

EARTH DAY 2021

Global Day of Conversation

Educating and Activating Communities to
Restore Our Earth™



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EARTHDAY.ORG'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 2021, the Global Day of Conversation will provide a forum for government officials to communicate the importance of environmental unity. EARTHDAY.ORG's theme for Earth Day 2021 is Restore Our Earth™, which focuses on natural processes, emerging green technologies, and innovative thinking that can restore the world's ecosystems. This year, EARTHDAY.ORG is encouraging municipal leaders to take three actions in support of the Global Day of Conversation:

1

Record a video about how your city is combatting climate change and promoting climate literacy to be shared during our Earth Day Live™ event and/or on supportive social media



2

Host an Earth Day Roundtable event on Climate Literacy for the local community and [register the event on the Earth Day Map](#)

3

Sign a proclamation of climate emergency to put your city on the path towards a sustainable future. A template can be found on page 11

How to Get Involved

1

[Record and submit your video here](#)

2

[Register your Roundtable or Earth Day event to the Earth Day Map](#)



3

Sign the proclamation of climate emergency

4

[Find more ways to get active for Earth Day in the Restore Our Earth™ Toolkit](#)

This toolkit contains all the materials for municipal leadership to participate in the Global Day of Conversation. This toolkit also contains sample media tools to help communicate an environmental message to constituents, and direction on how to collaborate with the grassroots organizers of Earth Day events occurring in your community.

Represent your constituency by participating in Earth Day 2021. Participation in this event is an excellent way to shine a light on your community's environmental progress and lead the way for localities worldwide.

Join EARTHDAY.ORG to showcase the work being done locally to inspire civic action and advance environmental protection. Municipal leaders are essential to our ability to make an impact, not only on Earth Day but every day.



EARTH DAY 2021 Theme: Restore Our Earth™

Our Earth Day theme is [Restore Our Earth™](#) which focuses on natural processes, emerging green technologies, and innovative thinking that can restore the world's ecosystems. Climate change and other environmental degradations have broken our natural systems, leading to new and fatal diseases as well as a breakdown of the global economy. But just as climate change and coronavirus painfully remind us of the harm we've caused, Restore Our Earth™ reminds us of the opportunities that lay ahead.



We must Restore Our Earth™ not just because we care about the natural world, but because we live on it. Every one of us needs a healthy Earth to support our jobs, livelihoods, health & survival, and happiness. A healthy planet is not an option — it is a necessity.

Restoring Our Earth includes reforestation, regenerative agriculture, citizen science, and putting an end to plastic pollution, all starting with climate literacy.

What is Climate Literacy?

A climate literate person is a critical thinker who understands complex relationships of multiple variables of the climate system and acts in the best interest of long-term global health. These individuals make informed and thoughtful decisions based on science, economic and social factors to have the least impact on the climate system including a person's carbon, water and land footprint.

Combined with civic education, climate and environmental literacy will create jobs, build a green consumer market and allow citizens to engage with their governments in a meaningful way to solve climate change.

Through our [Climate and Environmental Literacy Campaign](#), we will ensure that students across the world benefit from high-quality education to develop into informed and engaged environmental stewards. **Join over 450 education leaders in calling on world governments to adopt climate literacy as a national education standard:**

[Sign the Climate Literacy Letter](#)

The time is now — indeed it is long overdue — for a massive climate literacy campaign that can create a generation of citizens, workers and leaders who really understand why and how to stop climate change and environmental degradation. We are determined to work with others to make this happen and equip the world's children with that knowledge and skills needed to build a better future.



Broadcast Your Environmental Leadership

In light of the current pandemic, Earth Day's traditional flagship events (marches, rallies, concerts, etc.) have been modified into a digital format known as Earth Day Live™, a global live-stream broadcast. Earth Day Live™ is the opportunity to demonstrate the truly global scale of the environmental movement, featuring panelists, performers, and inspirational figures from all walks of life, industries, and backgrounds.

This event serves to give a voice not only to global climate leaders, but also to local environmental champions, enabling them to broaden their impact past the borders of their city. For this reason, **we invite you as a government leader to record a video about how your city is combatting climate change and promoting climate literacy**, to be shared during our Earth Day Live™ event, and/or on supporting social media, leading up to Earth Day 2021.

Simply [fill out this form to submit your video](#). If you have any questions, please reach out to Terra Pascaros, at pascarosa@earthday.org

How To Get Involved

Film a short 1-2 minute video about what government officials are doing to combat climate change and support climate literacy in their Green Cities - the deadline to submit these videos for use for Earth Day 2021 is March 30, 2021

Video Content Specifics

- Maximum length: 1-2 minutes
- Film with a horizontal frame
- Preferred file format: Quicktime or mp4
- Shoot with a neutral backdrop to keep the focus on the speaker
- Avoid having background music or ambient noise in video
- Please include in your video:
 - Speaker's city/state/country
 - name of the official speaking,
 - a quote or statement to use on social media

Last year, **over eight million viewers tuned in** for the 2020 Earth Day Live™ broadcast. The event additionally generated **over one billion impressions online**. We expect to hit similar metrics for this year's broadcast.



GLOBAL DAY OF CONVERSATION ROUNDTABLE

Global Day of Conversation Roundtables should bring together relevant influencers, experts, and stakeholders from all corners of your community. Please check your local COVID-19 guidelines when planning the logistics of your round table event.

Sample attendees in addition to the leadership could include:



Members of the School Board & Local Educators



Communities on the Front Lines of Climate Impacts



City Council Members & Other Policymakers



Local Companies & Businesses Working to Reduce Their Carbon Emissions / Other Forms of Pollution



Local Environmentalists



Members of the Local Media

Each Roundtable should discuss important topics surrounding the Earth Day 2021 theme: Restore Our Earth™. The goal is to shed light on how community stakeholders can work together to build a sustainable future through the lens of Climate Literacy. How can we best educate the next generation and the public at large to take on complex environmental issues? Sample agenda topics could include:

1

Opportunities that can be created to educate tomorrow's leaders on climate and sustainability

2

Reducing plastic waste and remediating pollution in our communities

3

How the community can collectively reduce its carbon footprint

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

Register your event



To capitalize on the momentum surrounding Earth Day, schedule your Roundtable for as close to **April 22, 2021** as possible. If Earth Day is not possible, consider scheduling your discussion during the month of April.



THE [Community Name] PROCLAMATION OF CLIMATE EMERGENCY

WHEREAS, the United Nations released a special report which projected that limiting warming to event the dangerous 1.5°C target this century will require an unprecedented transformation of every sector of the global economy by 2030; and

WHEREAS, humankind is currently facing tremendous global challenges, large-scale migration, environmental injustice, degradation of ecosystems, mass extinction of species, and global climate change; 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 build an equitable and sustainable green economy to combat the aforementioned global challenges; and

WHEREAS, restoring our Earth is crucial to the survival of this planet and its inhabitants; 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 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.

THEREFORE, I, (Government Official Name), (Government Title) of (community name) declare a Climate Emergency throughout (community name) and encourage all of its citizens, businesses, and institutions to use EARTH DAY to commit to increased environmental action and promote climate literacy.

As part of this declaration, our city is committing to taking the following 2-3 climate solutions and/or actions. **Examples for climate solutions and/or actions:**

- Commit to mandatory climate and environmental literacy training for 100 percent of your government staff.
- Commit to lowering your jurisdiction's carbon emissions with a goal of lowering your emissions in half by 2030 and net zero emissions by 2050.
- Commit to integrating climate and environmental justice into all community decision making.

Signed: _____

Date: _____





Talking Points for Earth Day 2021

HISTORY OF EARTH DAY

- Earth Day was founded in 1970 and included environmental teach-ins nationwide that educated Americans about environmental and conservation issues, and connected those issues to their health and wellbeing. 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 universities organized demonstrations and teach-ins against the deterioration of the environment.
- Over the next half century, countless important environmental events have happened on Earth Day and because of Earth Day such as:
 - the creation of the United States Environmental Protection Agency
 - the passage of the National Environmental Education Act
 - the Occupational Safety and Health Act
 - the Clean Air Act & Clean Water Act
 - the Endangered Species Act
 - the Federal Insecticide, Fungicide, and Rodenticide Act
 - Internationally, the recent signing of the Paris Agreement also occurred on Earth Day.

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 Restore Our Earth™. The goal is to educate people on the impacts of climate change and the benefits of climate literacy to empower them to create healthier, more sustainable communities.
- We need to increase environmental awareness through effective policies and environmental education. This starts in our cities. Everyone must join the conversation to bring forth a strong, green economy and future.

EARTH DAY 2021 THEME – Restore Our Earth™

- Our Earth Day 2021 theme is Restore Our Earth™ which focuses on natural processes, emerging green technologies, and innovative thinking that can restore the world's ecosystems.
- Climate change and other environmental degradations have broken our natural systems, leading to new and fatal diseases as well as a breakdown of the global economy. But just as climate change and coronavirus painfully remind us of the harm we've caused, Restore Our Earth™ reminds us of the opportunities that lay ahead.
- We must Restore Our Earth™ not just because we care about the natural world, but because we live on it. Every one of us needs a healthy Earth to support our jobs, livelihoods, health & survival, and happiness.
- Restoring Our Earth includes regenerative agriculture, reforestation, citizen science, climate literacy, and putting an end to plastic pollution.



Press Release

FOR IMMEDIATE RELEASE

CONTACT:

Name
Number
Email

NAME HOSTS DISCUSSION ON ADVANCING CLIMATE LITERACY IN CITY AS PART OF EARTH DAY 2021

In Partnership with EARTHDAY.ORG's Global Day of Conversation

LOCATION, DATE – As part of CITY'S recognition of Earth Day 2021, NAME brought together educators, experts, and policymakers to discuss the city's commitments to environmental education. The event engaged key experts including NAMES and TITLES in a dialogue about how CITY can raise the next generation to live sustainably.

"Today's students are tomorrow's business leaders, elected officials, and changemakers." LEADER NAME, said, "Climate literacy combined with civic education will produce an active citizenry invested in overcoming the climate emergency. This critical combination gives today's youth the tools to make sustainable choices, stimulate the growing green economy, and take active steps to save our planet. Environmental education should be a part of every classroom to adequately prepare ourselves for the combat the climate crisis now and for years to come."

The theme for the 51st anniversary of Earth Day is Restore Our Earth™. EARTHDAY.ORG's Global Day of Conversation campaign connects locally-elected officials with their communities to address tangible environmental issues. This Earth Day, roundtable discussions took place around the world to advance initiatives that work to strengthen communities in solving the climate crisis.

"Around the world, a tidal wave of climate action is mounting and some countries and governments are already in the vanguard. EARTHDAY.ORG believes we can turn that momentum into permanent infrastructure for sustainable communities," said Kathleen Rogers, President of EARTHDAY.ORG.

Along with the roundtable discussion, NAME signed a declaration of a climate emergency in recognition of Earth Day. By doing so, NAME affirms CITY'S commitment to take rapid measures to aid in doing their part to help the United States achieve the goals laid out by the Paris Climate Accord. With this action, NAME called upon the community to extend the activism and passion for environmental protection well beyond Earth Day.



Letter to the Editor

As the LEADERSHIP TITLE of CITY, I know how important a healthy environment is to our local community. This Earth Day, I call upon our community to prioritize actions to mitigate our climate impact. 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 from extreme heat and cold, pandemics, and natural disasters. The impact of climate change is becoming a significant threat to the environment and to our health and wellbeing. We must address this issue head on.

Restoring our Earth™ is a pressing issue not only in our community, but around the world. Actions to restore the planet can be big or small, including implementing climate literacy in our education systems, ensuring that the food we eat was grown in a sustainable manner, or cleaning up trash in your area. It is essential that we reflect on the state of our Earth and work to make further positive impacts.

That's why I'm participating in EARTHDAY.ORG's Global Day of Conversation and leading a roundtable discussion on DATE to examine the short and long-term strategies we can adopt to help Restore Our Earth™. 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 **#RestoreOurEarth**

ADDITIONAL RESOURCES

Become an Earth Day 2021 Partner

Our on-the-ground leaders are essential to Earth Day's ability to make a resounding impact, not only on April 22nd but every day. Gain visibility for your initiatives and grow the environmental network. Become an Earth Day partner to connect your local efforts to the global movement.

[Register your organization as an Earth Day Partner](#)

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 Restore Our Earth™. These events focused on solving local environmental issues are an excellent way to create community-based solutions that let your constituents feel heard.

[Learn more about hosting a teach-in here](#)

Learn about Restore Our Earth™

It is up to each and every one of us to Restore Our Earth™, not just because we care about the natural world, but because we live on it. We all need a healthy Earth to support our jobs, livelihoods, health & survival, and happiness. Together, we have the power to Restore Our Earth™.

[Visit our Restore Our Earth™ Toolkit to take action!](#)

Take Part in Climate Education Week

Climate Education Week will start April 19th. The Climate Education Week Toolkit will provide a week of activities for students to learn about and act to Restore Our Earth™.

[Check out our Education Resources Library to learn how to get involved.](#)

Register your Event and Activity

EARTHDAY.ORG will give visibility to your event or activity. By collating information of events around the world we give global significance to the local efforts that millions of people, and thousands of organizations, will be doing to protect the environment on or around Earth Day (events should be as close to April 22 as possible but it isn't required!).

[Register your events here](#)

Spread the word and help grow the community

Please share with your network using #EarthDay #RestoreOurEarth 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!





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. It is imperative we understand how climate change, plastic pollution, climate literacy, deforestation, species extinction and other important global issues are relevant to our families, our communities and our world—this starts with widespread environmental education. EARTHDAY.ORG, 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.

EARTHDAY.ORG is the world's largest recruiter to the environmental movement. We have worked with more than one billion people in over 190 countries to build environmental democracy. We work through a combination of education, public policy, and consumer campaigns to accomplish our goals.

Restore Our Earth™

CONTACT US



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SHARE YOUR DECLARATION



Send a copy of your signed proclamation to this address:

raskin@earthday.org