

# Earth Day Digital Toolkit

## From now until April 22, Earth Day goes digital and together we **EARTHRISE!**

On Earth Day, April 22, 2020, we have two crises: One is the COVID-19 coronavirus pandemic. The other is a slowly building disaster for our environment.

While the coronavirus may force us to keep our distance, it reminds us of 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) African's can join the world as we **EARTHRISE**, a global digital mobilization that drives actions big and small, gives diverse voices a platform and demands bold action for people and the planet.

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.



# Get Involved in Africa

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## Sign Up to Be a Volunteer [Here](#)

Receive updates, actions and newsletters from Earth Day Network and our team of Africa Coordinators as we prepare to EARTHRISE digitally.

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## How to Start

Social Media

Create a Network

Act at Home

Digital Events

Citizen Science

April 22  
EARTHRISE

# Get involved on Social Media

Join people throughout Africa as they post on social media to show what they are doing in preparation for Earth Day.



Follow our Africa Twitter [here](#)

Follow our global Twitter [here](#)

Don't have a twitter? Download the app [here](#)

Post on WhatsApp, Facebook and Instagram as well!

## #EarthDayAfrica Social Media Challenge

Take a photo, video or create a message to show your support for the Earth Day movement. It can be an activity in the past, something you are doing at home, or a message to others. Together, we can share the African story of environmentalism and showcase our messages, ideas and efforts to the world!

Use the Hashtags [#EarthDayAfrica](#) and [#EARTHRISE](#) or submit a story of what you are doing by filling out this [form](#). EDN will be re-posting content on our twitter page. Let's get Earth Day trending in Africa!



# Create or Join a Network

- ✓ Establish a central location for digital discussions on WhatsApp, Facebook, etc. to discuss Earth Day, environmental issues and the relation to COVID-19.
- ✓ Share ideas, resources, and plans to mobilize people digitally for Earth Day.

## Actions at Home

Share these actions on social media, WhatsApp, and encourage others to get involved!

- ✓ Make positive contributions to the environment and the current health pandemic individually or at home. Below are some ideas, but create your own!
  - Start a tree nursery or collect seeds
  - Paint a mural about the environment
  - Set up a water point for birds
  - Educate others about the environment or human health
  - Do a clean up and create waste bins
  - Recycle reusable materials
  - Create a compost pile



- ✓ Take the Earth Day Daily Challenge [here!](#)
- ✓ Create your own poster with a message! Also, access our posters [here](#). Use the hashtags #EarthDayAfrica #EARTHRISE

# Plan or Host a Digital Event

Bring together groups online to advocate for our shared planet. REGISTER your event on our map [here](#).

- ✓ Get a team & assign roles
  - ✓ Choose a topic and event type
  - ✓ Set time, date, digital platform and REGISTER [here](#)
  - ✓ Invite others and advertise on social media
- [WhatsApp](#)
  - [Twitter](#)
  - [Facebook Live](#)
  - [Zoom](#)
  - [Telegram](#)
  - [Periscope via Twitter](#)
  - [Free Conference Call](#)

## Ideas

- Host a Teach-In to inform, promote and empower people to learn about our environment and how to take action. Explore our 2020 Teach-In Toolkit [here](#). Choose a local topic!
- Join an existing social media environmental movement such as #ClimateStrikeOnline or #fridaysforfuture
- University groups can dedicate a lecture to analyze how climate change and other environmental issues are relevant to their field. Access our University Climate Class toolkit [here](#).
- Explore our compiled lessons, activities and ideas for students of all ages to engage with Earth Day and the environmental movement through science, art and civic action - [here](#).

# Become a Citizen Scientist

Use the Earth Challenge 2020 app to gather critical environmental data near you.



Earth Challenge 2020 is the mobile app fueling the world's largest citizen science effort, available on Android and iOS devices.

Earth Challenge lets you gather important scientific data near you. It has two elements for you to measure — air quality and plastic pollution — with more on the way.

Download the app to join other citizen scientists helping to make a cleaner, healthier planet.



[Download on  
App Store](#)



[Download on  
Google Play](#)

# On April 22nd, We EARTHRISE

On April 22, join us as we EARTHRISE, a global digital mobilization that drives actions big and small, gives diverse voices a platform and demands bold action for people and the planet. Over the 24 hours of Earth Day, EARTHRISE will fill the digital landscape with global conversations, calls to action, performances, video teach-ins and more.

There will be a 1-2 hour segment dedicated to celebrating Earth Day in Africa. We will use the #EarthDayAfrica and #EARTHRISE to share our messages, stories, success stories, and calls to action!

Where:

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

[Global Twitter](#)

[Instagram](#)

[Facebook](#)