

EARTH DAY 2024

ACTION
TOOLKIT



ABOUT EARTH DAY

**WELCOME TO THE WORLD'S LARGEST
ENVIRONMENTAL MOVEMENT!**

Every **April 22nd**, individuals from all backgrounds and walks of life unite in a global effort to advance sustainability and climate action, marking the annual observation of Earth Day.

Our world is at a **pivotal moment**, necessitating a collective call from citizens worldwide to encourage governments and the private sector to acknowledge and rectify their roles in the environmental crisis.

Simultaneously, we advocate for the exploration of bold, creative, and innovative solutions.

YOUR ROLE IS VITAL!

As a consumer, voter, and community member, your influence matters.

Whether in business or local communities, you, as an individual, hold power to drive change.

DON'T UNDERESTIMATE THE IMPACT OF YOUR VOICE!

When your actions sync with millions globally, we create an inclusive and impactful movement impossible to ignore.



2024 THEME

PLANET VS. PLASTICS

This year, we rally behind the theme Planet vs. Plastics

This emphasises our collective commitment to tackle the plastics crisis head-on, aiming for a bold 60% reduction in plastic production by 2040 and aspiring to forge a plastic-free future because recycling is not the answer.

To achieve a **60% reduction** goal, we are:

1. Raising public awareness about plastic's harm to human and biodiversity health, pushing for research transparency. Read our report BABIES VS. PLASTICS to learn more about how plastics, microplastics and their additive chemicals can hurt our children.
2. Proposing to phase out single-use plastics by 2030 and embedding these commitments in the United Nations Global Plastic Treaty on Plastic Pollution in 2024.
3. Advocating for policies aimed at combating the environmental impact of fast fashion which relies on the use of synthetic materials made of plastics, such as polyester and nylon.
4. Calling for investment in innovative technologies aimed at finding sustainable alternatives to plastics because plastics are made from oil and toxic chemicals.

Join us in the Planet vs. Plastics movement!

Become part of the solution. Together, we can create a future where our planet thrives without the burden of plastics.

Visit [EARTHDAY.ORG](https://earthday.org) to learn more and get involved.



MORE WAYS TO TAKE ACTION

1. Sign the EDO [Global Plastics Treaty](#) petition

Plastics pose a global threat, endangering the environment, biodiversity, and human health, but collective efforts can avert the looming crisis and necessitate decisive action.

2. [Join the Social Squad](#)

Make an impact right from your chair! Get regular emails with posts to share on Facebook and Twitter, boosting the environmental movement to reach more people with just a few clicks.

3. [Reject Fast Fashion](#)

Learn how fast fashion fuels overconsumption, disposability, and environmental harm while perpetuating social injustice through exploitative labor practices and a lack of regulatory oversight. And learn how to build a sustainable, affordable, and fashionable closet.

4. Take the [#PlasticsDetoxChallenge](#)

Reduce your plastic use by avoiding single-use items, share eco-friendly swaps on social media using #PlasticDetox, and inspire a wider shift towards a plastic-free lifestyle for a collective impact on a plastic-free future!

5. [Educate yourself on Plastics](#)

Shift your perspective towards plastics, understand the detrimental impacts to human and planetary health, and find sustainable alternatives to foster positive change.

6. Write to the local [Letters to the Editors](#)

Every editor is open to receiving your letters, and sometimes they will publish them too. Show your support by writing your local or even national papers expressing your support for EARTHDAY.ORG's call for a 60% reduction in plastic production by 2040.

7. Explore the State [Climate Education Map](#)

See what your state is doing to teach Climate Education and find out who you can petition to write to if they are not.

***Click on the titles above to learn more about the many ways to invest in our planet and support our campaigns.**



MARK EARTH DAY

PLAN YOUR OWN EVENT

Embark on your own Earth Day celebration!

Explore the toolkits below for ideas and guidance on organizing a meaningful Earth Day activity for your community: whether it is your local street, your place of work, be it your local school or where you celebrate your faith.

Big or small, you can create a special memory by marking Earth Day and advocating for the health of our planet.

MARCH OR RALLY:

Plan an Earth Day march or rally.

You can call for a reduction in plastic production of 60% by 2040.

JOIN THE GREAT GLOBAL CLEAN UP:

Host or join a cleanup in your community-use our Great Global Clean Up (GGCU) Map here - [register your event](#)

Consider doing a brand trash audit at your clean up event too.

LOOK OUT FOR LOCAL EVENTS:

Explore your local newspaper and your town's online noticeboard for other other activities or events being planned in your area to mark Earth Day 2024. Sign up and get involved.



PLAN AN EARTH DAY MARCH OR RALLY

Step 1: Select an ideal site, date, and time— Earth Day is on April 22nd every year. When planning: (1) consider accessibility and community needs, (2) register your rally on our [map](#), and (3) plan an accessible walking route for a march around significant landmarks.

Step 2: Organize a diverse planning group, including local government members and civic organizations, to appoint site captains and ensure a well-run event.

Step 3: Obtain necessary licenses and permits by researching local protest laws, obtaining permits in advance, and consulting local authorities.

Step 4: Gather volunteers by registering your rally, advertising to various communities, and utilizing online and offline methods for outreach.

Step 5: Line up support and supplies, including organizing a poster-making session, seeking food donations, and gathering necessary event supplies.

Step 6: Start your rally day by checking the weather, sending reminders, inviting media coverage, arriving early to set up, and hosting an orientation for participants.

Step 7: Post to social media using #EarthDay and #PlanetvsPlastics, share images with local media outlets, and send thank-you emails to cooperating entities.

Step 8: Consider doing a branded trash audit.

Step 9: Keep momentum after the rally by sharing resources with attendees, such as [voter registration](#) information, sustainability goals for local representatives, and participation in cleanups or [tree planting initiatives](#).

Step 10: Encourage ongoing engagement through event registration on the [Earth Day map](#), [volunteering](#) with EARTHDAY.ORG, becoming a [member](#), [taking quizzes](#) on environmental topics, and signing the [Global Plastics Treaty](#).



HOST OR JOIN A COMMUNITY CLEANUP

Step 1: Choose a suitable site, date, and time for your cleanup, considering accessibility and weather conditions, and [register your event online](#) to connect with global volunteers.

Step 2: Organize a planning group, including members from various organizations and civic entities, appoint site captains, and delegate roles to ensure a smooth cleanup process.

Step 3: Attract volunteers by advertising your cleanup, utilizing online platforms like Facebook or Eventbrite, and distributing posters offline to diverse communities.

Step 4: Arrange supplies, such as trash bags, gloves, & first aid kits, & coordinate with local waste management for proper disposal. Acknowledge contributors in your promotions.

Step 5: On cleanup day, check the weather, send reminders to participants, invite media coverage, and arrive early to set up the event.

Step 6: Prioritize safety during an orientation, emphasizing proper attire, team collaboration, and sensitivity to the environment. Identify what to remove (trash, recyclables) and what to leave (nature, homeless encampments).

Step 7: Dispose of waste responsibly by sorting into categories and contacting local waste departments for guidance if needed.

Step 8: Follow up by [reporting your cleanup for tracking on the public map](#), sharing before-&-after photos on social media using relevant hashtags, tagging @thegreatglobalcleanup, & expressing gratitude to cooperating entities.

*To learn more about EARTHDAY.ORG's Great Global Cleanup, and for additional planning resources and toolkits, please [click here](#)



EXPLORE OTHER EARTH DAY 2024 ACTIVITIES & EVENTS

Idea #1: Explore your local press for what's going on in your area.

Idea #2: Organize a teach-in to educate your peers or students about the importance of environmental action. Check out our [climate literacy resources](#) for an in-depth guide!

Idea #3: [Plant a pollinator garden](#) using native species to support local populations of butterflies, bees, and other organisms that are critical to biodiversity.

Idea #4: Form a community sustainability committee to create a happier, healthier, and wealthier environment for you and your neighbors.

Idea #5: Help your family and friends register to vote using our [Vote Earth](#) resources.

***Important Notes:**

1. Be sure to register any and all events you plan on the official [Earth Day Map](#).
2. Post what you're doing this Earth Day and make sure to tag #EarthDay and/or #PlanetvsPlastics to possibly be featured on our social channels!



EARTH DAY IDEAS FOR COMMUNITIES

[Universities](#)

[Professors](#)

[Students](#)

[Administrators](#)

[Home Owners](#)

[Parents](#)

[Schools](#)

[Businesses](#)

[City Governments](#)

[Faith Leaders](#)

[Community Groups](#)

[Senior Activists](#)

[Creators](#)

[Non-Profit Organizations](#)



EARTH DAY IDEAS FOR UNIVERSITIES, SCHOOLS & EDUCATION

The foundation of our civilization's future lies in education.

Today's students represent the next generation of leaders, and it is crucial for those entering diverse fields to comprehend the intersection of their work with climate and the environment.

Instilling a deep understanding of sustainability in students' education enhances their likelihood of success.

Moreover, universities play a pivotal role by incorporating sustainability on campus and integrating climate education across all classrooms.

Recognizing the urgent need to address issues like the plastics crisis within this comprehensive education approach is essential for fostering environmentally conscious and impactful leaders.

Please read and share our report [BABIES VS. PLASTICS](#) to learn more about plastics, microplastics and their additive chemicals can hurt our children.



EARTH DAY IDEAS FOR STUDENTS

Idea #1: Organize a march, protest or volunteer event with your student organizations, registering on our [Earth Day Map](#) for visibility.

Idea #2: Advocate to end the plastics crisis by signing the [Global Plastics Treaty](#).

Idea #3: Draft a letter urging your school administrators to enhance campus sustainability and climate investments, including measures to address plastic pollution.

Idea #4: Engage peers through tabling events to raise awareness and encourage participation. Consider organizing a [Fashion For The Earth](#) clothes swap - at your college - using our [Swap for The Earth Toolkit](#).

Idea #5: Join the [Climate Education Coalition](#) to advocate for climate literacy in education policy by contacting Johnny Dabrowski at dabrowski@earthday.org.

Idea #6: Or reach out to Lee Franklin at franklin@earthday.org and ask how you can get involved in special Earth Day campus activities.



EARTH DAY IDEAS FOR PROFESSORS

Idea #1: Make climate a class by planning a teach-in for your students on Earth Day.

Idea #2: Visit our [Toolkit for Professors](#) or our [Education Resource Library](#) for inspiration to plan your lesson.

Idea #3: Additionally, professors can actively contribute to fighting the plastics crisis by incorporating a discussion on the impacts of plastics on human and planetary health within their curriculum.

Share our [Earth Day Map](#) and information on environmental events & volunteer opportunities with your students to encourage their involvement this Earth Day.

Idea #4: Consider offering extra credit for participation to incentivize your students.



EARTH DAY IDEAS FOR ADMINISTRATORS

Idea #1: Administrators can propel the environmental movement by investing in a sustainable campus with energy-efficient infrastructure and green spaces, fostering both financial savings and a healthier climate for students.

To specifically target the plastics crisis, they can implement initiatives to reduce single-use plastics and enhance recycling programs on campus.

Idea #2: Furthermore, administrators can show institutional commitment to climate education by signing the [Climate Literacy Letter](#), aligning their university with the global call for environmental awareness and sustainable practices.



EARTH DAY IDEAS FOR TEACHERS & SCHOOLS

Education serves as the cornerstone of a flourishing civilization, and the classroom is the breeding ground for values shaping intelligent and responsible citizens.

Teachers and school administrators play a unique role in nurturing the next generation's respect for nature. Earth Day provides an invaluable opportunity for every school to instill environmental values in their students.

Idea #1: Take proactive steps by registering your institution as an [Earth Day School](#), ensuring your community's efforts are recognized.

Idea #2: Join the global network of educators as an [Education Champion](#), advocating for climate education worldwide through the [Climate Literacy Petition](#).

Idea #3: Plan engaging teach-ins to educate students about the climate crisis, using resources from our [Education Resource Library](#).

Idea #4: Find out about how to develop your classroom's [Green Muscle Memory](#).

Idea #5: Utilize the [Climate Literacy Communications Toolkit](#) to amplify the importance of climate education within schools.

Idea #6: Explore our dedicated page on [Climate Education Initiatives](#) to understand the pivotal role schools play in building a sustainable future.



EARTH DAY IDEAS FOR HOME

We believe that a sustainable home is a happier home, especially in the context of our theme Planet vs Plastics. Plastic's erode into fragments known as microplastics, which are tiny particles of plastics.

These accumulate in our homes as household dust.

We are pretty much all inhaling these plastic particulates as well as ingesting them, when our food is wrapped in plastics.

Our report [BABIES VS. PLASTICS](#) has more details on microplastics you might find interesting.

Trying to reduce the amount of plastics we use and which we use in our home is therefore important for our health and for the health of our planet!

But there are other things you can do too, if you are a homeowner to support the environment:

Idea #1: You can explore tax incentives through the Inflation Reduction Act (in the USA) for initiatives like rooftop solar panels and LED light bulbs.

Idea #2: Sealing air and water leaks, installing low-flow shower heads, and composting are not just measures for efficiency but they also contribute to reducing energy waste.

Idea #3: Enhance your green space with native species, proudly display a sustainability commitment sign, and proactively engage with your homeowners association to collaboratively strengthen climate and environmental policies, and a more sustainable and plastic-conscious living environment.



EARTH DAY IDEAS FOR PARENTS

As parents, fostering responsibility, consideration, and success in our children is a shared aspiration.

Observing Earth Day as a family becomes a pivotal opportunity to instill values of nature and sustainability in your child's identity.

Idea #1: Engage in meaningful conversations with your children about sustainable living and collectively identify ways to enhance your family's eco-conscious practices.

Idea #2: Embark on a journey of positive change by working together to implement practical actions from our [52 Actions and Tips](#) list.

Join local cleanups or initiate one in your neighborhood for a hands-on family experience.

Idea #3: Cultivate a [pollinator garden](#) with your kids and create a delightful and educational outdoor activity that looks beautiful and which will support the hardest working insects on the planet - our pollinators.

Idea #4: Utilize our [Plastic Calculator](#) with your children to explore ways your family can actively reduce plastic consumption, making Earth Day a memorable and impactful family affair.

Hopefully helping them to flex their [Green Muscle Memory](#).



EARTH DAY IDEAS FOR BUSINESSES

Businesses play a pivotal role in addressing the plastics crisis and should take responsibility for their actions.

By actively engaging in sustainable practices under our theme "Planet vs. Plastics," businesses not only contribute to environmental health but also enhance their long-term success.

Taking decisive actions and investing in responsible initiatives aligns companies with a modern economy characterized by efficiency, credibility, and profitability.

Idea #1: Take responsibility for plastic usage and pollution by investing in sustainable infrastructure, incorporating renewable energy, and implementing energy-efficient measures to reduce environmental impact.

Idea #2: Support environmentally friendly commuting options, such as biking incentives or work-from-home programs, reducing carbon emissions and promoting employee well-being.

Idea #3: Broaden your commitment to sustainability by diversifying your investment portfolio, aligning with the global transition toward a sustainable economy.

Idea #4: Offset your business's carbon footprint by participating in [The Canopy Project](#), our reforestation initiative.

Idea #5: Consider leading your team in a great Global Clean Up Event.



EARTH DAY IDEAS FOR CITY GOVERNMENT

Local elected officials wield substantial influence over a city's environmental well-being, directly impacting the air, land, water, and climate on which constituents rely.

When city governments commit to Planet vs. Plastics, they not only secure a prosperous future but also make significant taxpayer savings.

Embracing sustainability in government buildings, organizing community events like cleanups, and partnering with initiatives like the [Paris Agreement "local stocktake"](#) contribute to global environmental goals. To enhance city resilience:

Idea #1: Implement sustainable solutions in government facilities, setting an example for the community.

Idea #2: Collaborate with parks and recreation departments for Earth Day events, promoting cleanups and habitat restoration.

Idea #3: Advocate for high building efficiency standards and renewable energy in public transportation.

Idea #4: Mandate green roofs, tree planting, pedestrian zones, and bike lanes for enhanced health and climate mitigation.

Idea #5: Establish carbon pricing, launch green infrastructure projects, and prioritize biodiversity protection.

Idea #6: Develop green spaces, especially in marginalized areas, and revitalize waterfronts.

Idea #7: Enact policies such as plastic bans, zero waste plans, and stringent clean water and air ordinances.

Idea #8: Enhance recycling and composting services while implementing measures to prevent waste pollution in waterways.

For active participation in Earth Day initiatives, connect with Evan Raskin, National Campaign Manager, at raskin@earthday.org



EARTH DAY IDEAS FOR FAITH LEADERS

Houses of worship serve as focal points for communities, with faith leaders uniquely positioned to play a vital role in combating the plastics crisis and advancing the environmental movement.

As stewards of creation, faith leaders can guide their congregations towards sustainable practices:

Idea #1: Organize eco-friendly volunteer events, such as community cleanups and planting intergenerational pollinator gardens, to align environmental actions with shared spiritual values in your congregation.

Idea #2: Deliver Earth Day sermons (and join the [Pulpit Pledge](#)), emphasizing the spiritual duty of protecting nature, on or around April 22 to instill a sense of responsibility among your community.

Idea #3: Make sustainable improvements to your house of worship, implementing eco-friendly practices suggested in the "Homeowner" section, and set an example for the congregation.

Idea #4: Advocate for energy efficiency within the congregation, promoting and implementing practices saving resources, supporting community initiatives, reducing plastic waste, and contributing to the mission of your faith.



EARTH DAY IDEAS FOR COMMUNITY GROUPS

Are you part of a community organization such as a running team, garden club, or fishing group?

Bring your organization together for Earth Day and give back to the public spaces your group calls home:

Idea #1: [Host](#) a cleanup event in a park your club typically meets in.

Idea #2: Take time at your next meeting to discuss how to improve the sustainability and plastic waste reduction of your club's activities.

Idea #3: Attend a local march or rally as a faith group.



EARTH DAY IDEAS FOR SENIOR ACTIVISTS

Senior activists, a revered source of wisdom, can make a meaningful contribution this Earth Day:

Idea #1: Engage your family in a conversation on the importance of sustainability, plastic waste reduction, and climate action.

Idea #2: [Call your mayor](#) to advocate for community health.

Idea #3: [Donate](#) to the Canopy Project in your family's name.

Idea #4: Volunteer with [EARTHDAY.ORG](#)



EARTH DAY IDEAS FOR CONTENT CREATORS

Content creators and artists are vital communicators of climate action, contributing significantly to the environmental movement as well as the fight against the plastics crisis:

Idea #1: Design posters and banners for local protests.

Idea #2: Host a charity art auction, donating proceeds to tree planting with [The Canopy Project](#).

Idea #3: Craft engaging posts and reels on social media platforms like Instagram, TikTok, and Facebook to inspire followers to volunteer and become planet advocates.

Idea #4: Share your creations using the hashtags #EarthDay and #PlanetVsPlastics.

Idea #5: Share before and after photos of your cleanup with us!



EARTH DAY IDEAS FOR NON-PROFIT ORGANIZATIONS

Nonprofits and civil society organizations are integral to the success of Earth Day, and they can actively contribute to addressing the plastics crisis:

Idea #1: Organize community events such as cleanups, marches, or rallies using the toolkit guides.

Idea #2: Leverage your advocacy power by orchestrating petition or letter-writing campaigns, sharing petitions, like the [Global Plastics Treaty](#) with your network, and urging your audience to demand change from decision-makers.

Idea #3: Utilize your media platform to emphasize the importance of community engagement and share the message using the hashtags #EarthDay and #PlanetVsPlastics on social media.

Idea #4: Join EARTHDAY.ORG as an [official partner](#).



WE LOOK FORWARD TO SEEING YOUR EARTH DAY EVENTS!

Be sure to register any and all events you plan on the official [Earth Day Map](#).

Post what you're doing this Earth Day and make sure to tag #EarthDay and/or #InvestInOurPlanet to possibly be featured on our social channels!

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