

## Earth Day Network Annual Report 2017

### Earth Day 2017

The goal of Earth Day (April 22) 2017 was to bring attention and action to the need for environmental and climate literacy worldwide to create the next generation of green voters and advance environmental and climate laws and policies, as well as accelerate green technologies and jobs.



The launch of the 2017 theme: Environmental and Climate Literacy was part of EDN's Earth Day 2017 March for Science which mobilized millions of people on the National Mall around the world to demand that our leaders recognize the scientific truths across all disciplines, including climate change and other environmental issues. The politicization of science, which has given policymakers permission to reject overwhelming evidence, is a critical and urgent matter which is why EDN's efforts for 2017 to bring together people support scientific research and evidence-based policies and encourage them to take a public stand and be counted was so important.

Earth Day 2017 focused on the role of science, scientists and scientific-based research and policy-making, using the teach-in concept from the very first Earth Day in 1970, the Washington rally and teach-ins, and the world-wide events created and supported knowledge sharing, community engagement, citizen science and stewardship.

Earth Day 2017 also marked the first anniversary of the signing of the Paris Climate Agreement.

At the core of EDN's Earth Day efforts was the emphasis on environmental and climate literacy which brought together thousands of participants who signed up for (via our free event building app) and participated in the 22 action-oriented teach-in sessions that were organized by leading environmental and scientific from the Nature Conservancy, National Audubon Society, American Association for the Advancement of Science, New York University Department of Education, The Ocean Foundation and Shark Advocates, American Chemical Society, Defenders of Wildlife among other organizations working on pressing health, environment and climate issues.

We reached millions more people through traditional and new media. There were more than 260 credentialed media outlets. Our livestream of the rally was viewed more than 1.3 million times through BuzzFeed, Facebook, and other sites. The overall reach of the event was in the 100s of millions and included C-SPAN – with an audience of 47 million, CNN-International, Washington Post, New York Times, LA Times, Associated Press, Reuters, NBC, ABC, CBS, NPR, among others. The National Mall Rally and Teach-Ins were livestreamed globally to an audience in the millions.

Millions around the world focused on the inattention to science in the new administration, the day began with thousands present for a moving rally on the national Mall. Many leaders of the climate and environment movements speeches inspired the next generation of scientists, leaders, advocates, activists, citizens, and children to reenergize the movement started almost 47 years ago with the first Earth Day.

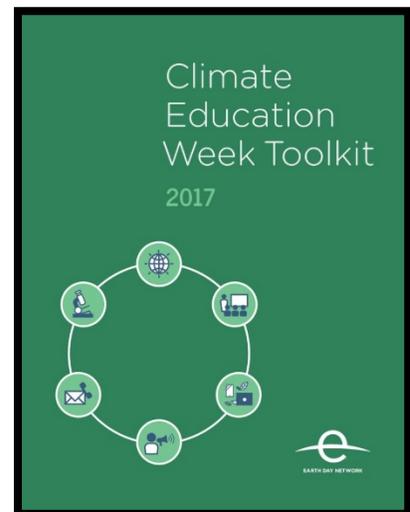
Among the speakers were Dr. Moa Hann-Attisha, Pediatrician and public health advocate whose findings about lead exposure in Flint, Michigan helped to expose the crisis there. Derek Muller, an Australian-Canadian communicator, filmmaker and television presenter best known for creating the YouTube channel Veritasium.

These efforts have helped to broaden and grow the environmental movement.

### **Climate Education Week**

One of the most important missions of the Earth Day Network is promoting environmental awareness in primary and secondary schools. As schools educate children and young adults about the impact of climate change, citizens and students will become more knowledgeable about the environment and also learn to think of solutions to environmental issues that currently affect our society. The goal of Climate Education Week was to connect the organization with citizens, students and teachers in order to advance our goal of global environmental literacy.

These teach-ins and tool kits will help build our movement by educating citizens about the environmental and climate issues such as topics in climate change, air pollution, environmental justice, alternative energy, recycling, green jobs and civic participation, thereby mobilizing a global citizenry to fight against climate change and empower the public with the engagement and public outreach necessary to take action. Each year's Climate Education Week becomes more crucial towards creating an environmentally conscious and confronting the pressing issues caused climate change.



With Environmental and Climate Literacy as the theme of Earth Day 2017, our educational toolkits were an important part of our efforts. Toolkits were developed for faith communities, K-12, Mayors, Scientists, Universities, and others, and were translated into four different languages. EDN developed a toolkit in Chinese to help with the organization of Earth Day events, emphasizing environmental teach-ins on campus or in communities.

### **Climate Leadership Gala**

EDN's Climate Leadership Gala was held on May 9th at the Mayflower Hotel in DC. . Paul Polman, CEO of Unilever, accepted the Climate Visionary Award in recognition of his exceptional leadership in corporate sustainability. EDN Board member and chef and owner of Restaurant Nora, Nora Pouillon, was the recipient of the Women and the Green Economy (WAGE) Leadership Award. Her leadership in sustainable cuisine and sourcing has inspired a generation. Senator Sheldon Whitehouse of Rhode Island presented special remarks and Kathleen Matthews, award winning journalist, was emcee. More than 300 leaders of industries, governments, and the NGOs came together to recognize achievements and highlight the path to renewable, reliable and sustainable futures.



### **Green Schools**

EDN is partnering with the World Bank to produce a research report on the global state of environmental education. EDN presented the study concept and our experience in formal and informal education at a high level event at the United Nations during the UN General Assembly and Climate Week in NYC. The event was organized by the COP 22 Presidency and the UNFCCC secretariat in collaboration with UNICEF – other partner organizations include the Mohammed VI Foundation for Environmental Protection, and the members of the UN Alliance on Climate Change Education, Training and Public Awareness. It brought together high-level actors and international organizations to discuss how education can enhance the implementation of the Paris Climate Change Agreement and contribute to the Sustainable Development Goals.



EDN also presented at a high level side environmental education event at the UNFCCC COP in Bonn. EDN joined with our longtime partners from the Foundation Mohammed VI for the

Protection of the Environment to present Innovative Approaches to Climate Change Education and Youth Empowerment for Climate Education.

Earth Day Network also participated in the Global Environmental Education Partnership - GEEP conference that brought together environmental education policy makers, providers, and practitioners who represent government and/or nongovernmental sectors in countries throughout the world. Following the meeting, EDN staff met with the head of Environmental Education from Taiwan and his team to discuss its China program.

EDN expanded its partnership with schools and community reinvestment to help provide energy efficiency and reduce costs for schools in low-income communities. The Community Reinvestment Act pilot project was launched to provide energy efficient and effective lighting at the August Schilling Elementary school in the Newark Unified School District nearby Oakland, California. This model is being expanded to other communities.

### **A Billion Acts of Green**

EDN continues to move forward with its Billion Acts of Green campaign. This year EDN registered millions of actions through its Earth Day activities throughout the world. Actions included reforestation, commitments for cities, commitments for Faith based activities, clean ups, and tree planting. The program was expanded to China and which registered more than 114,378 Acts of Green in China alone.

### **Earth Day India Healthy Energy Future Agenda Moves Forward**

EDN India Director Karuna Singh and her team met with the Federal Minister for Human Resources Development (who is responsible for Education), and provided him with a copy of our report, 'Ways to Upscale Environmental Education in India'. The report is a summary of the recommendations that came out of 28 roundtables held across India.



The Minister was very pleased with the report and asked EDN to examine the text books and put forward recommendations.

Our 'Morning Assembly' competition reached out to 151,622 students across all of India's states through our partnerships with impressive organizations such as the Indian Ministry of Environment, Forest, and Climate Change, UNESCO and 15 others. India's second largest solar

company, Vikram Solar provided the prizes -- solar energy kits for students to assemble and use.

To commemorate the 47<sup>th</sup> anniversary of Earth Day, a competition was held in 47 cities of India, each with a population of over 1 million. Citizens from all these cities were asked to showcase ways they had made their city greener, cleaner and less polluted, helping to create a green movement. 12 cities were recognized for actions including rallies to save water, communicating green messages through earth murals, increasing green cover, promoting an anti-plastic campaign, and switching all streetlights to LED's.

EDN made a concerted effort to reach out to Principal Chief Conservators of Forests in all of the states of India to get them to pledge to plant trees in July and August, which are the monsoon months when planting takes place. The count of pledged trees that began in February 2016 now stands at 666.05 million.

In July, EDN India launched a program to plant fruit trees in impoverished parts of India. Credit Suisse pledged USD 25,000 toward this initiative. 51,000 fruit trees have been planted in Lalitpur, one of India's most depressed areas where the tribal community is so poor that they are often forced to exist on eating bread made out of grass. To ensure that the trees will mature and not be cut down for free firewood, EDN India staff presented an economic model that explains how the fruit from trees will not only feed their families, but will also supplement their incomes through the sale of surplus fruit. EDN is following up with environmental programs for *panchayat* (grassroot) women leaders in the area, including demonstrations on how to make smoke-less cookstoves, and develop compost units.

In 2017, Earth Day Network India conducted a series of programs around "Healthy Energy" and "Low Carbon Lifestyle," developing partnerships and frameworks for our pledge to take environmental literacy to 10 million youths and one million women within the next decade. Additional programs during this period included the #SayNoToPlasticBags campaigns, taking "Earth Reel," a unique film-making competition for youth to additional cities, innovative events to showcase the benefits of going organic, programs on human-elephant conflict, and the launch of "Earth Day Network Stars," which focuses attention on unsung heroes who really do excellent work for the environment, and inspire others.

Our "Health Energy" and "Low Carbon Lifestyles" projects have made significant progress in helping organizations to go solar. The India team organized a program in Kolkata, in partnership with Consumer Unity and Trust, for school principals to meet with the State Bank of India, Bandhan, Reserve Bank of India and government officials from West Bengal and solar energy providers to understand ways to fund the installation of solar energy in educational institutions. As a direct result of the program, a high-profile minister of the state's power and non-conventional energy resources ministry who attended the program announced that 1400 educational institutions at all levels would go solar.

EDN India Director Karuna Singh, along with staff members Anil Arora, Navonil Das and Neela Majumdar, travelled to the remote, coal-based areas in the states of Telengana and Assam, where they organized “Healthy Energy” meetings with women villagers. They also conducted “Low Carbon Lifestyle” programs for students in Tinsukhi, Warangal Wardha, Nagpur, Varanai, and Lalitpur, among other locations including Prime Minister Modi’s constituency of Varanasi.

To support our #Trees4Earth campaign, EDN India joined with the IHA Foundation to plant 100 fruit and flowering trees at the Golden Temple in Amristsar, followed by similar tree plantings in a cathedral, mosque and temple in Kolkata. Our goal is to inspire religious leaders to encourage the thousands that visit religious sites to take up the planting of trees.

## China

EDN brought the “Billion Acts of Green” (BAG) to China. EDN developed a toolkit in Chinese to help with the organization of Earth Day events, emphasizing environmental teach-ins on campus or in communities. Other recommended activities included iCommit events, recycling programs, environmental documentary screening, behavioral art shows, environmental research and ecological field trips. Fifty-seven groups from 29 cities in China registered their Earth Day events for the BAG campaign this year (compared to 45 groups in 2016), including 50 college student groups, three civil communities, one science and technology corporation, one museum and one geo-park. The campaign reached over 100,000 people, and collected 114,378 Acts of Green.



EDN hosted a breakfast meeting for Global Environment Institute’s U.S. study tour in October. We invited GEI to partner with us on our Billion Acts of Green (BAG) campaign for Earth Day 2018. We will continue engaging different groups in China in our BAG campaign including college students, nonprofit leaders, teachers and corporate leaders who are passionate about environmental conservation.

The US Embassy in Beijing worked with EDN to facilitate five events on April 22, 2017 including 1) a roundtable discussion on the current state and future development of China’s environmental education; 2) a green education expo where college and high school student would get to know the environmental majors and schools in the US universities; 3) a green jobs seminar to introduce career opportunities in the green industry; 4) a teach-in event for Boy and Girl Scouts regarding public engagements on environmental conservation in their community; and 5) screening of the documentary: Catching the Sun.

EDN partnered with Youthink to launch the China Environmental Ambassador Initiative in July 2017, aiming at empowering youth in China with the knowledge and skills to inspire actions in defense of environmental protection. Currently, EDN is creating the program proposal and approaching to funders for potential grant opportunities.

### **Canopy Project**

Tree planting through the Canopy Project continues to be a growing program for EDN, especially with concerns over Climate Change. EDN is working to help countries and organizations meet their reforestation goals as part of the Climate Agreement. In addition, EDN launched a new tree planting initiative to support Vietnam to increase forests by 4% by Earth Day 2020 as part of a landmine removal effort which was especially timely given the PBS series by Ken Burns on the Vietnam War.



More than 200,000 trees in Africa, India and Inner China were planted. In addition, 520,765 trees were planted in Uganda, Cameroon, India, Mexico and Canada.

### **Communications and Social – Reaching and Mobilizing Future Generations**

**Facebook and Twitter:** EDN as part of its social media outreach continues to grow significantly reaching more than 14,128,307. This is critical as social media becomes an critical education and mobilizing tool. **Google Analytics reveals that pageviews have been in the millions.** We have to continue to expand our interactive features including an Earth Day Quiz that help to educate the public and includes Earth Day Tips, writing campaigns and petitions, and calculators for the public to gauge how they are doing to meet their environmental goals.

### **Google Partnership Spreads Earth Day Directly to the Google Assistant on Google Home**

Earth Day Network launched a new experience on the Google Assistant that will spread knowledge and content about environmental issues and Earth Day events onto mobile devices, desktop computers and into people's homes.

Earth Day Network is the first environmental organization to integrate with the Google Assistant and create an experience for Google Home, a voice activated speaker power by the Google Assistant. The Google Assistant responds to voice commands, answer questions and is always ready to help. It offers real time answers and info on weather, traffic, finance and sports. You can get info directly from Earth Day about animals and biodiversity, oceans and climate, trees and

forestation, how Earth Day got started in 1970 and much more. Start out by saying “OK Google, talk to Earth Day”.

### **Plans for future: 2018 and beyond**

EDN launched its 2018 campaign – End Plastic Pollution – in November 2017 which will be a major part of our efforts leading up to Earth Day 2018 and beyond. We also continued to focus on our 2017 efforts on Environmental and Climate Literacy which is so central to preparing future environmentalists. Earth Day 2020 efforts are also underway which includes planning for a major environmental campaign – worthy of the first Earth Day in 1970 that launched the modern environmental movement.

### **Finally, every major media outlet covered the March for Science/Earth Day event:**

AP – picked up livestream and reported on event which was distributed through AP wire service in U.S. and Globally. Interviewed Denis Hayes.

[http://hosted.ap.org/dynamic/stories/S/SCIENCE\\_MARCH?SITE=AP&SECTION=HOME](http://hosted.ap.org/dynamic/stories/S/SCIENCE_MARCH?SITE=AP&SECTION=HOME) & VIDEO:  
<https://www.youtube.com/watch?v=qlpeTelvpVQ>

<https://apnews.com/c1cce65224164de8b5e10db11684fe1d/Advocates-fan-out-in-global-show-of-support-for-science>

[http://hosted.ap.org/dynamic/stories/S/SCIENCE\\_MARCH\\_THE\\_LATEST?SITE=AP&SECTION=HOME&TEMPLATE=DEFAULT](http://hosted.ap.org/dynamic/stories/S/SCIENCE_MARCH_THE_LATEST?SITE=AP&SECTION=HOME&TEMPLATE=DEFAULT)

Reuters – Global media coverage. Picked up livestream and news coverage on event which was distributed by Reuters wire globally. <http://news.trust.org/item/20170422162612-5uv6w>

<http://www.reuters.com/article/us-earth-day-usa-march-idUSKBN17O09F> & VIDEO:  
<http://www.reuters.com/video/2017/04/22/us-scientists-rally-in-washington-to-pro?videoid=371536264&mod=related&channelName=domesticNews>

CNN – International coverage through London and covered event live on National Mall

<http://www.cnn.com/videos/us/2017/04/22/march-for-science-crowds-dc-marquez-newday.cnn>

<http://www.cnn.com/2017/04/22/health/global-march-for-science/>

C-SPAN – covered entire event on National Mall

<http://www.bing.com/videos/search?q=cspan+march+for+science+video&view=detail&mid=82EA8AD42E7FD7136D0582EA8AD42E7FD7136D05&FORM=VIRE>

ABC: <http://abcnews.go.com/WNT/video/thousands-march-world-expressing-support-science-46960921>

<http://abcnews.go.com/Technology/wireStory/latest-march-science-attracts-thousands-berlin-46953847>

CBS: <http://www.cbsnews.com/news/march-for-science-earth-day-2017-rallies-protesters-environment/>

NBC: <http://www.nbcwashington.com/news/local/March-for-Science-in-Washington-DC-Washington-DC-420164243.html>

MSNBC: <http://www.msnbc.com/am-joy/watch/thousands-march-for-science-927411779574>

Voice of America w/ Kathleen: <http://www.voanews.com/a/scientist-march-on-washington/3704560.html>

MTV: <http://www.mtv.com/video-clips/ehgnk1/mtvnews-series-environmental-issues-at-the-march-for-science>

**PBS Newshour Online** –Kathleen Rogers interview  
<http://www.pbs.org/newshour/rundown/march-for-science/>

**Environmental News Service Wire**

<https://ens-newswire.com/2017/04/21/science-takes-starring-role-for-earth-day-2017/>

**Living on Earth – PBS Environmental News Magazine**

<http://www.loe.org/shows/shows.html?programID=17-P13-00016> Democracy Now! –  
Broadcast live from event for 5 hours. Interviewed speakers.

<https://www.bing.com/videos/search?q=march+for+science+denis+hayes&&view=detail&mid=34AADEF4E9DEB5B5A2CF34AADEF4E9DEB5B5A2CF&rvsmid=AF2EE043F530EFEC732FAF2EE043F530EFEC732F&fsscr=0&FORM=VDFSrv>

New York Times – quote with Denis Hayes

<https://www.nytimes.com/2017/04/22/science/march-for-science.html?rref=collection%2Fbyline%2Fnicholas-st.-fleur&r=0>

[https://www.nytimes.com/2017/04/17/science/march-for-science-april-22.html?rref=collection%2Fbyline%2Fnicholas-st.-fleur&action=click&contentCollection=undefined&region=stream&module=stream\\_unit&version=latest&contentPlacement=2&pgtype=collection](https://www.nytimes.com/2017/04/17/science/march-for-science-april-22.html?rref=collection%2Fbyline%2Fnicholas-st.-fleur&action=click&contentCollection=undefined&region=stream&module=stream_unit&version=latest&contentPlacement=2&pgtype=collection)

**USA Today -**

- <https://www.usatoday.com/story/opinion/columnists/2017/03/31/defend-role-science-earth-day/99875580/>

**National Public Radio interview with Adam Frank**

<http://www.npr.org/sections/13.7/2017/04/18/524470788/earth-day-and-the-march-for-science>

<https://www.northcountrypublicradio.org/news/npr/524470788/earth-day-and-the-march-for-science>

**Washington Post**

[https://www.washingtonpost.com/local/the-next-big-protest-in-washington-is-this-weekends-march-for-science-and-there-are-more-to-follow/2017/04/20/494c15ce-2528-11e7-b503-9d616bd5a305\\_story.html?utm\\_term=.49a67149e261](https://www.washingtonpost.com/local/the-next-big-protest-in-washington-is-this-weekends-march-for-science-and-there-are-more-to-follow/2017/04/20/494c15ce-2528-11e7-b503-9d616bd5a305_story.html?utm_term=.49a67149e261)

[https://www.washingtonpost.com/news/speaking-of-science/wp/2017/02/24/science-societies-have-long-shunned-politics-but-now-theyre-ready-to-march/?utm\\_term=.8181cfc36620](https://www.washingtonpost.com/news/speaking-of-science/wp/2017/02/24/science-societies-have-long-shunned-politics-but-now-theyre-ready-to-march/?utm_term=.8181cfc36620)

[https://www.washingtonpost.com/news/speaking-of-science/wp/2017/04/20/why-scientists-are-marching-on-washington-and-more-than-400-other-cities/?utm\\_term=.27104030eff0](https://www.washingtonpost.com/news/speaking-of-science/wp/2017/04/20/why-scientists-are-marching-on-washington-and-more-than-400-other-cities/?utm_term=.27104030eff0)

Marching in the Name of Science

**Yahoo News** <https://www.yahoo.com/news/ap-top-stories-april-22-234055137.html>

March for Science draws crowds in the rain to support science on Earth Day

**WJLA** APRIL 19, 2017

*ANNA-LYSA GAYLE, RYAN HUGHES, AND MEGAN YODER*

The Future is Now facebook video interview with Dan

**MIC.COM** APRIL 22, 2017

*DAN ABRAMS*

**PBS Channel 13 New York** - <https://youtu.be/h9EuxVoXRCc>