

# Earth Day Digital Toolkit

## Restore our Earth

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. Restoring Our Earth includes reforestation, regenerative agriculture, citizen science, and putting an end to plastic pollution, all starting with climate literacy. A major theme of this Earth Day also focuses on Climate and Environmental Literacy to ensure that students across the world benefit from high-quality education to develop into informed and engaged environmental stewards. 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.

Earth Day unites citizens on 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) 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. Let's all commit to Restore Our Earth!



**RESTORE  
OUR  
EARTH**

1 BILLION PEOPLE | 192 COUNTRIES | 150,000 PARTNERS



# Get Involved in Africa

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

Receive updates, actions and newsletters from EARTHDAY.ORG and our team of Africa Coordinators.

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

Gain visibility for your initiatives, grow the environmental network and connect your local efforts to the global movement

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## How to Start

Social Media

Create a Network

Act at Home

Plan Events

Climate Literacy

Earth Day Live



# 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.



Africa | [Twitter](#), [Facebook](#), [Instagram](#)  
Global | [Twitter](#), [Facebook](#), [Instagram](#)

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

Post on WhatsApp, Facebook and Instagram as well!

Want us to share your story on social media or our website?  
[FILL OUT THIS FORM](#)

Take a photo, share a story, showcase an event 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 [#RestoreOurEarth](#).  
EARTHDAY.ORG Africa will be re-posting content on our twitter page. Let's get Earth Day trending in Africa and use social media to build a stronger alliance!

For more social media guidance  
sample tweets/post language  
please go to this [link](#)

[Click this link](#) to get Restore our Earth Posters



# Earth Day Video 2021

## Restore our Earth

Participate in the Earth Day movement by lending your voice with a **1 - 2 minute video**. Your videos will be featured on our social media platforms and we ask that you share them on your profiles as well.

What we need: Good video quality, shooting on your mobile phone or a professional camera would work. **You must shoot the video horizontally, in good natural light, and in a quiet environment.**

Please share your video to [this link](#) with a valid email address - use a friend's if you do not have one ~ Or ~ Share on social media (twitter, instagram, facebook) and tag @earthdayafrica and use the hashtag #RestoreOurEarth so we can repost!

**Videos that do not follow the instructions above will not be considered.**

## Script

Record in english, french or arabic, however one can record the video in any preferred language to bring the diversity and unity towards our goal.

1. Introduce yourself: Hello, my name is (x) and I am from (x). I am a(n) (occupation and organization; or a youth activist, student, or volunteer.)
2. Why Participate in Earth Day live 2021? What or whom are you fighting for? It could be for your children, the rights of frontline communities, safe water to drink, clean air or green space, or something else.
3. How can we work together to Restore Our Earth? What are the most important actions that different members of society can take?
4. What else compels you to act? Why are you committed to this fight, now more than ever?
5. Finally, if you could sign off by saying: **"Let's all commit to Restore Our Earth."**



# Create or Join a Network

- ✓ Establish a central location for digital discussions on WhatsApp, Facebook, etc. to discuss Earth Day, environmental issues and to build a strong network of partners and volunteers.
- ✓ 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!

- ✓ Explore our [Earth Day Action Toolkit](#), where you will find key messaging and resources on Restore Our Earth. The toolkit includes all necessary materials to post on social media, write your own op-ed, or send a note to your network.
- ✓ Explore our [Earth Day At-Home Menu](#) where you can get ideas of how to get involved on your own.
- ✓ Become a student journalist by using [this toolkit](#) and work with your peers on reporting about environmental issues and best practices.

Explore more resources [Here](#)

EARTH DAY MENU

STUDENT JOURNALISTS

EARTHDAY.ORG



**BEST PRACTICES**

- Balance "doom and gloom" stories with solutions and stories about what people are doing to address issue.
- Use images that are relevant to your audience and people centered.
- Tell peoples' stories; add the human element to the science. Find sources beyond politicians and scientists.
- Amplify voices and stories of underrepresented or marginalized communities.

**IDEAS FOR STUDENTS**

- Interview your school's environmental club to highlight projects they are working on in your school.
- Interview local businesses or nonprofit's who are implementing sustainable ideas.
- Write a piece on environmental justice to educate your community.
- Report on regenerative agriculture practices in your region and help readers understand the connection between food and climate change.
- Cover Earth Day events in your area.
- Cover local students' climate strikes and share ways to engage in advocacy.

**CLIMATE LITERACY**

- Utilize EARTHDAY.ORG's [Climate Literacy Communications Toolkit](#) for key messaging on the need for climate literacy.
- Interview youth activists on their work.
- Interview education professionals on the role of education in youth empowerment.
- Press elected officials their stance on implementing formal, embedded climate education.

**ENVIRONMENTAL JUSTICE**

- Highlight stories where environmental issues disproportionately impact low-income or communities of color.
- Investigate companies or municipalities that commit environmental injustices.
- Amplify voices and stories of marginalized communities.
- Review The Solutions Project's guide on [Covering Climate Equitably](#).
- Explore The Society of Environmental Journalist's [Guide to Diversity in Environmental Reporting](#).

Visit [EARTHDAY.ORG](#) to learn more

EARTH DAY MENU

AT HOME

EARTHDAY.ORG



**CLIMATE LITERACY**

- Use an [Advocacy Packet](#) to start advocating for sustainable initiatives in your community.
- [Sign the letter](#) to demand climate education from our global leaders.
- [Explore our toolkits](#) to learn about environmental issues and take action!

**FOOD & ENVIRONMENT**

- Implement Meatless Mondays, or swap one meal a day to plant-based.
- [Calculate your carbon footprint](#) and set goals to reduce it!
- Challenge each other to see who can make the best plant-based dinner during Earth Week.
- Try some of our [climate-friendly recipes](#)!

**GLOBAL EARTH CHALLENGE**

- Download the [Global Earth Challenge app](#) and collect data about air quality, plastic pollution, insects, and food in your community.
- Use the [air quality, plastic pollution and insect](#) lesson plans for fun activities to do from home!

**PLASTIC POLLUTION**

- Count how many single use plastic items you have in your bathroom and kitchen. Research alternatives you can use to replace them.
- Write your local officials to implement a plastic bag ban.
- Research where to send hard to recycle items like toothbrushes and markers.

**ARTISTS FOR THE EARTH**

- Repurpose materials from around your house into new items.
- Draw or paint what you want a sustainable future to look like. Write a creative story about this green future!
- Write a song about the Earth!

**BIODIVERSITY**

- Plant a [pollinator garden](#) in your yard or in containers.
- Make an insect hotel to give bugs a safe place to live.
- Designate areas of your yard as natural areas - don't mow, let native plants grow!
- Find eco-friendly alternatives to your cleaning and lawn-care products.

Visit [EARTHDAY.ORG](#) to learn more



# Plan or Host a Event

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

- ✓ Get a team & assign roles. For further help refer to our [Event Organizing Field Guide](#)
- ✓ Choose a topic and event type
- ✓ Set time, date, digital platform and REGISTER [here](#)
- ✓ Invite others and advertise on social media
- ✓ Use this [letter template](#) to get support
- ✓ Finalize the call to action for your attendees. Make sure they have next steps to take. After all, it's not a day, it's a movement!

**Click through the links below to find a theme**



[The Great  
Global Cleanup](#)



[Foodprints  
for the Future](#)



[Environmental  
Education](#)



[The Canopy  
Project](#)



[Earth Challenge](#)



[Faith and  
Environment](#)



[MobilizeU](#)



[Green Cities](#)



[Artists for Earth](#)



# Climate Literacy

Take part in EARTHDAY.ORG's historic Climate Literacy campaign by raising awareness for climate literacy, spreading the word amongst your networks, and urging your government to make climate literacy a core feature of school curriculum.

Follow these actions and steps to take part in our climate literacy campaign for Earth Day and beyond!

## Actions



Read up on our Climate Literacy campaign [here](#)



Organize a teach-in event before, during or after Earth Day to advocate for a cleaner, more secure future. Use this [toolkit](#) to plan an effective teach-in that will bring your community together and build capacity to make change!

*Below are some other links to toolkits you can use (click links!).*

- [2021 Restore our Earth Climate Education Week Toolkit](#)
- Want to ignite change in your school or community? Explore our [Advocacy Packets](#) created by students, for students
- Explore 5 days of activities to learn about climate and environmental issues, the communities they impact and how to take civic action with our [CLIMATE CIVICS TOOLKIT](#)
- Explore our [Plastic Pollution Toolkit](#)
- There are many more toolkits we provide to help you plan events and lessons [here](#)



# Climate Literacy (continued)

EARTHDAY.ORG is collaborating with individuals, organizations and governments around the world on the Climate and Environmental Literacy campaign to establish compulsory, assessed climate and environmental education in every school in the world. Calling on Governments to Commit to Urgent Action on Climate and Environmental Literacy at the Conference of the Parties (COP26) in Glasgow, UK. Combined with Civic Education, Climate 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. Heres how to further get involved.

Follow these actions and steps to take part by signing onto the letter and challenging your peers, other organizations and governments to join the campaign.

## Actions

- ✓ Sign the Climate Literacy Letter as an [Individual here](#).  
Sign the Climate Literacy Letter as an [Organization here](#).
- ✓ Raise awareness for climate literacy, spreading the word amongst your networks, and urging your government to make climate literacy a core feature of school curriculum by using [Climate and Environmental Literacy Campaign Communications Toolkit](#) (website version [here](#))

In this document, you will find key messaging and research on climate literacy. The toolkit includes all necessary materials to write your own op-ed, post on social media, or send a note to your network.



# Earth Day Live

GLOBAL | From April 20-22, join the world's leaders for Earth Day 2021. Together, we can prevent the coming disasters of climate change and environmental destruction. Together, we can Restore Our Earth™.

AFRICA | we will be doing a 24 hour social media blast with the video's and content everyone sends to us! There will also be a Earth Day Africa panel on April 22 in the afternoon. Keep your eyes on our social media accounts for more details!

April 20 | Earth Day 2021 begins with a global youth climate summit led by Earth Uprising, in collaboration with My Future My Voice, OneMillionOfUs and hundreds of youth climate activists.

April 21 | Education International will lead the "Teach for the Planet: Global Education Summit."

April 22 | Parallel to the Biden Administration's global climate summit, EARTHDAY.ORG will have its second Earth Day Live digital event, right here. The global show begins at 12 PM Eastern Time. Workshops, panel discussions, and special performances will focus on Restore Our Earth.

Where:

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

[Global Twitter](#)

[Instagram](#)

[Facebook](#)

