

Global Day of Conversation

END PLASTIC POLLUTION
EARTH DAY 2018

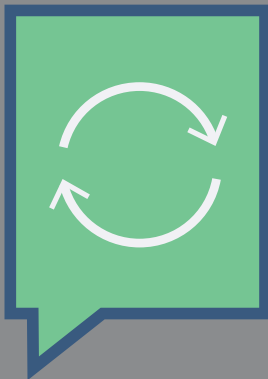


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For more information, email plastic@earthday.org

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Earth Day 2018 - Global Day of Conversation is an opportunity for local governments to engage constituents in a constructive dialogue about issues that affect the quality of life and health of the community.

Many of the world’s most challenging environmental issues require solutions informed by the local circumstances of each community. In 2018, the [Global Day of Conversation](#) will provide a forum for government officials to communicate the importance of reducing plastic pollution and moving towards a zero waste strategy.

This year, Earth Day Network is encouraging municipal leaders to take action in support of the Global Day of Conversation:

1

Issue a proclamation that designates April 22, 2017 as “Earth Day” and outlines the importance of reducing the plastic footprint of the city/town.

2

Host a roundtable discussion around the Earth Day 2018 theme: End Plastic Pollution to share what has been accomplished and future plans.

Additionally, we are suggesting an accompanying media or social media campaign to “End Plastic Pollution.” Municipal participation in this campaign is an excellent way to further communicate support for local environmental protection and address an issue of interest to your constituents.

This toolkit contains all the materials for municipal leadership to participate in the [Global Day of Conversation](#) campaign, including information on hosting a roundtable discussion and issuing a proclamation. The toolkit also contains sample media tools to help communicate the results already achieved by your municipality in fighting plastic pollution and the city’s upcoming plans.

Thank you for joining Earth Day Network to showcase the work being done locally and to inspire civic action to reduce plastic pollution.

TOOLKIT CONTENTS

- 1 Global Day of Conversation Roundtable
- 2 Proclamation
- 3 Sample Media Tools



GLOBAL DAY OF CONVERSATION ROUNDTABLE

Global Day of Conversation roundtables should bring together relevant influencers, experts, and stakeholders from all corners of your community.

Sample attendees in addition to the leadership could include:



Representatives from the Local Waste Management Entity



City Council Members



Local Non-Profits



Local Companies & Businesses Working to Reduce Plastic Pollution



Experts and Technicians



Members of the Media

Each roundtable should discuss relevant topics surrounding the Earth Day 2018 theme: End Plastic Pollution. The goal is to shed light on how plastic waste is managed in the city, future plans for improving plastic waste management infrastructure and systems, and strategies for how to get the community involved.

Sample agenda topics could include:

1

The impacts and dangers of plastic pollution

2

The current strategy in place for handling plastic waste

3

How the community can collectively reduce its plastic pollution footprint

Please register your roundtable to join the list of participating Global Day of Conversation cities here:

earthday.org/register



To capitalize on the momentum surrounding Earth Day, schedule your roundtable for as close to **April 22, 2018** as possible. If Earth Day is not possible, consider scheduling your discussion during the month of April.



PROCLAMATION

(INSERT CITY/TOWN NAME)

(Choose any or all of the following)

WHEREAS, plastic waste can be found everywhere, land or sea, even in the most remote places on the planet, affecting both humans and animals.

WHEREAS, humankind is currently facing tremendous global challenges, among them the need to manage an increased amount of waste to which plastics will contribute roughly 12,000 million metric tons by 2050.

WHEREAS, approximately only 10% of plastic waste is recycled.

WHEREAS, all people of this Earth, from all walks of life, have a right to a healthy environment and plastic pollution has been associated with several health issues affecting the general population; and

WHEREAS, children, the youth, and the most vulnerable are disproportionately affected by plastic pollution; and

WHEREAS, it is more important than ever to cooperate to find solutions for the plastic waste that is concentrating in several enormous patches in the ocean and that threatens the human food chain; and

WHEREAS, it is essential to involve the community in the design and implementation of solutions for pressing environmental issues such as plastic pollution; and

WHEREAS, ending plastic pollution is crucial to the survival of this planet and its inhabitants; and

WHEREAS, Earth Day is an annual reminder of the constant need for environmental activism, stewardship commitments, and sustainability efforts.

NOW, THEREFORE, I, (mayor's name) Mayor of (city name) have the distinct honor of proclaiming April 22, 2018 as

EARTH DAY

throughout (city/town name) and encourage all of its inhabitants, businesses, and institutions to use EARTH DAY to celebrate the Earth and promote the wellbeing of the inhabitants of the city/town and the protection of their environment.



Talking Points for Earth Day 2018

HISTORY OF EARTH DAY

- Earth Day was founded in 1970 and included environmental teach-ins that educated Americans about environmental and conservation issues, and connected those issues to their health and well being.
- On April 22, 1970, 20 million Americans took to the streets, parks, and auditoriums to call for a healthy, sustainable environment in massive coast-to-coast rallies. Thousands of colleges and universities organized demonstrations and teach-ins against the deterioration of the environment.
- Earth Day 1970 activated a bipartisan spirit that motivated the passing of the Clean Air, Clean Water, and Endangered Species Acts. Many other groundbreaking environmental laws soon followed.

GLOBAL DAY OF CONVERSATION

- Global Day of Conversation is a coordinated opportunity for local government officials worldwide to engage their constituents in a constructive dialogue about issues related to the environment.
- Roundtable events involving relevant policymakers, experts, and stakeholders will be held to discuss the importance, current state, and strategies to end plastic pollution. The goal is to educate people on the impacts of plastic pollution and to mobilize and empower them to take civic action to protect the environment and their own health.
- We need to increase environmental awareness through effective policies and environmental education based curricula. This starts in our cities. Everyone must join the conversation to bring forth a strong, green economy and future.

EARTH DAY 2018 THEME – END PLASTIC POLLUTION

- The Earth Day theme for 2018: [End Plastic Pollution](#)
- Our earth is drowning in plastic pollution. We must act now to reduce our plastic pollution footprint and to remove plastic waste from the environment.
- Ending plastic pollution is vital to ensuring a functioning ocean ecosystem and food security for future generations.



Press Release

FOR IMMEDIATE RELEASE

CONTACT:

Name
Number
Email

NAME PROCLAIMS APRIL 22 AS EARTH DAY AND HOSTS DISCUSSION ON ENDING PLASTIC POLLUTION IN CITY

In Partnership with Earth Day Network's Global Day of Conversation

LOCATION, DATE - As part of CITY/TOWN'S recognition of Earth Day 2018, NAME brought together technicians, experts, social organizations, businesses, and policymakers to discuss the state of local plastic pollution control measures. The event, held at LOCATION, engaged key stakeholders including NAMES and TITLES in a dialogue about how CITY/TOWN may reduce its plastic pollution footprint.

"Plastic pollution is a big problem not only in our community, but around the world." Said LEADER NAME, "It impacts the food we eat, the water we drink, the open space we share, and the oceans that cover our planet. It is essential that we reflect on and reduce the amount of plastic that we consume and that we endeavor to remove the plastic waste that already exists in our environment."

The theme for the 48th anniversary of Earth Day is Ending Plastic Pollution. Earth Day Network's Global Day of Conversation campaign connects locally-elected officials with their communities to address tangible environmental and health related issues. This Earth Day, roundtable discussions like the one held in CITY/TOWN took place in other cities around the world to catalyze initiatives that work to end the problem of plastic pollution.

"There is a growing tidal wave of interest in ending plastic pollution and some countries and governments are already in the vanguard. Earth Day Network believes we can turn that tidal wave into a permanent solution to plastic pollution," said Kathleen Rogers, President of EDN.

Along with the roundtable discussion, NAME signed an Earth Day proclamation that affirms CITY/TOWN'S commitment to protect the environment from plastic pollution and to pursue sustainability. With this action, NAME called upon the community to extend the activism and passion to reduce plastic pollution well beyond Earth Day.

(Include text on the city's strategy to reduce plastic pollution: CITY has been doing X and plans to do Y to move toward a reality with less plastic pollution...etc)

Letter to the Editor

As the LEADERSHIP TITLE of CITY/TOWN, I know how important a healthy environment is to our local community. This Earth Day I call upon our community to prioritize actions to limit and eventually End Plastic Pollution. As a community we can no longer afford to contribute to this problem. Our children deserve to grow up healthy and in an environment free of plastic waste. Single use plastics in particular are becoming a significant threat to the environment and to our health and wellbeing. Our community must address this issue head on.

Plastic pollution is a big problem not only in our community, but around the world. It impacts the food we eat, the water we drink, the open space we share, and the oceans that cover our planet. It is essential that we reflect on and reduce the amount of plastics that we consume and that we endeavor to remove the plastic waste that already exists in our environment.

That’s why I’m participating in Earth Day Network’s Global Day of Conversation and leading a roundtable discussion on DATE on the impacts and solutions to the problem of plastic pollution. We must ensure a clean and safe environment for generations to come.

I expect a robust discussion at the roundtable which will include some of our community’s foremost experts such as NAMES OF ATTENDEES/TITLES. With this action, NAME called upon everyone in the community to do their part to protect the environment, not only on Earth Day, but every day.

[PLACEHOLDER FOR A PERSONAL CLOSING STATEMENT]

[SIGNATURE]

Social Media



Utilize social media platforms to promote the event.



Ask your roundtable participants to advertise the event on social media.



Tag @EarthDayNetwork in all social media using **#GDC2018, #EarthDay2018, and #EndPlasticPollution.**

ADDITIONAL RESOURCES

Learn about Plastic Pollution

EDN's [Plastic Pollution Primer and Action Toolkit](#) is a comprehensive resource to not only understand this problem, but also learn about the things you can do to reduce your contribution to plastic pollution and prevent its health consequences. Also, you can assess your current consumption of plastics, and lower it, by using the plastic pollution footprint calculator and tracker included in the toolkit.

Host a Teach-In

Involve your family, friends or co-workers; organize your local community; or develop an initiative in your organization to learn and agree on actions to reduce and eventually End Plastic Pollution. Find a Toolkit to help you organize [here](#). Use it in combination with the [Plastic Pollution Primer and Action Toolkit](#).

Take Part in Climate Education Week

Climate Education Week will start April 16th. The Climate Education Week Toolkit will provide a week of activities for K-12 students to learn about and act to prevent local plastic pollution. A toolkit will soon be available on our website on this [page](#).

MobilizeU

For teachers and students at higher education institutions, check out the [MobilizeU Toolkit](#) that takes you step by step to organize a teach-in on your campus to address plastic pollution.

Register Other Earth Day Activities

EDN gives visibility to other Earth Day activities, such as community clean-ups and tree plantings. By collating information of events around the world we give global significance and amplify the effort that millions of people, and thousands of organizations, will be doing to protect the environment on Earth Day. Individuals can register events and activities [here](#), and institutions can register [here](#).

Spread the word and help grow the community

Please share with your network using #EarthDay2018 #EndPlasticPollution and @EarthDayNetwork to connect with other Earth Day events across the world. We want to hear what you are doing for Earth Day! Follow us on [Twitter](#), [Facebook](#), and [Instagram](#). Tag us @EarthDayNetwork, and you might get a shout-out!





EARTH DAY NETWORK

The very first Earth Day in 1970 helped set the planet on a new course. Twenty million people turned out to launch the modern environmental movement as we know it today. This activism and optimism led to historic societal changes and new laws that turned the tide against 150 years of industrial pollution to improve the quality of the air, water and food that Americans consume. Its success inspired other countries to follow suit.

Even though Earth Day has grown exponentially, we are not advancing fast enough to win the race to save our planet. Many people don't understand how climate change, plastic pollution, deforestation, species extinction and other important global issues are relevant to their personal lives. Earth Day Network, the global coordinator of Earth Day, works to bring people together, building a new level of understanding and optimism about the future. We want environmental issues to again be at the top of the political, economic and social agendas.

Earth Day Network is the world's largest recruiter to the environmental movement. We have worked with more than 50,000 partners in over 190 countries to build environmental democracy. We work through a combination of education, public policy, and consumer campaigns to accomplish our goals.

The 50th anniversary of Earth Day in 2020 will set in motion a new movement for global environmental education and activism and create both the resolve and optimism for sustainable change.

CONTACT US



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PHONE:
202-518-0044

SHARE YOUR PROCLAMATION



Send a copy of your
signed proclamation
to this address:

Attn: Sebastian Rosemont
Earth Day Network
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Washington, DC 20036