greenings, spread energy efficiency financing models and create and disseminate environmental curricula in multiple languages to schools worldwide.





EARTH DAY NETWORK

AT WORK LEADING CLIMATE CHANGE EDUCATION FOR YOUTH

The release of the first **iTextbook** on climate change for middle school students reaches classrooms around the world.

“The Story of Climate Change” is contemporary and interactive, with the latest climate science.

Animation, videos, photographs and field expedition stories keeps students engaged beyond tradition teaching methods, strengthening their minds as they become climate literate. The publication was released in November 2015 and an e-Pub edition will follow soon after.



AT WORK CHALLENGING STUDENTS TO EAT SUSTAINABLY

EDN brought nutrition, environmental learning and **fun** to thousands of middle school and high school students during National School Lunch Week in October as Earth Day Network served up the National School Lunch Week Menu Challenge.

Students and teachers used an **EDN Toolkit** to learn about sustainable food and compete to create menus that do the most to reduce carbon footprints while offering teens food they love. Students competed with classrooms around the country for the greenest, most nutritious meals with the most kid-appeal.





EARTH DAY NETWORK

AT WORK CREATING THE LARGEST ONLINE CLIMATE EVENT IN HISTORY

Earth Day Network and Rovio Entertainment, creators of the massively popular online game Angry Birds, joined forces to create ***Champions for Earth***, a global Angry Birds climate change tournament. Angry Birds is the most downloaded mobile game of all time, with close to 3 billion downloads.

Champions for Earth took place during Climate Week NYC and the UN General Assembly in September. With eyes on world leaders as they worked through climate issues to announce sustainable goals in advance of COP 21 in Paris, millions of players engaged in climate discussions.



EARTH DAY NETWORK

AT WORK CONNECTING ON CLIMATE WITH ARTISTS AND GREEN CELEBRITIES

The Sundance Film Festival is 9-day media extravaganza for celebrity actors and tastemakers, with 50,000 stars attending. The 2016 Festival in Park City, UT will have a particularly green focus with many of the showcased films featuring an environmental backdrop.

EDN presents four days of VIP discussions, hospitality and exhibits.

On January 22, 2016, Earth Day Network will be the non-profit beneficiary of the **Ice & Snow Ball** at the Music Lodge.



EARTH DAY NETWORK

AT WORK PLANTING TREES WHERE THEY ARE NEEDED MOST

With the reality of increasingly unpredictable weather patterns and more frequent and violent storms and floods, tree cover to prevent devastating soil erosion has never been more important.

That's why Earth Day Network made a commitment to plant 10 million trees in impoverished areas of the world over the next five years and a billion trees worldwide in honor of the 50th anniversary of Earth Day in 2020.

We're halfway through our 10 million tree goal. Please join us to make this commitment a reality.





AT WORK REGISTERING ONE MILLION NEW CLIMATE VOTERS

The NAACP Voter Fund, Southwest Voter Registration Education Project (SVREP), League of Conservation Voters (LCV) and Earth Day Network (EDN) commit to registering **one million climate voters** for the 2016 election.



In registering climate voters, we not only facilitate participation in our democratic system, we encourage voters to think about the risks associated with climate change when they cast their ballot. We must develop climate voters in order to build the requisite national support for climate policy to produce real change in this country.



EARTH DAY NETWORK

AT WORK BRINGING THE VOICES OF CIVIL SOCIETY TO PARIS

Paris sets the tone for the next stage of climate governance. As world leaders negotiate an essential binding climate treaty and confront climate change, Earth Day Network will activate students, scientists, and NGO representatives in this discussion.

As a **registered participant** in the UN Climate Change Summit COP 21, EDN will be the push behind COP 21 through events both inside and outside of the official meeting. Cop 21 is about solutions. EDN will close the gap between citizen and leaders, developing presentations, conducting roundtable discussions, and facilitate mentoring sessions.





EARTH DAY NETWORK

PARTNER OPPORTUNITIES

- Partnership on key initiatives
- Features on Earth Day website
- Co-authored blogs
- Commitments and actions showcased onstage
- Videos on stage
- Branding at events
- Interview opportunities
- Co-branding and product licensing opportunities
- On-stage presence and speaking opportunities
- On-site activations including booths, pavilions and exhibits
- Dedicated partnership press release
- Partnership in PR materials
- VIP experiences/Backstage passes
- Content ownership
- Live stream/broadcast integration
- Presence at influencer networking events
- Videos on YouTube
- Social Media partnerships with Facebook and Twitter
- Tree planting in selected areas of the world
- Additional custom opportunities per negotiation



EARTH DAY NETWORK WORKS WITH 50,000 PARTNERS IN 192 COUNTRIES, INCLUDING

**U.S. DEPARTMENT OF STATE
U.S. DEPARTMENT OF EDUCATION
U.S. DEPARTMENT OF ENERGY**

**NASA
FEMA
NOAA**

**NATIONAL DEVELOPMENT & REFORM COMMISSION, CHINA
ORGANIZATION OF AMERICAN STATES**

**UNEP
CERES**

**THE CLINTON GLOBAL INITIATIVE
THE PEACE CORPS**

**THE GLOBAL SCOUTS
TCK TCK TCK**

**BLUE GREEN ALLIANCE
AARP**

**TREES FOR THE FUTURE
CLIMATE REALITY PROJECT
LEAGUE OF CONSERVATION VOTERS
RAINFOREST ACTION NETWORK**

**SISTER CITIES
EARTH DAY TEXAS**

**OCEAN CONSERVANCY
WORLD RESOURCES INSTITUTE
AUDUBON SOCIETY**

**NAACP VOTER FUND
SOUTHWEST VOTER REGISTRATION PROJECT
UNION OF CONCERNED SCIENTISTS**

ACORE

**NATIONAL WILDLIFE FEDERATION
SIERRA CLUB**

**NRDC
GREENPEACE
VITAL VOICES**

**EARTH DAY NEW YORK
EDUCATE GIRLS**

**INTERNATIONAL DIALOGUE FOR ENVIRONMENTAL ACTION
THE HULT PRIZE**

**BBC MEDIA ACTION
JOUR DE LA TERRE QUEBEC**

**EARTH DAY CANADA
EARTH POLICY INSTITUTE
WORLD WATCH INSTITUTE
FOOD AND TREES FOR AFRICA**

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EARTH DAY NETWORK

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Ted Turner, Turner Foundation, Founder, UN Foundation, CNN.
Keith Williams, President & CEO, Underwriters Laboratories Inc.
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Abdelkbir Zahoud, Secretary of State, Ministry of Energy and Environment, Morocco

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