

EARTH DAY 2022 REPORT

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CEO MESSAGE

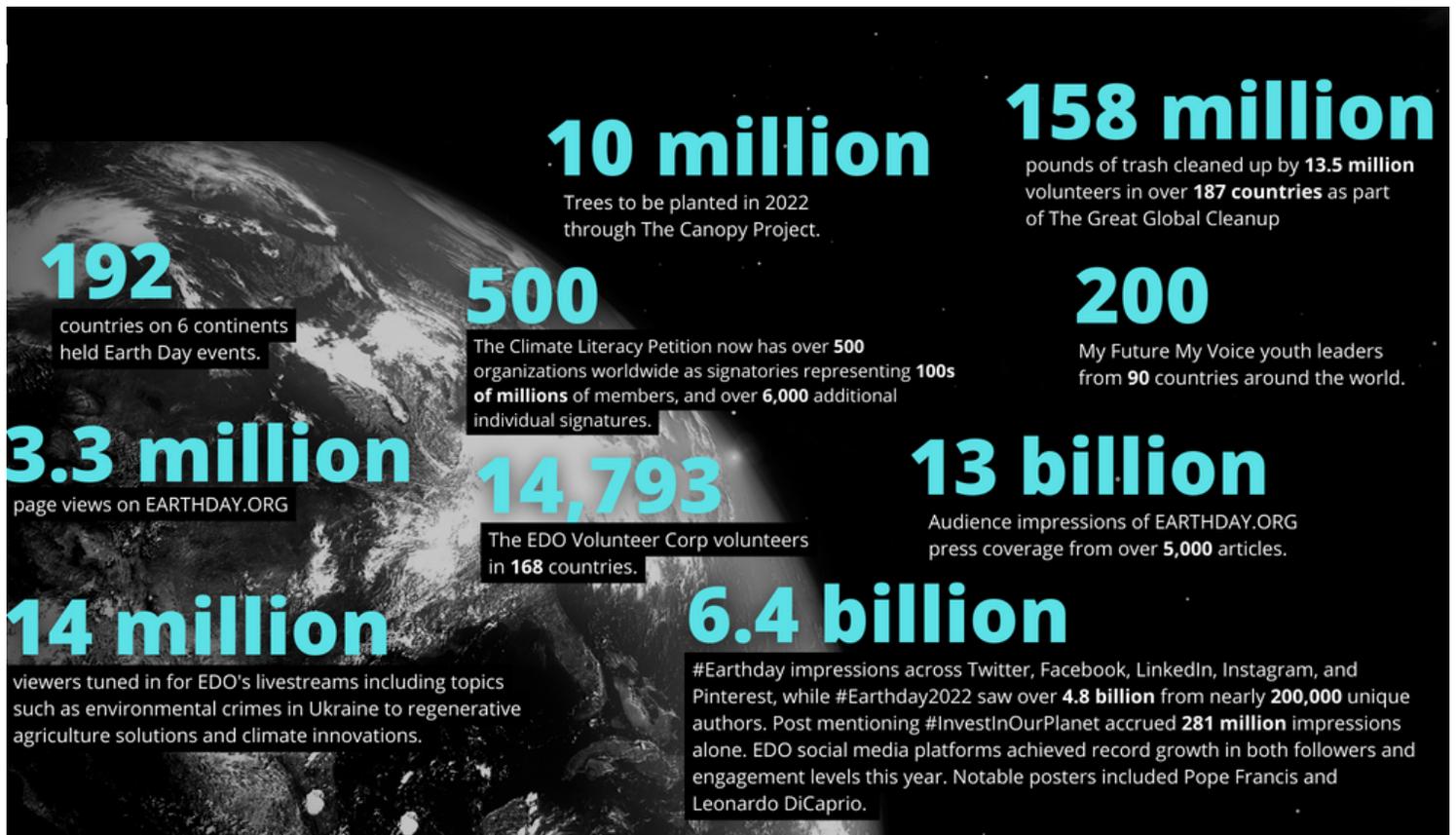
“ In 2022, we all must enter into one partnership for the planet. People, governments, and even most businesses fear change but the status quo – the way we live today – is changing before our eyes. In building our future, **individuals, businesses, and governments** each have a unique role – **we need to act individually and together**. Unlike other historic economic revolutions, this time there are two additional imperatives: the first is to save ourselves from the climate crisis, and the second is to build new green economies in every country so that everyone can share in the benefits from this green revolution equitably. This will only be done if we **Invest In Our Planet’s future** together.

Kathleen Rogers
President, EARTHDAY.ORG



OUR 2022 IMPACT IN NUMBERS

A SUMMARY OF OUR GLOBAL IMPACT FOR
EARTHDAY 2022



**EARTH DAY EVENTS WERE
HELD IN 192 COUNTRIES,
WITH EARTHDAY.ORG (EDO)
STAFF WORKING ON EVERY
CONTINENT ACROSS THE
GLOBE (SAVE FOR
ANTARCTICA)**

OUT-OF-HOME MEDIA

Our outdoor advertising campaign, in partnership with OAAA, produced over **52 million impressions** across over **50 markets in the USA.**



#InvestInOurPlanet

#InvestInOurPlanet



2022 CLIMATE LEADERSHIP GALA

EDO successfully presented the 2022 **Climate Leadership Gala on Earth Day**, Friday April 22nd, at the historic Mayflower Hotel in Washington, DC. With close to **300 guests in attendance** representing **top leadership from government, international institutions, business, and NGO and civil society organizations**, the evening provided extraordinary thought leadership, networking opportunities, and fine food together with wine pairings from our biodynamic **wine sponsor Gerard Bertrand** as well as a special opportunity to test drive **Polestar's EV 2 vehicles**.



Former Secretary of State John Kerry, now Special Presidential Envoy on Climate, kicked off the evening off with an inspiring keynote address.

Peter Shapiro, the recipient of the **Climate Artist Leadership Award**, is an extraordinary music producer, filmmaker, and entrepreneur who did the Fair Thee Well concert for the Grateful Dead and also serves as Board Chair of HeadCount. Peter's award was presented by longtime EDO Partner and **President of Hip Hop Caucus, Reverend Lennox Yearwood**.

Laura Lane received the **Women and Green Economy (WAGE) Leadership Award**. Laura is the former chief of Mission from Rwanda during the genocide and is now **head of sustainability for UPS and is leading the EV revolution there**. **Liz Shroyer, President and CEO of the US Global Leadership Coalition**, introduced the award to Laura.

The evening was capped off with a bold action blueprint delivered by **Tom Steyer**, the recipient of our **Climate Visionary Award**. Tom is an amazing entrepreneur, climate activist, former Presidential candidate, and philanthropist. He just launched an innovative new initiative, Galvanize Climate Solutions, to provide the capital, expertise, and partnerships to produce, accelerate, and scale vital and urgent climate solutions. Tom was introduced by **Rose McKinney James, currently the Managing Principal of Energy Works LLC and McKinney-James & Associates and board member of the Energy Foundation**.

THE EVENING ALSO INCLUDED A VIDEOTAPED SPECIAL MESSAGE FROM **ADAM MCKAY**, AND ALSO **WHITE HOUSE NATIONAL CLIMATE ADVISOR, GINA MCCARTHY**.



PROJECT VISION, MISSION, AND GOALS.

EDO President Kathleen Rogers delivered a special tribute to longtime EDO friend and the **godfather of biodiversity, Tom Lovejoy**. To honor Tom and help support and continue his life's work, EARTHDAY.ORG is launching the Tom Lovejoy Golden Lion Tamarin Forest initiative. We are partnering with the Associação Mico-Leão Dourado (AMLD), a Brazilian non-profit organization, to create the Golden Lion Tamarin Forest Project in Brazil's Atlantic Forest (Mata Atlântica).

The goal of the project is to help save the endangered Golden Lion Tamarin (GLT) by expanding, restoring, and creating corridors connected to the remaining habitat. The project will also contribute to the restoration and protection of other species of flora and fauna in the region, and provide the local community with economic benefits through enhancing eco-tourism and engaging the people in protecting the forest.



NATURE IN THE RACE TO ZERO

This year on Earth Day, EDO joined in partnership with several organizations to present the **Nature In the Race To Zero Earth Day Live digital event** on April 22, 2022. Across several digital platforms including Twitter, YouTube, and Facebook the We Don't Have Time event garnered a **global audience in excess of 14 million viewers**.



Environment In The Time Of War

Featured **Kathleen Rogers**, President of EARTHDAY.ORG; **Iryna Stavchuk**, Deputy Minister of Environmental Protection and Natural Resources of Ukraine for European Integration, Ukraine; **Carl Bruch**, Director of International Programs, the Environmental Law Institute (ELI); **Stefan Smith**, Senior Programme Manager, Disasters & Conflicts, UNEP; **Michael Bothe**, Professor Emeritus of Public Law, J.W. Goethe University, Frankfurt/Main; and José R. Allen, International Environmental Lawyer, the Environmental Law Institute (ELI).

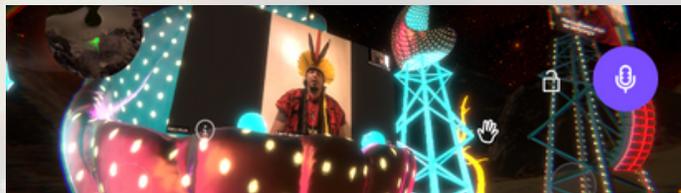
Regenerative Agriculture's Role in Restoring Our Earth

Hosted by EDO's **Jillian Semaan**, featured **John Piotti**, President & CEO, American Farmland Trust; **L. Hunter Lovins**, President, Natural Capitalism Solutions; **Anthony Myint**, Executive Director & Co-founder, Zero Foodprint; **Elizabeth Pearce**, CEO, SymSoil Inc; and **Merlin Yockstick**, Founder, Blue Planet Science Group & RegenIOWA.



EARTH DAY LIVE IN THE METAVERSE

2022 marked the **first ever live event** centered on Earth Day to take place in a **metaverse environment**. Hosted on the [Multiverse App](#), EDO joined with **Fridays For Future Climate Education** and **Be** to host a 2-hour broadcast sharing information to support our precious planet.



The event included a special message of peace for the earth from His Holiness The **Dalai Lama**, notable **Indigenous speakers from the Amazon**, **musicians, scientists, artists, and more.**

FIGHT FOR OUR FUTURE RALLY & OTHER EVENTS

EDO played a key role in supporting and organizing the **Fight for Our Future rally** in collaboration with a coalition of major partners. Center stage was in front of the White House in Washington, DC on Saturday, April 23rd, with satellite events in Atlanta & Phoenix, and about **100 distributed action events in cities nationwide.**



FIGHT FOR OUR FUTURE

RALLY FOR CLIMATE, CARE, JOBS, AND JUSTICE

Saturday, April 23 | Washington, D.C. | 1PM
Lafayette Park in front of the White House

President Biden and Congress are finally on the edge of taking climate action at the scale the crisis demands – creating millions of union clean energy and care jobs, social, economic, and environmental justice are all on the line. But they won't take action without a push from us!

Join us in Lafayette Square in front of the White House at 1pm on Saturday, April 23rd to demand bold action on climate, care, jobs, and justice!

Stems Club • Green New Deal Network • Center for Popular Democracy • 350 • Future Coalition
Climate Action Campaign • Earth Day Network • Deepen • International Union of Painters and Allied Trades
Climate Reality Project • League of Conservation Voters • Center for American Progress • Justice Movement
National Domestic Workers Alliance • MoveOn • NAACP • People's Action • Blackmen Alliance • Climate Power

Additionally, **over 2,350 events in all 50 US states were included in EDO's coordinated mapping efforts** as well as the majority of countries across the globe. **Over 70 Earth Day events** included environmental justice in their themes and goals. EDO formed strategic partnerships with **Indigenous groups, frontline communities, Black business organizations, and justice reform advocates** to expand EDO's capacity to support equity in the environmental movement.

EDUCATION

Through the Climate Literacy campaign, EDO continues to be a leader in the push for worldwide formal climate and environmental literacy inclusion in our schools. Pulling together global organizational leaders and individuals, the **campaign continues the momentum of expanding collaborative networks toward governmental action on climate literacy.**

Leading up to Earth Day, these efforts were supported by several events and knowledge work including **Earth Day Live webinars, presentations, podcasts**, and an additional road show of communications with our expanding network of partners. A few examples:

- The campaign continued to build up the [Climate Literacy Petition](#) - with over 500 organizations worldwide representing hundreds of millions of members, and approximately 6,000 additional individual signatures.
- The Education Program spoke to a Global Audience of practitioners and academics at Columbia University Teacher's College Center for Sustainable Futures.
- The Education Program convened with 160 professionals at the US Embassy in Iraq as part of the Visiting American Professionals Program.
- A series of Global Earth Day Live/Speaker events were broadcast, including Earth Day Live: Invest In Education, Invest In Our Planet...The Intersection of Education, Gender, and Climate Action generating an audience of over 11K viewers.
- The EDO Education program created widely-accessed sets of [advocacy and climate week lessons](#) for Earth Day 2022 for use in schools worldwide.
- EARTHDAY.ORG announced a partnership with Earth Warriors Global to bring an amazing [global competition to schools](#) to celebrate their love of their planet. The hope is to spark their creative minds by using the planet as their muse, creating a global community in a climate-led poetry competition.



Global Poetry Competition
23rd April - 31st May
Prize Overview and Registration

If you teach children aged 3-16 and love nature, poetry, and art, join us in celebration of our planet.

The task:
Write a poem (in English) about loving and protecting the earth, sea or sky, or your favourite animal or plant

Who can enter?

- Teachers who teach any of these three age groups: 3-7, 8-11 and 12-16
- Teachers are welcome to submit entries from individuals, schools, and classes.

Prizes

Ages 3-7: £500 curriculum prize	Ages 8-11: £500 curriculum prize	Ages 12-16: £500 cash prize
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- All entries will receive an Earth Warriors certificate.
- 10 poems in each age and category will be published in a digital anthology.
- The top entry for each category in each age group will also be awarded:
 - A meeting via Zoom with **EARTHDAY.ORG** climate ambassadors (for the individuals or classes responsible for the winning poems)
 - Social media publicity and a feature in a widely published news article.

How can initiatives like this help?

Bring mindfulness to climate education
Get creative as a way of connecting with the planet
Navigate serious themes in an age-appropriate way
Feel how climate ed can be embedded across curriculum
Put climate education on the map for any setting

Invest in our planet: invest in education.





EARTHDAY.ORG's Education team works alongside its diverse and global partners to ensure governments are committed and educators have the tools and resources to address the climate crisis. Starting from a justice orientation that recognizes the historical and future inequity of socio-environmental impacts of climate change, EARTHDAY.ORG is calling for all students and learners to have multiple mindsets to understand and cope with climate change. These include mindsets for knowledge and learning, civic and political action, innovation and entrepreneurship, social and environmental justice, and communication and collaboration. Globally, climate literate citizens are engaged participants in their communities and prepared for the just, green economies of the future.



MATTHEW ARUCH
GLOBAL EDUCATION DIRECTOR

The Great Global Cleanup



KIKUYU TOWN JOINS THE GLOBAL CLEAN UP

Our waste and pollution problem is getting out of hand, our environment is suffering.

JOIN US!

How to participate:

1. Come clean up with us, and the world
On 30th of April, come let us clean up our town. We need you!
2. donate to the cause
Your contribution will go a long way to provide for the material that will be required for the clean up.

Paybill: 247 247
Account: 477 094

We would like to acknowledge the support of the Public Health Office - Kikuyu, Friends of Ondoi (Weed), Kari Youth Forum and The Environment Offices - Kikuyu.



The Great Global Cleanup continued its large and growing impact this year. A total of **158 million pounds (71 million kilos) of trash was cleaned up by 13.5 million volunteers** (up from 900K last year) throughout 187 countries worldwide (up from 104 in 2021). This year, the Great Global Cleanup expanded the cleanup community with key partners such as **Let's Do It World and National Cleanup Day**, as well as with many **grassroot organizations** worldwide. These grassroots organizers are the heart and soul of the community and illustrate the importance the individual volunteer plays in cleaning up our world.

The Great Global Cleanup had several anchor events around the world this year, including a **record-breaking cleanup at the Santa Monica Pier** in California with Heal The Bay, in **New York with the the Brooklyn Bridge Park Conservancy**, in **India in collaboration with Project Mumbai for Jallosh 3 - Clean Coasts** (a key collaborative environment initiative aimed to protect Mumbai's lakes, rivers, beaches and mangroves), and in **Sao Paulo, Brazil** along with LIMPA BRASIL, just to name a few.



FAITH AND THE ENVIRONMENT



We have achieved a truly **global focus** on our faith program which in turn has helped us to expand the environmental movement in the region even beyond this particular sector. A few highlights:

- In partnership with GreenFaith and 14 other faith-based partners, EDO united diverse houses of worship for the Sacred Season of Climate Justice. This flagship theme for the Faith & the Environment program revolved around the alignment of major observances from myriad spiritual backgrounds during the Earth Month season.
- EDO conducted a live event on Interfaith Dialogue on Investing in Our Planet, including EDO leaders Karuna Singh and Susan Bass. The event featured speakers from a vast and diverse group of notable religious organizations as partners including representatives from Bahai, Christianity, Hinduism, Islam, Judaism, Avodah, Brahma Kumaris, International Buddhist Confederation, and the Vatican to name a few. Over 100 religious networks and collectives worldwide came together to support the digital event. The speakers eloquently emphasized that each faith encourages the conservation of the environment and the need to Invest In Our Planet.
- EDO joined the Exodus Alliance, a group of 49 faith-based organizations who have committed to using their platforms to advocate for climate action. The most notable outcome of these efforts during Earth Day was a US protest in dozens of cities outside the headquarters and branches of financial institutions who most significantly fund fossil fuels. Using the Passover story as an allegory, activists called on bank leadership to divest from fossil fuels and (re)Invest in Our Planet, highlighting that doing so will lead institutions to the best possible outcomes for financial success in the 21st century.
- Through partnership with the Christian Reformed Church in North America, a Protestant denomination with typically conservative social leanings, EDO was able to reach 211,706 members across 1,057 congregations.
- Jain, Taoist, Shinto, Bahá'í, Mexika (Aztec), Brahma Kumaris, and pagan traditions were included in the Faith and the Environment program for the first time ever.

GREEN CITIES US

US Representative Adriano Espaillat announced on Earth Day his intention to introduce the Earth Bill to Congress. This legislation will “aim to ensure 100% renewable electricity, zero-emission vehicles, and regenerative agriculture by 2030.” **The National Campaign** worked with lobbyists to revise drafts of the bill to represent the themes and goals of **Invest in Our Planet**. Through conversations with partners, the campaign worked to focus the bill’s priorities on topics that resonate nationally across demographics. These “dinner table” topics (electricity, transportation, and food) are relevant to any family, and a federal investment in these areas would be to the benefit of citizens everywhere.

289 deals were made by local governments to transition to clean energy, the most amount in any year, and more than double the amount made in the previous year. 75% of cities who developed renewable energy projects this year were doing so for the first time ever. This was the most successful year for city leadership on climate to date, seeing more than double the amount of new clean power projects than in the previous year and marking five years of consecutive growth for local governments in renewable energy. Most cities were first-time buyers, indicating that the Invest in Our Planet narrative is resonating with new audiences.

On Earth Day 2022, the federal government celebrated funding over **60 Green New Deal certified community projects** to support jobs, justice, and decarbonization. The US Congress Invested in Our Planet by creating new jobs and training programs for sustainable building and transportation, climate resiliency/restoration/preparation projects, and developing frontline communities through sustainable infrastructure, renovating public spaces, and providing education and workforce training.

Colorado Governor Polis made major commitments to expand the state’s **robust climate plans for Earth Day**, as detailed in his [video submission](#) to the EDO campaign. The plan will be accomplished through updating an executive order to utilize renewable energy at state institutions, a significant focus on water management and sustainable groundskeeping, updated recycling and composting services, and requirements that new building projects be as close to net zero as possible. The state made EV investments early and is now seeing the payoff. Polis is also working on a **\$420 million package to protect clean air**. Through partnerships with utilities, the state is on track for **80% pollution reduction by 2030**.

The US Conference of Mayors released a statement committing to greater climate investments in recognition of Earth Day and compiled a list of commitments made by their most prominent member cities. Additionally, The National League of Cities hosted a round-table to formulate commitments to Invest in Our Planet through the lens of child development.

IN THE US ALONE, THOUSANDS OF EVENTS AT THE CITY/STATE/NATIONAL GOVERNMENT LEVEL WERE PLANNED AROUND EARTH DAY THIS YEAR, ENGAGING THE PUBLIC ON WAYS TO GET INVOLVED AND INVEST IN OUR PLANET. IMPORTANTLY, MANY NEW COMMITMENTS AND LEGISLATIVE INITIATIVES WERE ALSO INTRODUCED.



FASHION FOR THE EARTH

MY PLANET MY CLOSET
LOVERS OF THE PLANET & LOVERS OF FASHION UNITE!

Become an 'Influencer' - Not a 'Follower'
We want to showcase your efforts to halt the unsustainable consumption of clothing that is destroying the earth's water, air, soil, and species!

**JOIN EARTHDAY.ORG'S CAMPAIGN
FASHION FOR THE EARTH & our latest project:
MY PLANET MY CLOSET**

Show off your sustainable closet in a 1-2 minute video

Show us your sustainable fashion haul! Model or display your clothing - this can be many items, a few items, or even just one

Tell us about the items: Are they made of a sustainable fabric? Where did you get them? Are they second hand from a swap, a shop, a rental, a resale or a hand-me-down?

Tell us about yourself: Describe how you feel about fashion and the planet or what you're doing to make a difference in how you shop for clothes.

Mention that your video is for **EARTHDAY.ORG** and **My Planet My Closet**.

Follow our few simple instructions to the right. Then send us your video!

*organic cotton, hemp, jute, lyocell, flax, recycled polyester, fabrics made from agricultural products, etc.

Instructions for video format and how to submit it:

- Videos should be shot in a landscape/horizontal format and shooting with a mobile phone is fine.
- Narrators should be on-camera or (if necessary) recorded in a voice-over.
- Narrators should model or display clothing so they are clearly visible.
- Save your 1-2 minute video as an MP4 and send via Dropbox or WeTransfer to arts@earthday.org.
- At the start, please state your name and location.
- By sending your video, you agree that EARTHDAY.ORG has permission to share it on our website, social media, and on Earth Day 2022. For questions, contact arts@earthday.org.

In the last 18 months, we have become more focused on the fashion industry – part art, part utilitarian – because it has one of the biggest and most negative impacts on the planet. In the last thirty years, the ever-expanding fast fashion industry has completely revolutionized clothing manufacturing, but not for the better. Behind the close to 150 billion articles of clothing that are manufactured annually, many worn once or twice and then discarded, the fashion industry is stripping the Earth of its limited resources. Fashion manufacturing and its related processes are producing at least six percent of all climate emissions worldwide, damaging our water and land ecosystems, subjecting its users to untold damage from its materials including plastics and heavy metals, and abusing millions of workers in mostly developing nations who toil in garment factories.

In addition to our year-round programming, we created a number of Earth Day-focused events. In the lead up to Earth Day, **Fashion for the Earth** did the second part of a **2-part webinar Beauty in the Eye of the Beholder with representatives from four important fashion companies** to talk about their work in the creation of a sustainable brand. During the months prior to Earth Day, Fashion for the Earth promoted a project, **My Planet My Closet**, that encouraged people to send in videos displaying one or more pieces of their own sustainable clothes.



OUR MOST IMPORTANT ACTIVITY IS ENGAGING AND SUPPORTING THE FASHION ACT, THE FIRST MAJOR LEGISLATION TO ATTEMPT TO REGULATE THE INDUSTRY AS A WHOLE THROUGH GOVERNMENT LEGISLATION.

Fashion for the Earth was actively engaged with The Fashion Act Coalition and participated in rallies in New York City and Albany, delivering speeches and visiting legislators in the Capitol. Our coalition members participated in an Earth Day Live webinar on May 13th to talk about The Fashion Act and its importance. The introduction of this bill, while a long way from being passed, has rippled across the industry, which understands fashion's disproportionate impact on climate, water, forest clear cutting, and other impacts but has done nothing to clean up its act...until recently. From high fashion designers, such as Stella McCartney and Eileen Fisher, to a few businesses, Uggs and others, more industry big names are making efforts in the right direction. But it is minuscule in relation to the impact of the industry as a whole. We believe that EARTHDAY.ORG will play a key role in turning the multi-billion-dollar industry in the right direction, particularly given legislation and regulation is headed their way.

ARTISTS FOR THE EARTH

SINCE THE BEGINNING OF EARTH DAY, THE ARTS HAVE PLAYED A KEY ROLE IN COMMUNICATING THE VULNERABILITIES OF THE PLANET AND BRINGING PEOPLE INTO THE MOVEMENT. OUR MANTRA HAS ALWAYS BEEN, "IF YOU WANT TO CHANGE CULTURE, YOU USE CULTURE."



In the build up for the 50th anniversary, we spent considerable time and resources to reach out to arts institutions worldwide, along with influential individual artists. Our activities included major outreach to street artists, resulting in the engagement of over 250 street artists and the production of a film, to creating a coalition of American and other museums to participate in Earth Day through exhibits and educational programming. Although chronically underfunded, the arts program has continued, and we are seeing the fruits of our labor and hundreds of arts institutions which previously did not create events for Earth Day now have incorporated Earth Day into their regular programming each year.

Our investment in promoting Earth Day to art institutions has paid off with amazing and permanent results. Prior to our outreach, only a small number of arts institutions did anything on Earth Day. Our three-year campaign in the lead up to Earth Day changed all of that. Now hundreds of museums, art galleries, authors and poets, dance companies, orchestras create events around Earth Day. The Smithsonian now incorporates Earth Day into every one of its museums, holding events during the month of April.

Most importantly, small museums in cities and town around the world held Earth Day events, announcing sustainable practices, making commitments to reduce their carbon footprint, and educating their museum goers about climate change and other environmental problems. From Toledo to Nashville to Miami to small towns across Mississippi, Earth Day figured prominently in arts programming.

And Earth Day continues to expand with arts events across the world, including the UK, Nigeria, Senegal, India, Japan, Italy, and Thailand. The [Thailand events](#) were created to include religion in a truly spectacular way.

Artists for the Earth has unlimited potential to increase the education and participation of people around the world.

MY FUTURE MY VOICE

Through the My Future My Voice initiative, EDO worked with dedicated youth ambassadors to mark 52 years of Earth Day with innovative programs and events spanning the globe. The program now includes **200 youth ambassadors** from **90 countries** around the world.



- Our Ambassador in Bangladesh brought together 32 academic institutions and thousands of students for the National Earth Olympiad 2022 to mark Earth Day 2022.
- EDO's My Future My Voice Ambassadors put together an interactive and educational digital event on Earth Day in two parts. The first featured the winners of last year's ClimateScience Olympiad. This was followed by an informative session with Karuna Singh and Dr. Barbara Buchner as they discussed the space of climate financing and how it relates to various other stakeholders. Dr. Buchner is the Global Managing Director of the Climate Policy Initiative (CPI), who has mobilized over \$3 billion for sustainable development.
- Our youth ambassadors from Dubai, UAE were felicitated by the UAE Ministry of Climate Change and Environment (MoCCA) & UAE Supreme Council for Motherhood and Childhood (SCMC) with the Children's Environment Award. As part of the Earth Day initiatives, they were involved in environmental awareness activities such as recycling, e-waste, and overall clean up campaigns.
- The Climate Action Simulation was organized by EDO's youth ambassadors in Nepal to put forth solutions to limit global warming to well below 2 degree Celsius.
- Cyclothon, an environmental bicycle rally, was led by EDO's youth ambassador from Madhya Pradesh and was organized in partnership with state authorities.

EARTHDAY.ORG - ASIA HIGHLIGHTS

The entire regional team worked to build and expand an ever-growing network of environmental thought leaders via many thoughtfully-crafted programs and campaigns. Whether it was the My Future My Voice initiative, Energy Literacy, collaboration with international faith groups for The Great Global Cleanup events or well-known artists and fashion designers to promote Fashion For The Earth, EDO's programs have created a cumulative outreach to millions across the region. On this year's Earth Day, EDO India organized programs that included illustrious and preeminent religious leaders, environmental advocates, celebrities, musicians, political leaders, and government officials committing to Invest in our Planet.

Each of the 25 countries in our region commemorated Earth Day 2022, despite the continuing limitations on large gatherings and on-the-ground events set by governments as preventive measures against COVID. Programs were held across the continent, from large countries such as India and China, to small island states such as the Maldives and East Timor, distant Mongolia, and Taiwan.

EDO India's partnerships with several global players such as the Club of Rome, ClimateScience, India Energy Storage Alliance, GreenFaith, CliMates Nepal, InSquare, and others, catapulted our campaigns and their impact to the global platform. Several large networks and organizations in India and the region were keen to partner with EDO for many prestigious events, including YOUNGO (the youth constituency of UNFCCC), UNICEF, Learning Planet, West Bengal Govt., ASSOCHAM Chamber of Commerce, UNESCO, and British Council India.

“

Initiatives to help accelerate youth participation in the widening green economy was a major focus this Earth Day. Innovative campaigns encouraged this large segment of Asian populations to Invest In Our Planet with environment-friendly startups and sustainable fashion. Both provide a high potential to earn financial gain and are profitable for the planet. These also help channelize youth creativity and encourage out-of-the box thinking.

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KARUNA SINGH
REGIONAL DIRECTOR ASIA

After two years of the COVID-19 pandemic, EDO India again organized an on-the-ground commemoration of Earth Day, following all the necessary government protocols and with due precautions. The Earth Festival highlighted some of the most pressing socio-environmental issues of the state of West Bengal which has been under severe cyclonic threats recently – a direct cause of the climate change in the region.

The event included **five panel discussions** with participation of **government officials, leaders of the private sector, civil society, and experts building a strong consensus among stakeholders on the vulnerability of the region**, as highlighted in the latest reports published by the IPCC. There was a common demand for the urgent need for action to mitigate the risk and adapt in order for the city of Kolkata to improve its air quality, address waste management issues, build green jobs and sustainable mobility, and drive investment towards a sustainable future for all.



The Young Earthpreneurs Award Ceremony 2022 was commemorated with a panel discussion on the **green economy** featuring all the YEA partners and judges panel. Over 130 entries were received from 66 academic institutes in India for this initiative. Several large organizations came forward to support us for the initiative including The Energy and Resource Institute India, The Climate Project Foundation, Letmebreathe.in, Gujarat Youth Forum, and Climate Collective to name a few. The goal of the YEA program is to encourage budding entrepreneurs with innovative ideas in the field of environment and climate action to present and showcase their ideas and talents to the partners.

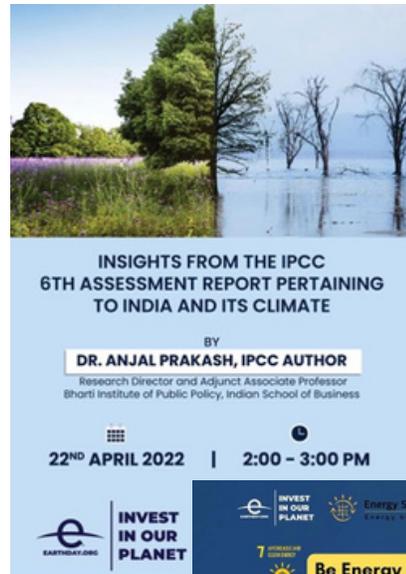
EARTHDAY.ORG collaborated with **India Energy Storage Alliance for the IESA-Earth Day Hero Awards**. The IESA-Earth Day Hero Awards is a special category under the Industry Excellence Award. The Honorable **Minister of Heavy Industries, Government of India and the Honorable Minister for Road Transport and Highways, Government of India**, were also present along with several other ministries and dignitaries.



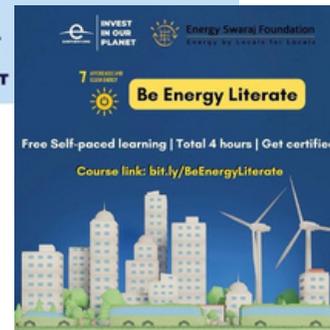
EDO WEBINARS AND CONFERENCES



EDO Asia's many webinars moved the needle on policy directions involving thought leaders and people in action this year. To stimulate discussions around the need to build ideal climate action plans and implement the same, we organized a webinar with Dr. Anjal Prakash, one of the main authors of the IPCC report, wherein Dr. Parkash shared insights from the IPCC 6th Assessment report pertaining to India and its climate. The webinar led to a public commitment and a demand for Kolkata to launch its Climate Action following Mumbai. This was also widely covered by the leading national dailies like [The Times of India](#).



EDO also organized a global conference on the theme Invest In Our Planet: Moving to a greener economy. The discussions focused on the role of the green economy, sustainable finance, scope of green jobs, the role of women and youth, and much more. Global sustainability leaders from Norway, UK, Netherlands, Jordan, India, Australia, and many more will join us to share effective ways we can move to a greener economy and help Invest In Our Planet. The ex-Norwegian Minister, Erik Solheim, was also one of the speakers who shared the stage with our Regional Director, Asia where she emphasized the need and importance of growing the green economy.



KEY RECOGNITION

From government leaders in India to heads of large multinational corporations, everyone emphasized the importance of Earth Day and the need to Invest In Our Planet, including retweets by our partners, star personalities, religious and political leaders, and Nobel Laureates. This is frankly the first time that EDO India experienced not just us speaking about the theme but also others who didn't just mention it but also explained it using language from our website.



Enough said. Time for action 🙌 let's do our bit to preserve Mother Earth for future generations! #EarthDay

Several key commitments were made by India's leading personalities including Indian Prime Minister Narendra Modi taking to his social media to express gratitude to "Mother Earth" and urging people to Invest In Our Planet. PM Modi said, "#EarthDay is about expressing gratitude to Mother Earth for her kindness and reiterating our commitment to care for our planet." Along with PM Modi, Vice President of India M. Venkaiah Naidu also took to social media to talk about Earth Day 2022, saying, "This Earth Day, let us resolve to put in concerted efforts to reverse the damage caused to the planet. This year's theme #InvestInOurPlanet reminds us to strive harder to protect the environment so that we can pass on a greener and safer planet to future generations. #EarthDay"





LET'S NOT TAKE OUR HOMESTAY FOR GRANTED

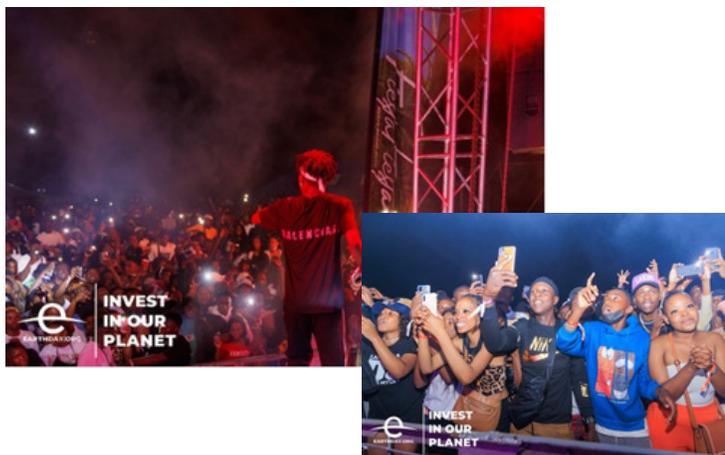
The burden of civilisation is destroying our home. High time we rebuild Mother Earth for our own sake and the future. That is the rent we owe her.

EARTH DAY
APRIL 22, 2022



EARTH DAY-AFRICA HIGHLIGHTS

In Zimbabwe, EDO conducted the **Fiesta Earth Day Commemoration** on Saturday, April 23rd, with several artists performing for the evening outdoor event, including Anita Jackson and Uncle Waffles. Nearly **10,000 people attended the first-time event** in-person and more than **50,000 viewed digitally** across the continent. As result of the success of the inaugural Fiesta Earth Day, Anita Jackson agreed to be part of the Artists For The Earth campaign and has already begun recruiting additional music producers and artists for upcoming events.



The team in Africa conducted a series of digital events around Earth Day and EDO’s program initiatives including:

- Climate Literacy For Climate Action
- Why Investing In Young People Plays A Critical Role In Protecting The Planet
- Assessing The Role Of Young People In The Conservation And Protection Of The Environment
- Deforestation And Climate Change – Schools’ Role
- Facebook Live event with members of the CAMFED Sisterhood in Zimbabwe
- Keep Learning About Girls’ Education, Women’s Leadership And Climate Action



EARTH DAY- MIDDLE EAST & NORTH AFRICA HIGHLIGHTS



A RECORD 23 COUNTRIES IN THE REGION HONORED EARTH DAY 2022

Through intensive communications – especially in the countries most responsive to previous campaigns – EDO was able to mobilize its partners to extend outreach efforts and involve more local governments, schools, NGOs, individuals, and businesses to Invest In Our Planet. **A record 23 countries in the region honored Earth Day 2022** with various environmental programs, tree plantings, and volunteer opportunities. Countries include: Morocco, Mauritania, Algeria, Tunisia, Egypt, Djibouti, Somalia, Yemen, Israel, Palestinian Territories, Jordan, Lebanon, Turkey, Iraq, Saudi Arabia, Kuwait, Bahrain, Qatar, UAE, Oman in addition to Pakistan, Azerbaijan, and Georgia. Notably, **women's representation in Earth Day activities increased to 65%, continuing a growing trend.**

The Azerbaijan Youth Climate Conference devoted to Earth Day 2022, and in partnership with EDO, was held at ADA University by IDEA and the British Embassy in Baku. During the event, representatives of the diplomatic corps, experts, and young leaders reviewed the results of the UN Climate Change Conference (COP26) that took place in 2021 in Glasgow, UK, and discussed ways to combat the climate crisis. Taking advantage of EDO's educational resources, the conference also featured presentations and exchanged views on the efforts to combat climate change in Azerbaijan, the role of youth in solving the problem of global warming, and developing leadership prospects.

Over **200 different events** were organized throughout MENA, Central Asia, and Pakistan. Those events included awareness sessions, youth conferences, tree plantings, cleanups, and educational ZOOM and WhatsApp conversations. Over 72 organizations, governments, businesses, youth, and fashion sectors created environmental and awareness activities in partnership with EDO for Earth Day 2022.

Additionally, **over 80 educational events** were organized for Earth Day 2022 and **1,000-1,500 participants** in various universities and schools engaged.

Earth Poetica, designed and implemented by artist Beverly Barkat, came to light after 3 years of work. It was created from Plastic waste collected by individuals and communities from all around the world. The art piece is 4-meters (13 feet) in diameter and consists of 180 trapezoids set in a metal structure with bamboo rods. Earth Poetica is currently in Gottesman Family Aquarium in Israel and will be on display at the World Trade Center later this year. Artist For The Earth Barkat strives to raise awareness of plastic pollution this Earth Day and to inspire humans to Invest in Our Planet.



Seen here in a [live Interview on Sky News Arabia](#), EDO spoke to the Importance of **mitigating the climate crisis in MENA by adopting a climate literacy curriculum in all schools**, along with environmental awareness campaigns.

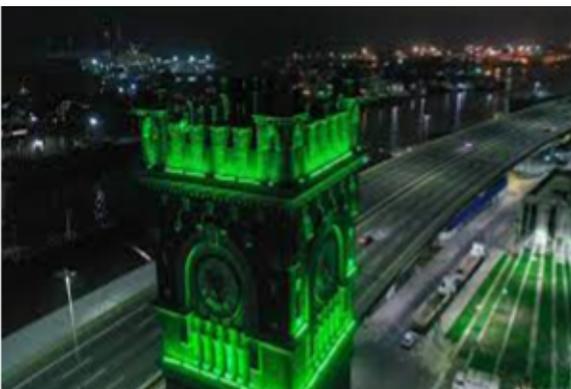


EARTH DAY-SOUTH AMERICA HIGHLIGHTS

EARTHDAY.ORG has a dedicated program in Spanish, English, and Portuguese based in São Paulo and Porto Alegre, Brazil for all countries in the South American region. The effort promotes and encourages civic engagement, voluntary and honorary participation of local partnerships with government, NGO's, businesses, and individuals that share EARTHDAY.ORG's values and principles.

“ Support at the national level has now been achieved with Colombia, Peru, Chile, Ecuador, Argentina, Guyana, and Brazil for EARTHDAY.ORG's Climate Literacy Campaign sign up and on-going events. NDCs, SDGs and “net-0” commitments were significant this year, as well as the substantial participation of women and youth leaders. International media provided significant coverage of the civic participation in Earth Day 2022 events, as cities like Buenos Aires and Lima held week-long events and green-lighted important public spaces. ”

RODOLFO BELTRAN
REGIONAL DIRECTOR SOUTH AMERICA



This Earth Day 2022 in South America saw a significant increase in both interest and concern about climate change, environmental education, and the need to Invest In Our Planet. Many governmental, private, and media organizations "adopted" the day to express their messages and to provide advocacy for change. The mayor of the City of Buenos Aires delivered a special Earth Day video message emphasizing the role of cities towards solving the climate crisis, capping off the day with green-lighting monuments around the metropolitan area. The City of Lima dedicated a month for Earth Day with Clean Ups, Rallies and Contests. The new President of Argentina, Gabriel Boric, announced on April 22nd that Argentina is now intending to become an “ecological government.”



MANY INDIGENOUS SPIRITUAL LEADERS IN SOUTH AMERICAN COUNTRIES JOINED EDO'S FAITH AND THE ENVIRONMENT CAMPAIGN THIS YEAR.

In partnership with the campaign, Master Jorge Luis Delgado had a live stream event from Machu Picchu on Inca Ancient Knowledge and the Inca Spiritual Movement.

Many digital and in-person events were organized and coordinated by EARTHDAY SOUTH AMERICA, featuring government officials, celebrities, and representatives from NGO's and business organizations. Topics included climate literacy, plastic pollution and cleanups, and youth perspectives on climate.

In Rio de Janeiro, EDO joined with cultural and academic protest movement Projeto Humano Novo, to put on the Earth Day 2022 Cultural Protest And Musica Carnival. The event featured performances, a special song dedicated to Earth Day, seminars, and calls for actions to Invest In Our Planet.

