



# EARTH DAY 2022

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## GREAT GLOBAL CLEANUP TOOLKIT

EARTHDAY.ORG's theme for Earth Day 2022 is Invest in our Planet focused on accelerating solutions to combat our greatest threat, climate change, and to activate everyone – governments, citizens, and businesses – to do their part. Everyone accounted for, and everyone accountable. You have a part to play and can begin by participating in something as simple as a clean up! In partnership with EARTHDAY.ORG's you can get involved this Earth Day 2022 by hosting or participating in a local clean up taking part in beautifying your community. Clean ups are a fun and easy way to amplify your impact this Earth Day. Will you join us in the Great Global Cleanup?

The Great Global Cleanup is a worldwide campaign to remove billions of pieces of trash from neighborhoods, beaches, rivers, lakes, trails, and parks—reducing waste and plastic pollution, improving habitats, and preventing harm to wildlife and humans. This program aims to continue clean ups every day of the year for a brighter, greener, and cleaner planet.

Through the Great Global Cleanup map you can see cleanups happening around the globe and advertise both public and private ones you organize.

From now until Earth Day (April 22) we are calling on everyone to focus on clean ups. Small efforts amplified globally will have huge impacts on your ecosystem.

# Get involved on social media

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Join others around the world in celebrating Earth Day 2022.  
Find us here:

[Twitter](#)



[Instagram](#)



[Facebook](#)



Take a photo, share a story, showcase an event, or create a message to show how you are investing in our planet. It can be an activity from the past, something you are doing in your home, or a message you want to share with others. Together, we can showcase ways we Invest in our Planet in our daily lives.

Participating in a local clean-up? Take pictures before and after your collection and share to twitter and instagram. Use hashtags [#GreatGlobalCleanup](#), [#TrashTag](#), and [#Plogging](#). [EARTHDAY.ORG](#) will be re-posting content to our social media. Let's go viral!

Want to contribute but not sure how?  
Use our [Earth Day 2022 toolkit](#) for ideas on ways to act, social media post guidance, and much more!

# USING THE MAP

Add a cleanup to The Great Global Cleanup Map [HERE](#)

Ensure you include a specific address and pinpoint on the map so others can participate in your cleanup!

Cleanups can be inputted as public or private. If you are not accepting outside volunteers please check "Private".

If your cleanup is occurring at a specific building, park, or recreation area please include the name of that location under 'Name of Cleanup Location'.

Only include a Cleanup End Date if your cleanup is lasting more than one day.

If there is a maximum attendance (particular to follow Covid restrictions please list that). If there is no maximum attendance type "none".

If you are requiring attendees for a public cleanup to register, please add your own registration link to your sign up under 'Event/Registration Website'

The image shows a user interface for finding a cleanup. On the left, there is a dark blue sidebar with the text "FIND A CLEANUP" and "REGISTER YOURS" in white. Below this, there is a "Select a date" section with "From" and "Until" date pickers, each showing "MM/DD/YYYY" and "h:mm A". A calendar for "March 2022" is displayed, with the 24th highlighted. On the right, a world map shows numerous blue and orange dots representing cleanup locations. The map includes labels for "CANADA", "USA", "MEXICO", "CITY", "CARIBBEAN SEA", "NORTH ATLANTIC OCEAN", "SWEDEN", "NORWAY", "WARSAW", "ALGERIA", "LIBYA", "MALI", "NIGER", "CHAD", "BRAZIL", "PERU", "BOLIVIA", "SAO PAULO", "ANGOLA", and "DR. CONGO". The map is powered by Esri, as indicated by the "Powered by Esri" text at the bottom right.

# CLEANUP CHECK LIST

- Define a purpose and designate an area you want to cleanup.
- Gather a team and set a cleanup date/time. Closer to the date, check the weather and plan to dress appropriately. Wear something you don't mind getting dirty!
- Advertise your cleanup to your organization, family, friends, and community members.
- Gather supplies including trash grabbers, bags, gloves, hand sanitizer, first aid kit, and a location to throw out your waste.
- Find a location to dispose of all the waste you will clean up! Sort the waste into trash, recyclables, and hazardous waste. If you are unsure of where to dispose of any of this waste contact your local municipality's waste department for further instruction.
- Go cleanup and have fun!
- Take pictures during your cleanup and post them on social media after tagging Earth Day and our partners @EarthDay (or @EarthDayNetwork on Facebook) with the hashtag #GreatGlobalCleanup, #TrashTag, or #Plogging. We love to feature our volunteers!

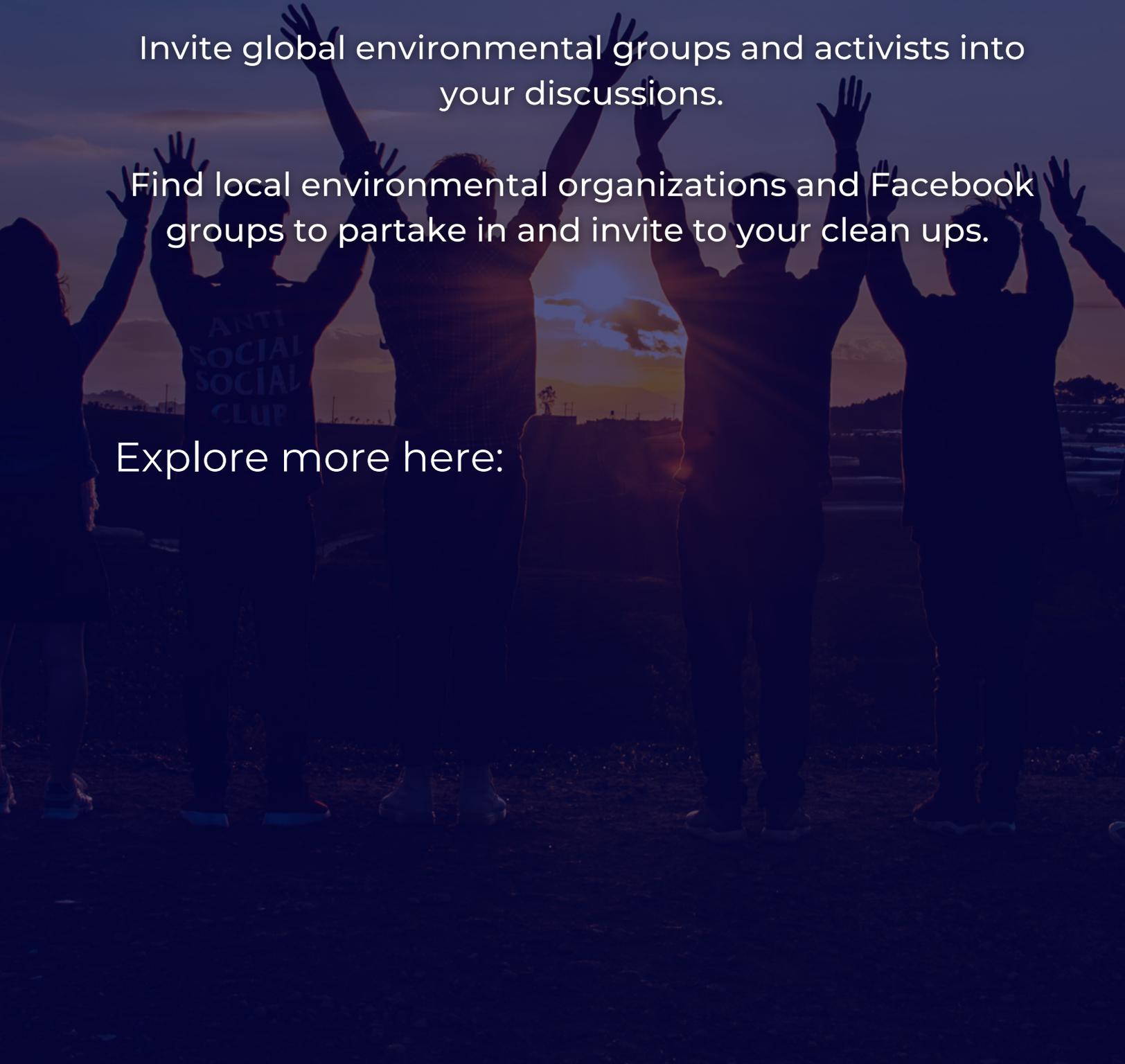
# CREATE A NETWORK

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

Invite global environmental groups and activists into your discussions.

Find local environmental organizations and Facebook groups to partake in and invite to your clean ups.

Explore more here:



# EVENTS

Outside of hosting cleanups, learning about environmental issues is a great way to promote sustainability and further efforts to protect our planet.

Listen to recent Earth Day Lives [here](#)

Read about clean up news [here](#)

## HOST AN EVENT

### Host a Teach-in

Teach ins provide the community with the knowledge they need to advocate for a cleaner, more secure future. Inspire your participants to partake in a local cleanup that you organize together!

### Host a University lecture

College students are at the forefront of the environmental movement. Engage this generation by informing them of the need for environmental action and the impact of local cleanups!

Don't forget to advertise your events on social media and invite local environmental organizations to take part and share with their networks.

# VIDEO CHALLENGE

Use your voice to participate in Earth Day 2021 by recording and sharing a 1-2 minute video, showcasing what Earth Day means to you and how YOU are investing in our planet. Your videos will be shared on our social media platforms, but feel free to share your message with your network!

Tips: to ensure the best quality of filming, make sure to record in a setting with good, natural lighting. Shoot the video horizontally-a mobile phone will work!

Share your video using this dropbox using a valid email address OR share through social media (twitter, instagram, or facebook). Don't forget to tag @earthday and use [#InvestInOurPlanet](#) and [#GreatGlobalCleanup](#) so we can repost!

## VIDEO SCRIPT

1. Introduce yourself: hello, my name is (X) and I am from (X). I am a (occupation and organization; activist, student, volunteer, etc.)
2. How have you participated in the Great Global Cleanup? What compels you to act on climate change?
3. What does Invest in our Planet mean to you?
4. Nominate someone (a friend, colleague, or even a city official) to participate in a cleanup near you.
5. Finally, sign off by saying: "Let's invest in our planet!"