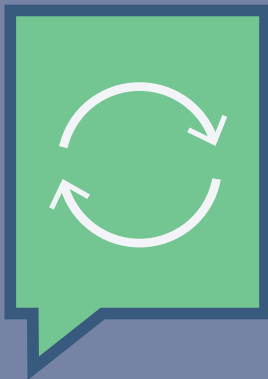


Global Day of Conversation Toolkit

FOR LOCAL GOVERNMENTS



Earth Day Network's Global Day of Conversation is a coordinated opportunity for local governments to engage constituents in a constructive dialogue about environmental issues.

Many of the world's most challenging environmental issues require solutions informed by the local circumstances of each community. In 2017, the Global Day of Conversation will provide a forum for government officials to communicate the importance of education and environmental protection to their communities.

This year, Earth Day Network is encouraging municipal leaders to take two actions 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 environmental education and environmental protection

2

Host **roundtable discussions** around the Earth Day 2017 theme of Environmental and Climate Literacy

Additionally, constituents in your community may be organizing an Environmental Teach-In this Earth Day. Participation by municipal leaders in these community education events is an excellent way to further communicate support for local environmental protection.

This toolkit contains all the materials for municipal leadership to participate in a Global Day of Conversation, including information on hosting a roundtable discussion and issuing a proclamation. The toolkit also contains sample media tools to help communicate an environmental message to constituents, and direction on how to contact the grassroots organizers of an Environmental Teach-In occurring in your community.

Thank you for joining Earth Day Network to showcase the work being done locally to inspire civic action to advance environmental protection.

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 education and environmental policymakers, experts, and stakeholders from all corners of your community.

Sample attendees in addition to the leadership could include:



BOARD OF EDUCATION MEMBERS



SCHOOL DISTRICT OFFICIALS



SCIENCE TEACHERS



CITY COUNCIL MEMBERS

Each roundtable should discuss important topics surrounding the Earth Day 2017 theme of Environmental and Climate Literacy. The goal is to shed light on the state of local environmental education and how it may be improved.

Sample agenda topics could include:

1

Why environmental education is important

2

The current state of environmental education within the community

3

How the community may improve environmental education.

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 a date as close to **April 22, 2017** as possible. If Earth Day is not possible, consider Climate Education Week (**April 22-29**).

PROCLAMATION

(INSERT COMMUNITY NAME)

WHEREAS, humankind is currently facing tremendous global challenges affecting every community, including large-scale migration, extreme inequality and poverty, degradation of ecosystems, mass extinction of species, and global climate change; and

WHEREAS, all people of this Earth, no matter their race, gender, income, sexual orientation, or national origin, have a right to a healthy environment; and

WHEREAS, the youth of the world are our most valuable resource and represent a source of endless creativity and potential; and

WHEREAS, it is necessary for the citizens of our global community to develop green jobs and to build an innovative and equitable green economy to combat the aforementioned global challenges; and

WHEREAS, expanding environmental education and climate literacy is vital to enhance awareness about the environment, inform decision-making, and protect future generations, and

WHEREAS, it is understood that sustainability will only be achieved by meeting the needs of the present without compromising the needs of future generations;

WHEREAS, it is more important than ever to act locally and to cooperate internationally and defend the environmental progress that has been heretofore gained; and

WHEREAS, it is essential to expand and diversify the global environmental movement to achieve maximum progress; 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, 2017 as

EARTH DAY

throughout (city name) and encourage all of its citizens, businesses, and institutions to use EARTH DAY to celebrate the Earth and promote environmental and climate literacy.

Talking Points for Earth Day 2017

HISTORY OF EARTH DAY

- The first Earth Day on April 22, 1970 included an environmental teach-in that educated Americans about environmental and conservation issues.
- 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.
- Local leaders will organize roundtable events involving relevant policymakers, experts, and stakeholders that will discuss the importance, current status, and strategies for the improvement of environmental education.
- Environmental education is the engine for creating new jobs, technologies and the green economy. We need to increase environmental awareness through effective policies and environmental education based curricula. Everyone must join the conversation to bring forth a brighter future for communities.

EARTH DAY 2017 THEME – ENVIRONMENTAL AND CLIMATE LITERACY

- The theme for Earth Day is Environmental and Climate Literacy.
- Environmental and climate literacy is the foundation for progress. The goal is to build a global citizenry fluent in the concepts of climate change and aware of its unprecedented threat to the planet.
- Environmental and climate literacy is a prerequisite for advancing environmental and climate policies and for accelerating green technologies and jobs.



Press Release

FOR IMMEDIATE RELEASE

CONTACT:

Name
Number
Email

NAME PROCLAIMS APRIL 22 AS EARTH DAY AND HOSTS DISCUSSION ON ENVIRONMENTAL EDUCATION IN CITY

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

LOCATION, DATE – As part of **CITY'S** recognition of Earth Day 2017, **NAME** brought together educators, experts, and policymakers to discuss the state of local environmental education. The event, held at **LOCATION**, engaged key experts including **NAMES** and **TITLES** in a dialogue about how **CITY** may improve environmental education and civic action for its students.

“Environmental education compliments every aspect of a balanced curriculum,” said (**LEADER NAME**). “It encourages success in STEM programs, helps students develop critical thinking skills, connects classroom learning to tangible local issues, and fosters youth’s connections with nature.”

The theme for the 47th anniversary of Earth Day is Environmental and Climate Literacy. Earth Day Network’s Global Day of Conversation campaign connects locally-elected officials with their communities to solve local environmental problems. This Earth Day, roundtable discussions like the one held in **CITY** took place around the world to catalyze initiatives that improve environmental education.

“We need to build a global citizenry fluent in the concept of climate change and inspired by environmental education to act in defense of the planet,” said Dan Abrams, Earth Day Network’s Global Director of Earth Day. “Community engagement is crucial to developing climate-literate societies.”

Along with the roundtable discussion, **NAME** signed an Earth Day proclamation that affirms **CITY'S** commitment to protect the environment and pursue sustainability. With this action, **NAME** called upon the community to extend the activism and passion for environmental education well beyond Earth Day.



Letter to the Editor

As the **LEADERSHIP TITLE** of _____, I know how important education is to our local community. This Earth Day, I call upon our community’s educators to prioritize environmental literacy into our children’s education. Climate change and other environmental issues remain some of the world’s most pressing concerns and our students must graduate from our community schools with the skills to address them.

Environmental education compliments every aspect of a balanced curriculum. It also encourages success in STEM programs, helps students develop critical thinking skills, connects classroom learning to tangible local issues, and fosters youth’s connections with nature.

That’s why I’m participating in Earth Day Network’s Global Day of Conversation and leading a roundtable discussion on **DATE** on environmental science and education. We must ensure our students are receiving the comprehensive education they need to succeed.

I expect a robust discussion at my roundtable which will include some of our community’s foremost experts such as **NAMES OF ATTENDEES/TITLES**. I look forward to sharing the results of our conversation with all of you in the future.

[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 #GDC2017 or #EarthDay2017.

CONTACT US



EMAIL:
info@earthday.org

PHONE:
202-518-0044

SHARE YOUR PROCLAMATION



Send a copy of your signed proclamation to this address:

Attn: Orion Cruz
Earth Day Network
1616 P St NW Suite 340
Washington, DC 20036