



PLANET VS. PLASTICS

EARTH DAY 2024 REPORT



INTRODUCTION

KATHLEEN ROGERS, PRESIDENT, EARTHDAY.ORG

The [EARTHDAY.ORG](https://www.earthday.org) Theme for Earth Day, 2024 of **Planet vs. Plastics**, alongside our core campaigns, primarily **End Plastics**, **Climate Education**, **The Great Global Cleanup** and **Fashion for the Earth**, triggered action and media coverage all over the world.

Earth Day 2024 focused on several core missions under this powerful Theme: advocating for awareness of the health risks of plastics, reducing plastic production by 60% by 2040, promoting climate education in every K-12 classroom, combating fast fashion, and encouraging public participation in the Great Global Cleanup.

Our efforts dominated the media landscape, as we collaborated with policymakers, hundreds of thousands of public members, fellow activists, and NGOs to advance our campaigns and win hearts and minds. Here's a snapshot of our achievements to date in 2024.

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2024 KEY EARTHDAY.ORG ACHIEVEMENTS

PLANET VS. PLASTICS

The EARTHDAY.ORG (EDO) Theme for 2024 is '**PLANET VS PLASTICS**,' chosen specifically to highlight the human health risks posed by microplastics and their toxic additives, notably BPAs, PFSA's, and phthalates. Independent research has discovered that they are associated with cancers, Alzheimer's, ADHD and other neuro-divergences, male fertility, miscarriage, heart attacks, strokes and a range of endocrine related illnesses.

Image: EARTHDAY.ORG lights up the Supreme Court of Canada in Ottawa at INC-4, April 21, 2024

WE MADE PLASTICS PERSONAL

We began by forging new partnerships with organizations across the globe, from small public advocacy groups to law groups working on 'environmental' issues, EARTHDAY.ORG was able to create a bedrock on which to build our anti-plastics messaging – **the key take out being that plastics is a human health issue.** Until now, the focus on plastics in the

press, among the public, and in policy making has primarily centered on plastic pollution rather than its impact on human health.

EARTHDAY.ORG played a significant role in successfully shifting this focus – regardless of whether we continue producing virgin plastics (over 400 million metric tonnes is produced annually worldwide)

or aim to recycle more plastics (only 9% of all plastic produced is currently recycled globally), **all plastic** affects human, animal, and environmental health.

EARTHDAY.ORG (EDO) worked tirelessly to spread this crucial message globally by generating content and coverage on this important story.



COMMUNICATION HIGHLIGHTS: PLANET VS. PLASTICS

EARTHDAY.ORG (EDO) specifically garnered over 10,500+ media mentions by exact name, worth \$100 million in earned media. In the US, 51% of the leading 81 news providers linked back to EARTHDAY.ORG. Here are some highlights:

- A key **Op Ed**¹ in **The Hill**, written by EDO President Kathleen Rogers, published on Earth Day, challenged the plastic industry to come clean.
- Another EDO written, Op Ed, **Commentary: Plastics, You and a Global Treaty**², was syndicated (*Bay to Bay News, PressReader.com, Valley City Times, New Jersey Star Ledger, My Journal Courier, The Las Vegas Sun, Common Dreams and Fort Lauderdale Sun-Sentinel*, and more)
- The **Vatican News**³ backed EDO, with EDO staff on **Italian Radio**.⁴
- EARTHDAY.ORG staff, featured in over **25 podcasts**, e.g.: **THE CREATIVE PROCESS PODCAST**⁵ with Mia Funk and **Listen Notes**⁶. **Climate Confident Podcast**⁷, **6PR Radio**, **Islam Radio Today**, **Earthlings Podcast**⁸ and **NPR: This Green Earth Podcast**⁹, **The Sustainable Living Podcast** and **Harvesting Wisdom Podcast**.¹⁰ **Our staff featured on over 80 local US news stations** like this: **Earth Day calls for 60% reduction in plastic production on WJLA**¹¹ and **Earth Day 2024: Planet Vs. Plastics – WCCB Charlotte’s CW**¹², talking about plastics and health
- We were on Scripp’s **Newsline** and **Morning Rush**, plus **BBC World Today**, **CBC’s, What On Earth**¹³, **Fox Weather**¹⁴ and **AccuWeather Report**.¹⁵;;
- EDO was everywhere e.g. **BBC**¹⁶;; to **The Grist**¹⁷, **USA Today**¹⁸, **Times Union**¹⁹, **Forbes**²⁰, **AP News**²¹, **The Hechinger Report**²², **My Green Pod**²³, **Variety**²⁴, **USA Today**²⁵, **Yahoo! Life**²⁶, **The Good Men Project**²⁷, **Green Economy Media**²⁸, **Hindustan Times**²⁹, **Scottish Sun**³⁰, **Planet Against Plastic**³¹, **The Salon**³², **Dezeen**³³, **Philippines and EDO**³⁴, **NC Newsline**³⁵, **People’s Defender**³⁶, **GWP**, **Plastics – What You Need to Know**, **5 easy actions you can take to care for the planet – AS USA**³⁷, etc.
- 1000’s of NGO and other partners covered our Theme, e.g. **Suston Magazine**³⁸, **UN Plastics Treaty Must Protect Health**³⁹, **Sustainability Magazine**⁴⁰, **DOGO NEWS**⁴¹, **It’s Time for Grantmakers to Be Bold and Take Risks – EGA**⁴², **Town and Country**⁴³, **Gatesville Messenger**.⁴⁴



WE HIGHLIGHTED HOW PLASTICS HARM BABIES

Images: Babies vs. Plastics Report, and Aidan Charron, EDO's Director of End Plastic Initiatives

Part of our campaign for driving media coverage towards the health issues associated with plastics involved publishing a meta-analysis report, **BABIES Vs. PLASTICS**⁴⁵, in November 2023. This well-received EDO report studied over 300 peer reviewed science papers and articles reporting on the health impact of microplastics and their additive chemicals specifically on infants. Why? Because babies are the most at risk of plastic exposure due to key developmental stages, teething and crawling. Both of which make them susceptible to ingesting and inhaling microplastics. Our report highlighted research that pointed

to an association between microplastics (and their additive chemicals) with **interrupted maternal-fetal communication**⁴⁶, potentially **damaged DNA**⁴⁷, **autism**⁴⁸ and other endocrine disruption issues such as **early onset puberty**⁴⁹ and **cancers**⁵⁰, including the **prostate gland of fetuses**.⁵¹

A wave of media coverage with hundreds of major picks-ups across the global press followed with 500+ significant media placements in English alone (excluding social media). With many more in other languages, for example 150+ in Spanish. **This gave us a projected audience of 69.9 million**, educating parents on plastics.



COMMUNICATION HIGHLIGHTS: BABIES VS. PLASTICS

- In the UK, **The Guardian**⁵² carried an EDO Op Ed.
- The Plastic Pollution Coalition added the report to their online research library
- The 'Finding Genius Podcast' featured an **episode with three EDO staff**⁵³
- New Lede article EWG: **Plastics pose health risks for babies**⁵⁴, report reveals
- **Microplastics in Babies**⁵⁵ – Scary Science Meets Eerie Silence, **243: Microplastics, Transition Plans, and The Beginning of The End of The Climate Crisis?**⁵⁶, **MSN**⁵⁷
- Extensive syndicated press coverage – e.g. **Babies vs. Plastics: The public health problem of our time**⁵⁸ as well as 1000's of blog pickups – **Econation**.⁵⁹



WE ENGAGED SCIENCE ORGANIZATIONS, US GOVERNMENT DEPARTMENTS AND PUBLIC HEALTH EXPERTS

The combined impact of the Babies vs. Plastics report and the work of EARTHDAY.ORG's successful roll-out of the Planet vs. Plastics Theme, featured in multiple science publications, including the prestigious [American Chemical Society's brand new magazine](#)⁶⁰, Sustainable Resource Management. Our staff were special guests on an Earth Day webinar hosted by the American GeoSciences Institute, entitled [Breaking Down Microplastics](#)⁶¹, which aired on Earth Day.

Working alongside respected science organizations like this, to share insight, is something that EDO will do much more of moving forward.

As well as making significant in-roads with the science community, EDO teams presented to hundreds of the staff at multiple leading public health bodies, organizations and government departments as well. Including the **Centers for Disease Control and Prevention (CDC)**, **National Institute of Health (NIH)**, **United States Geological Survey (USGS)**, **US Department of Interior (USDI)**, and the **US Department of Health and Human Services (NHHS)** – to brief them specifically on the Babies vs. Plastics report.

Other government bodies such as the [State of Maryland](#)⁶² official Facebook site even carried the Babies report, as did the [National Park Service](#).⁶³

In fact we can report, after working with Media Monitoring agency, AKAS Research, that **EARTHDAY.ORG has the highest number of government depts/agencies linking back to us than other similar organizations, with 225 global government departments directly naming and linking back to EDO. The NGO closest to us had just 170 link backs, with a global budget of \$250+million.**





GLOBAL PLASTIC TREATY NEGOTIATORS HEARD US

We generated domestic and global press coverage with the Babies Vs. Plastics report, drawing much needed attention to the dangers of microplastics and their toxic chemicals on human health, especially infants.

But EARTHDAY.ORG was also at the UN Global Plastic Treaty negotiations, (INC-4), in Ottawa over Earth Week, 2024. We were at the heart of pushing for both a reduction in plastic production and recognition of its impact on human health, especially infants. We also made our voices heard in other ways.

EARTHDAY.ORG, in collaboration with numerous other NGOs, spent months organizing a successful march in Ottawa on April 21.

Over 2,000 activists and local residents participated, demanding fair and meaningful negotiations on reducing plastic production, knowing that the negotiators were in town and could not avoid hearing them. The plight of indigenous communities blighted by the plastic industry was specifically highlighted and it was this community who graciously led the speeches beforehand.



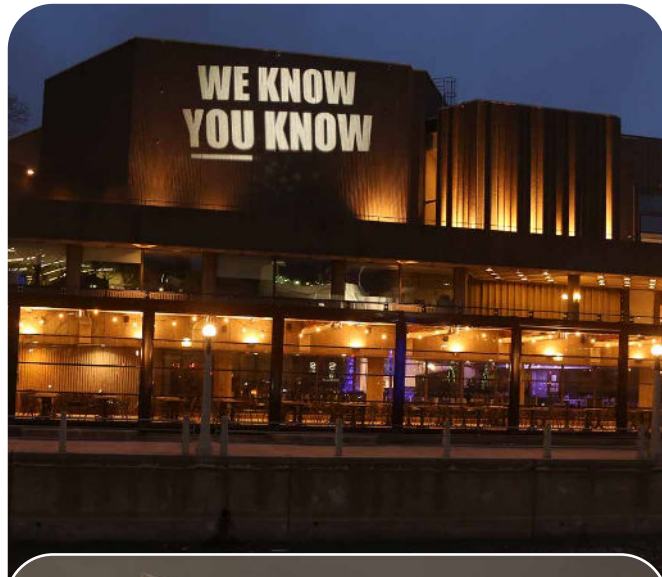
COMMUNICATION HIGHLIGHTS: FROM THE MARCH

- April 21, EDO featured as a major interviewee on Canada's largest news outlet, [CBC News: Demonstrators march through Ottawa](#)⁶⁴
- April 22, Aidan Charron, EDO's Director of End Plastic Initiatives, featured on Canada's [The Weather Network](#)⁶⁵ throughout the day in Canada on a loop!

PROJECTIONS CAMPAIGN: ONE

EARTHDAY.ORG kept the pressure on INC-4 negotiators (over 130 of whom were fossil fuel and plastic industry lobbyists) by projecting forthright slogans onto prominent Ottawa city buildings on the eve of Earth Day, April 21.

The messaging was simple, to the point and aimed at the plastic industry – **PLASTIC IS TOXIC** and **WE KNOW YOU KNOW**. We know that for years the fossil fuel industry hid what they knew about Greenhouse Gases and their impact on climate change. Is the plastic industry hiding what they know about the health implications of ingesting and inhaling microplastics and their toxic chemicals? History suggests that they do.



PROJECTION CAMPAIGN: TWO

This initial use of slogans, PLASTIC IS TOXIC and WE KNOW YOU KNOW, was followed with new slogans on April 23, when EDO projected the sentiment, **Plastics Doesn't Give a Fork**, across from the Shaw Centre, the building where the UN Global Plastic Treaty negotiations would take place. This was a direct message aimed at delegates inside these negotiations.

Images: EDO and OAAA launched both the "Fork" and the 'Not Natural' campaigns simultaneously



EARTHDAY.ORG BILLBOARDS – ACROSS THE US AND AFRICA

These projections mirrored an EARTHDAY.ORG, 2024 billboard campaign, which we successfully launched across the US on April 18 nearly simultaneously.

Working in conjunction with the Out of Home Advertising Association of America (OAAA), the leading trade group representing the entire US out of home (OOH) advertising industry.

We ran the same billboard with Alliance Media, in Africa, who displayed the Earth Day 2024 Fork Campaign in Zimbabwe, Kenya, Tanzania, Uganda, Ghana, Mauritius, Ethiopia, and Botswana over four consecutive days of Earth Week, raising awareness to millions of people across the continent. We were able to keep shining a light on the dangers of plastics on human health.



Images: EDO and OAAA launched both the “Fork” and the ‘Not Natural’ campaigns simultaneously



EARTHDAY.ORG IN TIMES SQUARE, NEW YORK

Times Square One: We recruited Rovio's Angry Birds to get REALLY angry about plastic trash harming real birds, by sending their own message, from April 15 to April 21, in New York City's Times Square (showing 72 times a day).

Times Square Two: On April 22, EARTHDAY.ORG began displaying our own message, **PLASTIC IS TOXIC**, in Times Square, which ran for another five days till April 27th. Collectively this messaging reached millions of people.





COMMUNICATION HIGHLIGHTS FROM PROJECTIONS AND BILLBOARDS

- Over 400 media pick-ups on **Plastics Doesn't Give a Fork** campaign – from [Finance Yahoo](#)⁶⁶ to [Print India](#)⁶⁷, Plastic Industry Doesn't Give a Fork, About The Planet: EARTHDAY.ORG, Business Today, Street Insider, Asia One and more.
- The Angry Birds campaign made the specialist advertising and gaming press; [PR WEEK](#)⁶⁸, [Rocket Gamers Biz](#)⁶⁹, [Ads of Brands](#)⁷⁰, as well as EDO's own news page too: [ANGRY BIRDS ARE ANGRY AT PLASTICS](#)⁷¹
- As well as garnering this earned media, EDO created a special BIRDS VS PLASTICS landing page online where gamers were able to learn more about why plastics impact birds so negatively. It received significant traffic over the month of April, with 146,315 views in total and an amazing 79,891 views during peak traffic on April 22 itself. This allowed us to reach a younger audience, very efficiently, and we suspect that this cohort skewed male.
- **PLASTIC IS TOXIC** was picked up on over 400 sites, including: [The Grist](#)⁷², EARTHDAY.ORG, OAAA to make aware of plastic dangers to human health – [MarTech Cube](#)⁷³, EARTHDAY.ORG partners with OAAA to bring awareness to the dangers of plastics to human health, [Thailand Business News](#)⁷⁴, [If Plastics Win, We Lose: UN Moves to End Plastic Pollution with Global Treaty Negotiation Hosted in Ottawa, Despite Meddling by "Big Plastic"](#)⁷⁵ and more.

Images: Angry Birds joined EARTHDAY.ORG to campaign against plastics to help real birds





WE TALKED PLASTICS WITH POLICY MAKERS

Left: EDO National Campaign Manager Evan Raskin and EDO Campus Coordinator Lee Franklin with dozens of US students, pose before 50 meetings with Congress, the EPA, and the Images: White House. **Right:** Evan and his students mentees outside Representative Keating's office with one of his policy advisors.

In conjunction with other organizations working on the plastic problem, EARTHDAY.ORG staff met with representatives on Capitol Hill to educate political leaders on the dangers of plastics. Working with student activists they distributed the Babies vs. Plastics report, widely to congressional staff and advocated for the Break Free From Plastic Pollution Act and several break away bills. Details here: [Legislation Report](#).^{76,77}

EDO staff also encouraged congressional staff to push for a strong Global Plastics Treaty, one that encompasses the entire lifecycle of plastic and includes:

- A phase down of production of plastics;
- Elimination of toxic chemicals and mandating chemical transparency;
- Restrict use of plastics in single-use products and packaging;
- Ending the shipment of plastic waste from one country to another.

It should also be noted that in a [joint statement](#)⁷⁷ released on June 8, 2024, both President Biden and President Macron (of France) committed to ***“taking ambitious actions throughout the full life cycle of plastics to end plastic pollution and call upon the global community to do the same, with the aspiration to reduce the global production and consumption of primary plastic polymers.”***

This is a critically important step forward as it is the first time that America has formally called for a reduction in plastic production, this is largely due to the continued and effective campaigning of EARTHDAY.ORG and our partner NGOs.

CLIMATE EDUCATION AND YOUTH ENGAGEMENT

EARTHDAY.ORG has been advocating for decades for the integration of climate education into school curricula worldwide, from Kindergarten through Grade 12. Our goal is to ensure that the climate crisis is formally addressed and taught across as many subjects as possible. Be it a poem on wildfires in an English class, carbon dioxide emissions as a metric in math or renewable energy is investigated and explained in a science class, floods become a topic for an art class and much more.

WE HAVE A LONG HISTORY SUPPORTING CLIMATE EDUCATION

In recent years, EARTHDAY.ORG has championed this cause with even greater vigor, firmly believing that including climate education in the classroom is essential for managing the climate crisis. Here are some important highlights:

- In 2017, we designated the Earth Day Theme as Climate Literacy and **Launched A Three Year Campaign on Environmental and Climate Literacy**.⁷⁸
- COP25 in Madrid in 2019, EDO successfully lobbied the governments of Italy

and Mexico to announce their support for climate education and released the **Protect Our Species Climate Education toolkit**.⁷⁹

- At the G20, in 2021, EDO co-released the **Joint Civil Society Statement on Climate Education Ambition**⁸⁰, signed by an international alliance of labor and teachers' unions, green groups and many others.
- COP26 in Glasgow, 2021, EDO released the **Declaration for Climate Education**.⁸¹
- COP27 in Sharm El-Sheikh, 2022, we created a first-of-its-kind multimedia pavilion to promote climate education, hosted many High-Level events and formed the Climate Education Coalition, with 90+ member organizations.
- COP28, in Dubai, 2023, our Climate Education team worked with 60 youth organizations under the demand of #Education4Earth



Climate Education vs. The Climate Crisis

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IN 2024 OUR CLIMATE EDUCATION TEAM TAKES OFF

With a new, dedicated climate education team in place we have been able to greatly expand our long-standing climate education advocacy efforts. Our climate education team are all former teachers, which has been an enormous boon in talking to fellow educators. They have actively developed a dynamic network of over 20,000 teachers and schools, strengthening and growing our partnerships along the way to new heights.

Images Top: Bryce Coon and Emily Walker advocating on the benefits of universal climate education **Bottom:** Bryce Coon teaching students about EARTHDAY.ORG

WE FORGED NEW PARTNERSHIPS

EDO's climate education team was at the World Environmental Education Congress (**WEEC**⁸²) in January of 2024, an important global gathering of researchers and practitioners in environmental education. They presented on the need for the incorporation of climate education into curricula, that are solutions orientated, and develop green skills in our students. They contributed to multiple international working groups too.

EDO's team were at both National Science Teachers Association (NSTA) conferences, one in the **Fall of 2023 in Kansas City**⁸³ and one in the **Spring of 2024 in Denver**.⁸⁴ They successfully expanded important connections with other organizations and communities, including: Take Action Global (TAG), Climate Mental Health Network, Prince George's Counties Public Schools, Montgomery County Public Schools, National Educators Association, Subject to Climate, Organization of American States, Inter Development Bank and State Department through YLAI program.

NSTA also saw us host an EARTHDAY.ORG booth for the very first time to distribute information and resources to educators, administrators, and teacher trainers. Our booth proved to be hugely popular and much visited! We also organized a session



for attendees to highlight the importance of climate education and present educators with strategies and resources to develop and increase climate education and advocacy in their own classrooms.

The **Organization of American States (OAS⁸⁵)** Permanent Council Meeting in April 2024 invited one of our staff to lead a presentation in Spanish. He advocated that all countries in attendance should include climate education in their Nationally Determined Contributions (NDCs) and to sign EARTHDAY.ORG's Global Plastics Petition.

We attended the **International Union for Conservation of Nature's (IUCN), Education Summit⁸⁶**, in Los Angeles, in May 2024, to highlight the importance of climate education in preparing young people for a sustainable future and a career in a 'green economy'.

This summit was followed by a working group in which EDO robustly represented the climate education perspective and outlined its benefits. We stressed that business and industries from across the planet are calling for a climate crisis literate workforce. As we face a shortage of workers for critically important green jobs, it is climate education that offers the solution. Each green job brings us closer to managing the climate crisis we have created by giving young people the knowledge, skills and motivation needed to fill those green collar jobs. This is an important reason why we believe in the power of climate education.

WE CHAMPIONED CLIMATE EDUCATION ON THE WORLD STAGE



EDO's Director of Climate Education Bryce Coon presenting at COP28, Dubai.



EDO's Regional Director (Africa), Jean-Bertrand and Abhiir Bhalla of EDO's My Future My Voice

UNITED ARAB EMIRATES — CONFERENCE OF THE PARTIES (COP 28):

EDO took an impressive team to Dubai to help build upon our achievements at EDO's Climate Education Hub Pavilion (a first), at COP27.

GERMANY — UNITED NATIONS FRAMEWORK CONVENTION ON CLIMATE CHANGE:

- In June 2024 we were in Bonn at the World Conference Center, attending the UNFCCC Conference. Before the conference kicked off, the three Presidents of COP28, 29 and 30 (known as the troika) **issued a letter⁸⁷**

asking all countries to enhance their climate policies ahead of 2025 NDC submissions.

- To support this effort and make sure climate education was top of mind, EDO held bilateral meetings with the governments of Poland, Finland, Denmark, Uganda, Sierra Leone, Dominican Republic, UAE, Azerbaijan, Thailand, Tanzania, Colombia and Burkina Faso – all about integrating climate education into their NDCs in 2025.
- We participated in a closed meeting with UAE, Azerbaijan, UNICEF, UNESCO, Save the Children and other stakeholders, hosted by our partner, the Alana Foundation, highlighting the importance of integrating children's rights and climate education into the agendas of COP29 and COP30. EDO's staff took an active part in the *Children Dialogues* jointly hosted by the Alana Foundation and the UN.



Dennis Nolasco, Education Coordinator, presenting.

URUGUAY: EDO staff were on the ground, working as a team, at the **INTERNATIONAL SUSTAINABLE EXPO OF URUGUAY** in June, 2024, to mark World Environment Day. Organized by the Environment Ministry of Uruguay, the Expo

gives a platform to work and concepts in support of a sustainable circular economy and meaningful environmental protection.



Meeting with Robert Bouvier Torterolo, Minister of the Environment, of Uruguay and EDO's, Regional Director, South America, Rodolfo Beltran

Our staff personally delivered to Maria Del Lujan Jara, Director of Environment Education at the Ministry of the Environment of Uruguay, a proposed resolution on the inclusion of climate education into Uruguay's NDC. The Minister of the Environment for Uruguay, Robert Bouvier Torterolo, was also in attendance and the EDO team managed to both greet him and take a photo with him.

The Expo featured 200 stands, with sustainable enterprises and civil society organizations all present, as well as representatives from ministries, municipalities, educational institutions and the business community. The 8th annual convocation of Red Nacional de Educación Ambiental (ReNEA) also took place within the expo. Our message was a call to action to include climate education specific language into the NDCs of every country in Latin America.



EDO's, Johnny Dabrowski, campaigning with youth delegates and Nile Rodgers at COP28

THE CLIMATE EDUCATION COALITION EXCELLED

In addition to our core Washington DC-based Climate Education Team, we are fortunate to have dynamic youth activists working with us too, leading the Climate Education Coalition, which is made up of 90+ organizations from around the world, including Fridays For Future and the World Organization of the Scout Movement.

We formed the Coalition at COP28 in 2022 with a mission to inspire world youth leaders and activists to work collaboratively in preparing future and current generations to face the consequences of the climate crisis. It is therefore no surprise that the Coalition actively promotes climate education in more than 20 countries and regularly hosts press conferences, lobbies policymakers and creates pro-climate education events and peaceful demonstrations at the major global conferences.

At COP28 in Dubai the Coalition worked with rockstar Nile Rodgers to call for the

introduction of climate education in all schools across the globe.

The Coalition has brought about positive political change for 'greening' education in Argentina, Egypt, France, Italy, Nigeria, Romania, Poland, the UK, the United States of America and Zimbabwe



Starting on Earth Day April 22nd, 2024, members of the Coalition sent letters to 22 Ministers of Education and Ministers of Climate in 11 countries urging policymakers to integrate formal climate education in the national curriculum at all levels of education.

This campaign was followed by five climate actions of the Coalition's members around the globe, including the Eco House Earth Day March in Miami, Florida and Earth Day/G7 Climate, Energy and Environment workshops in Turin. With a dedicated [Climate Education Coalition – Earth Day](#)⁸⁸ landing page.

OUR CLIMATE EDUCATION TEAM CREATED IMPORTANT RESOURCES

Creating foundational documents has been a critically important part of the Climate Education team's work – both to help leverage policy change, to encourage governments to support climate education through their NDC's, to empower fellow climate education advocates and to create free, practical, solution-oriented materials for educators and teachers. Here's what we created and shared widely.

- [Climate Education vs. The Climate Crisis](#):⁸⁹ April 10, 2024, EARTHDAY.ORG released a brand-new report outlining and making the case for why we believe that climate education is a critically important part of the climate crisis solution.
- We also created a two page summary of the report: [The Case for Climate Education in Europe in Two Pages](#)⁹⁰ and in June, 2024 we released it in full, [in Spanish](#).⁹¹

- [The EARTHDAY.ORG State of Climate Education Interactive Map](#):⁹² The goal of this map is to help people understand the state of education policy, issues, and action, in any state, in 60 seconds.
- [NDC Guide](#):⁹³ An NDC (Nationally Determined Contribution) is a climate action plan that outlines how a country will cut emissions and adapt to climate impacts. Every nation that signed the Paris Agreement is required to establish an NDC and EARTHDAY.ORG believes every NDC should include climate education. This was our simple guide on why and how to do it.



MANY RESOURCES WERE AIMED AT EDUCATORS

- [School Curriculum Packets](#)⁹⁴
- [Earth Month Calendar with the NEA](#)⁹⁵
- [Earth Day Educators Instagram](#)⁹⁶
- [Climate Conundrum Educator Lesson Slides](#)⁹⁷



COMMUNICATION HIGHLIGHTS: CLIMATE EDUCATION

Building on a key Op Ed in the influential [Education Week](#)⁹⁸, our staff and their work was specifically mentioned in over 120 articles advocating for climate education. EARTHDAY.ORG's work in climate education garnered over 1000 media mentions, articles and podcasts globally in English alone. Here's just a few:

- With multiple articles outlining their progress in external publications: [The Washington Post](#)⁹⁹, [The Conversation](#)¹⁰⁰; Earth Day 2024: 'Green muscle memory' and climate education promote behavior change, [Forbes](#)¹⁰¹, This Earth Day Is About The 'Planet Vs. Plastics', This Earth Day, Make Sure Every Child Learns Key Lessons About the Environment – [The 74](#)¹⁰², [Daily Outsider](#)¹⁰³, [Education UAE](#)¹⁰⁴, [Earth Day](#)¹⁰⁵, [Shared Interest This Earth Day](#)¹⁰⁶, [The Baltimore Sun](#)¹⁰⁷, Emily Walker: Classrooms will save the planet – [Jamaica Gleaner](#)¹⁰⁸, Earth Day Education Head: [Climate Education for Kids Builds Green "Muscle Memory"](#)¹⁰⁹ and [Ripple Effect Newsletter](#)¹¹⁰, This Earth Day, make sure every child learns key lessons about the environment – [LA School Report](#)¹¹¹, [Newsomatic](#)¹¹², 'Green muscle memory' and climate education promote behavior change: [Report](#)¹¹³, [PBS Educator Voice Tours Green Muscle Memory](#).¹¹⁴
- The climate education team featured as guests on multiple high-profile podcasts such as: [One Planet Podcast](#)¹¹⁵, [Education Podcast](#)¹¹⁶, [Mia Funk](#)¹¹⁷, Ep. 81 - EARTHDAY.ORG with Bryce Coon and Emily Walker – [Teach Better](#)¹¹⁸, [Science 360](#)¹¹⁹, [Forces of Nature Podcast](#)¹²⁰, Good Dirt Podcast, [Coding for Climate](#)¹²¹ (a live stream YouTube celebration event) and more.
- EDO's own coverage tracked our Education Team's incredible work, too, e.g.: [Children and Climate Education: A Priority](#)¹²² at the Bonn Climate Change Conference. Here's Why and [Fighting Climate Change with Green Muscle Memory](#).¹²³





EDO EVENTS

EVENTS DRIVING THE EARTHDAY.ORG CONVERSATION

EARTHDAY.ORG'S CLIMATE LEADERSHIP GALA



Denis Hayes joins the award winners at this year's EARTHDAY.ORG, Climate Leadership Gala: Sweta Chakraborty, Jigar Shah, hostess Sarah, Duchess of York, Laura Frigenti, Grace Gibson-Synder, and EDO's President, Kathleen Rogers.

Our annual Climate Leadership Gala, took place at the Mayflower Hotel, in Washington DC, on May 16 with a stellar guest list of awardees. Every year, EARTHDAY.ORG brings together 300 leaders from the world of industry,

finance, arts, tech, conservation, policy, philanthropy, and more to celebrate the extraordinary people who are making a difference combating climate change. This Gala is a moment to come together to celebrate their achievements, exchange ideas, and look ahead to what else we can all do to protect the health of our planet. This year was no exception with inspirational leaders **Sweta Chakraborty, Jigar Shah, Laura Frigenti and Grace Gibson-Synder, on behalf of the Montana 16, all collecting awards.** But it was made even more special, as the organizer of the first Earth Day and one of our founders, **Denis Hayes**, was our keynote speaker. Sarah, the Duchess of York was our hostess.

EARTHDAY.ORG EMBASSY OUTREACH

EARTHDAY.ORG (EDO) and in partnership with the Embassy of Sweden and the European Union, EDO hosted a multi-stakeholder dialogue at the House of Sweden in Washington, DC on April 8, 2024. Our goal was to raise awareness about the health impacts of plastics and discuss best policy options for addressing these challenges. Rob Wing, Deputy

Director of the Environmental Policy Office, U.S. The Department of State, participated alongside diplomats from the governments of the United Kingdom, the European Union, Panama and Sweden. **We live streamed these panels and amassed an audience globally of 1.4 million!**

“22 MINUTES WITH...”



Our content teams collaborated to produce an intimate conversation series, “22 Minutes With,” that saw EDO staff talk with a selection of incredible people working in different parts of the ‘environmental’ world. These one-on-one conversations with experts and thought leaders were a big hit, with an audience that regularly reached nearly one million across our social media and web platforms.

“EARTH DAY LIVE”

Our Social Media team also continued our now long-running and successful live event series, Earth Day Live, (EDL) to debate planet Earth’s urgent issues in the environmental sphere – be it fast fashion or the plastic problem. With EDO staff moderating lively panel discussions, this was another way to connect with an interested audience. These EDL’s garnered huge audiences of 400K+.



Here are just a few examples of the eight episodes we aired, once a month on the 22nd, and all during Earth Week.

- 22 Minutes With Goldman Prize Winner, Diane Wilson¹²⁴
- 22 Minutes With CNN’s Bill Weir¹²⁵
- 22 Minutes With Ripu, the Plogman of India¹²⁶



IF SOMEONE
WERE TO POISON
MY FOOD,
WATER,
OR AIR,

THEY'D
BE
HELD
ACCOUNTABLE.



EDO'S SOCIAL MEDIA

Our EDO social media team saw strong engagement and growth on X, IG, YouTube, LinkedIn and Facebook supporting the mission, theme, and programs of EARTHDAY.ORG. The objectives of EDO's 2024 social media campaign were three-fold: to elevate awareness regarding environmental concerns related to our Planet vs. Plastics Theme, foster meaningful discussions among our audience about the health implications of plastics, and ignite action towards constructive change. We've seen significant growth in both supporters and content engagement, thanks to targeted outreach and engaging content strategies.

SOCIAL MEDIA SUCCESS BY THE NUMBERS

- **Supporter Growth and Engagement:** Our social media follower numbers and post interactions (comments, shares) on IG, X, Facebook and YouTube are on the rise! Engagement rate per impression has seen a 2.1% increase
- **Reaching New Audiences:** On Instagram alone, **96% of those reached were non-EDO followers, they found our messaging and they engaged.**
- Our total audience has grown by **675,129 (+1.8%) in six months.**
- **Impressive Impact:** We continue to out-perform non-profit benchmarks, with total impressions reaching an impressive **1,689,272.**

Social Media Case Study: In April our plastics campaign [video](#)¹²⁷ set out to boost views and drive action on three key fronts: signing the Global Plastics Treaty Petition and the Fashion Petition, and activate Great Global Cleanup Registrations on our cleanup map. Over 200k people viewed this video on a single platform, with **95% of them being new viewers**. We reached 500k views across all platforms. The video contributed to the 24,464 signatures on our Global Plastics Treaty Petition, the 10,956 signatures on the Fashion petition and helped to boost cleanup sign ups.

OUR SOCIAL MEDIA BRANDING AND MESSAGING ROCKED

- NATURE's MESSAGE IS CRYSTAL CLEAR – IG¹²⁸
- PLASTIC DOESN'T GIVE A FORK – IG¹²⁹
- MY FUTURE MY VOICE – IG¹³⁰
- PLASTICS AND DEMENTIA – YT¹³¹
- DEAR GROWN UPS – IG¹³²
- RECYCLING IS A LIE , I AM NOT – IG¹³³
- PLASTIC IS NOT FANTASTIC – IG¹³⁴

WE CREATED NEW SOCIAL MEDIA PARTNERSHIPS

This year, we've made significant strides in forming new partnerships to expand our social media community. We have been pro-actively engaging with like-minded influencers and mission-driven

organizations, to collaborate on content that aligns with our shared goals.

This approach has allowed us to reach a broader audience and effectively convey our message across multiple platforms. Some notable new partners:

- Janina Rossiter – IG¹³⁵
- Only.One – IG¹³⁶
- Use Less Plastic – IG¹³⁷
- Positively Green Living – IG¹³⁸
- Minderoo Foundation – IG¹³⁹
- Waste Free Planet – IG¹⁴⁰
- ChristianaFigueres¹⁴¹ + BabiesReport¹⁴²

This strategy not only strengthens our brand but also facilitates connections with audiences beyond our own. Of course, all this growth involves working closely with all the EDO Campaign Leads around the world and the entire Communications and Online teams, who share content and imagery and ideas.

AND THAT'S NOT ALL!

The social media team were integral in producing all of EDO's video series content (such as the series 22 Minutes With), they have produced multiple Earth Day Live events, created bio reels for our staff for the media and conferences around the world, and designed the graphics for our campaign reports and other educational content.





EDO WEBSITE AND ONLINE IN NUMBERS

- **64.7% increase in views to our website** during Earth Month 2024 (vs same in 2023), **totaling 3,486,600 for the period.**
- **112.3% increase in engaged sessions** (sessions that lasts longer than 10 seconds, has key events, or has at least two pageviews or screenviews.)
- **9.7% increase in average engagement time per user** (how much time viewers are spending with our content).
- **77.5% increase in total website users** (the total number of people who visited the site in the specified date range).
- **80.7% new users** (The number of new unique users who logged the first_open or first_visit event in the specified date range)
- **19.7% engagement rate** (measures the percentage of visitors who interacted with a piece of content)
- **84.1% increase year over year, 732,790 views**, for EDO Homepage
- **51.5% increase year over year, 526,318 views**, for EDO Quizzes page

This incredible growth in numbers has been driven by re-vamped web design by our inhouse team who created all of these important pages:

- The Homepage, History, Earth Day 2024
- End Plastics, Education, Campus Coalition, Great Global Cleanup
- Birds vs. Plastics, Brand Audit, Dive for Earth Day, Earth Day Events, Social Media Toolkit, Climate Education Interactive Map, Canopy, Quizzes, News and Stories

All of this work and this effort drives hundreds of thousands of views and also means that currently, **nearly 33,000 other news and media websites, globally, link directly back to EARTHDAY.ORG.** From 2023 onwards we have consistently increased the number of websites linking to our content.

There's a reason for this – our site is packed with incredible content from our staff and from partners around the world. Be it quizzes, listicles, toolkits, videos, or **articles** we are creating A LOT of content.

EARTHDAY.ORG GETS THE WORD OUT DIRECTLY

From January 2024 to June 2024 we've published 50 of our own original articles (many republished on media/press sites globally), which is up 22% compared to 2023.

This is on top of releasing our own reports, **Babies vs. Plastics**, **Climate Education Vs. The Climate Crisis** and as of July, 2024, **Pets vs. Plastics** – that all generate additional important coverage.

Our content is an important part of helping our campaigns to grow our supporter numbers. We aim to always be a trusted site when it comes to finding information on key environmental issues, especially plastics and human health, climate education and fast fashion. As

well as a resource for how everyone can get involved in the environmental movement.

Our article authors have ranged from accomplished interns to special guest writers to EARTHDAY.ORG staff. Our most popular article to date, [How Our Trash Impacts the Environment – Earth Day](#), was updated in June 2024, and has since been viewed nearly 40,000 times in the last six month period alone.

Here's just a selection of some of other in-house articles, managed under the watchful eye of by EDO's, Communications and Internship Program Manager, Beatriz Woods, EDO's:

- [The Photo That Captured the World](#)
- [The Real Deal About Carbon Offsets](#)
- [War, Hope, and The Great Global Cleanup in Armenia](#)
- [Just 7 Questions: A Conversation with the Paris Olympics](#)
- [Ignorance Will Kill Us: Climate Education is the Solution](#)
- [How Earth Day Went Global, and How We Can Use it To Save Our Earth](#)
- [From Health to History: 5 New Concerning Discoveries about Microplastics](#)





EDO'S OTHER CORE CAMPAIGNS

THE GREAT GLOBAL CLEANUP

Image: Young volunteers in Yerevan, Armenia, take part in our first official cleanup there

The Great Global Cleanup initiative is a signature EARTHDAY.ORG campaign that inspires hundreds of thousands of volunteers around the world, in over 150 countries, to get outside and clean up tons of trash. From beaches to mountains, cities to school playgrounds to deserts, forests and beyond.



EARTHDAY.ORG's, Michael Karapetian, speaking at the Armenian Environmental Summit at the American University of Armenia, next to Maqoor Co-founder, Hrachya Sahakya,

This year the GGC celebrated its fifth anniversary and our aim was to register more cleanups than ever before on the GGC Map: [2024 Global Cleanup Map Live Link](#) / [Official GGC Photo and Video Drive](#). We exceeded our goal with **5,014 registered cleanups which equated to 600,000+ volunteers** – who collectively removed nine million pounds of trash. This exceeded 2023's numbers – which saw: 3200+ registered cleanups, 234,000+ participants and 4.5 million pounds of trash collected.



This year, we sponsored a range of signature cleanups to help drive more participation and to garner media attention. We worked on a Guinness Record Breaking 250,000-person cleanup in Malaysia on Penang Island, we went to Armenia for the very first time and sponsored cleanups through the country with a focus on the capital Yereva. Plus EDO sponsored ten clean ups in underserved communities in the US. More details below.

2024 SIGNATURE CLEANUPS SUPPORTED BY EARTHDAY.ORG

- **Underserved Communities in the US:** EDO supported underserved communities by funding cleanups in **Jacksonville, FL** where Michael Karapetian

taught at a Title 1 elementary school of 2nd graders about plastic pollution (see photos). In **Compton, California**, we partnered with **The Compton Initiative**¹⁴³ with volunteers cleaning up and beautifying the neighborhood, (see photos). In **Raleigh, NC**, we sponsored and partnered on a project called the Workforce with **The Great Raleigh Cleanup**¹⁴⁴ to carry out cleanups with those experiencing homelessness, (see photos). We completed eight cleanups, removing 2,700lbs of trash and our work critically helped to ensure that this project will be expanded and funded for another five years.

- **Armenia:** EDO partnered with the Armenia NGO, **Maqoor**¹⁴⁵ to carry out 10 cleanups across the country. EDO also helped to plan the Armenia Environmental Summit at The American University of Armenia (see photos).
- **Malaysia:** EDO partnered with **The Malaysian Humanitarian Foundation**¹⁴⁶ to host the Asian Environmental Summit on Penang Island. Over 250,000 volunteers removed over 1,800 lb of trash from the island, (see photos) and planted 1.2 million trees.



COMMUNICATION HIGHLIGHTS: GREAT GLOBAL CLEANUPS

- EDO's own website carried multiple articles on these incredible cleanups events: **8 Locations Around the World That Really "Did" The Great Global Cleanup** – Earth Day, **Lviv Cleans Up this Earth Day**, **Diary From A GGC in Yerevan, Armenia**, **War, Hope, and The Great Global Cleanup in Armenia** – Earth Day
- As well as a stack of localized coverage, for example: **Earth Day celebrates the 5-Year Anniversary of The Great Global Cleanup**¹⁴⁷
- Michael picked up national coverage: **The Great Global Cleanup**¹⁴⁸ – Forbes Article
- As well as international coverage: **My Green Pod**¹⁴⁹ – Planet vs. Plastics Article, **Volunteers unite for largest Earth Day cleanup in Penang**¹⁵⁰ – Citizens Journal



THE NATIONAL CAMPAIGN FOR BUILDING PARTNERSHIPS

Image: Evan Raskin, EDO, National Campaign Manager, in action for EARTHDAY.ORG in Miami, Florida

The goal of this campaign was to grow our platform and mobilize more people to act to protect the planet and support Earth Day (EDO) than ever before. EDO indeed broke all previous records for mobilization through our platform, The Global Event Map which was used over a million times (1,025,235 times, to be precise) during Earth Month, i.e. April 2024. This nearly tripled our audience size from last year when the map was used 367,075 times during Earth Month.

We also supported turnout to more events than ever before, with a total of 6,582 events being registered during Earth Month, nearly two thousand more events than logged in 2023, which had incidentally previously broken the record. We were able to support turnout to multiple events in all 50 US States, and in 112 countries.

Our staff worked with 65+ mayors across the US and countless council members, representing 7,070,156 citizens. They collectively issued multiple Earth Day statements recognizing the need to act on plastics. 95% of the time, mayors clearly identified plastics as a public health issue – one that it is estimated to cost the US up to \$250 billion per year in annual healthcare costs alone.



COMMUNICATION HIGHLIGHTS: NATIONAL CAMPAIGN

- Much of this important work fed into the overall and extensive coverage for Earth Day 2024, but Evan was specifically featured as a keynote speaker in the Sustainable Design Action Summit, Taiwan's premier Earth Day event.
- EDO's press conference in [Miami](#)¹⁵¹, ([Miami Beach](#)¹⁵², [Earth Day event](#)¹⁵³) was covered by ABC 10 and local Miami newspapers [ECO Channel's Earth Day summit](#)¹⁵⁴, [Earth Day seeking sustainability improvements in sport](#).¹⁵⁵



EDO CAMPUS COALITION

Over the last six months, our Campus Coalition built dynamic partnerships on campuses across the US. EDO cultivated an entirely new cohort of student activists, numbering 400+, from a standing start and then was able to mobilize them nationwide for demonstrations, rallies, and events which advocated and supported Planet vs. Plastics. As a result 25 universities in the US signed onto the Break Free From Plastics pledge, with another 50 universities actively lobbied by their own students to end on-campus plastic use. EDO organized 40 events on 40 campuses across the U.S., all under the banner of “Plastic is Toxic,” and mostly in swing states.



Lee Franklin, EDO’s Campus Coalition Coordinator takes Planet vs. Plastics to students

The Campus Coalition created a social media presence on Instagram from a standing start of no account to 10,000 people, between late January and April 2024.

Policy work: We pushed national legislation on plastics with the support of the Student PIRGs Advocacy Day and met with over 40 members of Congress. We pushed for the repeal of plastic-preemption laws in three states, and drove two municipalities to pass resolutions for a strong global plastics treaty and to reduce plastic in government operations.



COMMUNICATION HIGHLIGHTS: CAMPUS COALITION

- EDO's student and college outreach attracted a ton of specific EDO college coverage for our Theme: [Iowa State University](#)¹⁵⁶, [Columbia University: Reducing Plastic](#)¹⁵⁷, [Earth Day 2024 Activities: A Call to Action for Sustainability](#)¹⁵⁸ – Continuing Education – UC San Diego Division of Extended Studies, [John Hopkins](#)¹⁵⁹ Earth Day 2024: Planet vs. Plastics, [Earth Day 2024: Planet vs. Plastics](#)¹⁶⁰ – UF/IFAS Extension Sarasota County, [Earth Day](#)¹⁶¹ – COSAS, Division of Student Affairs, USU, [University of Arkansas](#)¹⁶² Earth Week: Online Programs Offer Environmental, [Universities for Climate Change Alliance](#)¹⁶³, Earth Day 2024: Planet vs. Plastics – [UF/IFAS](#)¹⁶⁴ Extension Sarasota County, Earth Day 2024: Planet vs. Plastics – [UF/IFAS](#)¹⁶⁵ Extension Flagler County, [Taylor College](#)¹⁶⁶ and more.
- We published Lee Franklin's account of the unique challenges he faced to get the coalition up and running – [A Searingly Honest Diary By Our Campus Coordinator In The Run Up To Earth Day](#).¹⁶⁷
- He wrote about what motivates students: [Students Don't Care About Plastic, They Care About People](#) – [Earth Day](#).¹⁶⁸
- Then he was asked to write a high-profile piece for a leading environmental magazine, Green Pod, [Magazine – My Green Pod](#).¹⁶⁹
- The Campus Coalition landing page was packed with resources: [Campus Coalition – Earth Day](#)¹⁷⁰



FASHION FOR THE EARTH

EARTHDAY.ORG's Fashion for the Earth campaign spent much of 2024 encouraging people to look in their closets! Chances are, most of the clothing hanging there is composed partially or even entirely of plastics, mainly polyester. This synthetic fiber is the world's **most widely used material**¹⁷¹ in clothing and EDO is on a mission to let everyone know!

Why? Because the microplastics and microfibers that shed off our fast fashion plastic clothes are poisoning us all, as well as the ocean, the soil and the air.

Earth Day is an important supporter of **New York The Fashion Act**¹⁷² which was taken up by the State Legislature on June 7th. We supported the Act in a whole host of ways; an *Impact Thursday* with Michelle Gabriel, the head of the Act on Fashion Coalition, plus Shelley Rogers lobbied in Albany and visited state legislators. All the while pushing our 10 000+ **The Fashion Industry Must Change Petition**.¹⁷³



COMMUNICATION HIGHLIGHTS: FASHION

- EDO's staff article, **Fast fashion is our generation's nuclear bomb**¹⁷⁴, was picked up by Euro News, with a potential audience of 400 million, in 160 countries. It inspired other article mentions, e.g.: **We Are What We Wear**.¹⁷⁵
- EDO published more important pieces: **The Devil Wears Polyester** – Earth Day, **Exposing a Fast Fashion Wolf in Shapewear's Clothing** – Earth Day, **Unraveling the Impact of Thrifting** – Earth Day, **Fashion's Dirty Little Secret** – Earth Day
- Shelley Rogers successfully hosted two **Earth Day Live** events, **Planet vs. Microfibers – Fashion's Gigantic Little Problem**¹⁷⁶ and **What's Hiding in Your Closet? With Alden Wicker**¹⁷⁷ – each attracting over 268,000+ views.
- EDO featured Maxine Bedat, the architect of the Fashion Act, in a **22 Minutes With**¹⁷⁸ interview with journalist, activist and educator, Samata Pattinson which was viewed over 1.3 million times.



EDO'S GLOBAL ACHIEVEMENTS

EDO INDIA

It has taken over a decade, from a time when Indians had very little knowledge about Earth Day, to today, when we can say with confidence that Earth Day is now known widely across India. From influential leaders to movers and shakers who have themselves organized initiatives centered around the theme 'Planet vs. Plastics.'

This year Earth Day Network in India excelled at spreading the EDO Theme, Planet Vs. Plastics, far and wide. With skydivers in the [air](#), to [underwater](#) divers to [VIPs speakers](#) on the ground, we made sure the messages landed. The team also put the message on 30,156 billboards that garnered 25.5 million impressions and spread the message all over the country – "End Plastics for a Healthy Planet and You."

We worked hard to win over businesses and corporations like [Britannia Industries](#)¹⁷⁹, [Swiggy](#)¹⁸⁰, [Indigo](#)¹⁸¹, who all got

behind us and sent strong Earth Day messaging, encouraging consumers to drop plastics, to plant trees, and to save energy. [Envision Wind Power Technologies India Private Ltd](#)¹⁸² went even further and pledged to plant 7000 saplings over one year, with Earth Day Network India, across the states where they operate.

CLIMATE EDUCATION IN INDIA

We conducted workshops for [Teach for India](#) Fellows¹⁸³ – on how to best use our comprehensive teacher handbook on teaching climate education entitled – [What is Climate Change? Innovative Ways to Engage Students](#).¹⁸⁴ The Fellows have been especially tasked with spreading the word about climate literacy to underprivileged children.

We also worked with the SKZ Foundation, based out of Pakistan and the UK, on ways to engage students in less

privileged schools on important environmental issues. We aim to translate this handbook into Hindi, Bengali, and other regional languages.

The Municipal Corporation of Delhi, one of the largest municipal authorities in the world, released '**Students vs. Plastics**,' our [specially written toolkit](#)¹⁸⁵ to educate students about the need to stop using

single-use plastic, adopt biodegradable alternatives, and treat waste plastic as a repurposed resource.

We have 2500+ academic institutions in Delhi registered to use the toolkit already and we will continue growing this number so that we reach as many students as possible.

THE GREAT GLOBAL CLEAN UP IN INDIA

The Great Global Cleanup Heroes Awards, **now in its fifth year**, aims to develop leadership around cleanups by mobilizing people about the adverse impacts of plastic pollution and human health. The unique Earth Day beach cleanup drive at Kovalam Beach, Chennai, had a celebrity presence, a band, fishermen, and surfers. There was sand art and a street play on the theme of Planet vs. Plastics. [Link to the cleanup videos](#).

The campaign picked up 80,000 kg of waste with 10K volunteers in 250+ Cleanups. Two local municipal corporations acted against encroachments into mangrove eco-sensitive zones in a direct response to a petition from the Great Global Cleanup Heroes Awards applicants

and long-term corporate partnerships have been built for cleanups, such as Matter and [Kabadiwalla Connect](#).¹⁸⁶

We continue to build awareness about plastics by working with:

- Religious leaders to have places of worship declared plastic-free zones
- Municipal corporations to have low-micron plastic bags banned
- Housing societies to educate them to segregate plastic waste
- Large shopping centers to request them to #SayNoToPlasticBag
- Visitors to not litter beaches, lands, rivers and mountains





EDO South East Regional Director, Karuna Singh, meets spiritual leader, Sri Sri Ravi Shankar

WE WORKED WITH EVERYONE IN INDIA

[Link to Earth Day 2024 programs¹⁸⁷](#) in India

Faith Groups: We collaborated with the faith groups, the [Art of Living¹⁸⁸](#) and MASM, to conduct Nature Worship with thousands of disciples, at 66 locations worldwide to commemorate Earth Day 2024.

Youth Outreach: Our programs across India reached 100 000+ young people and our nationwide contests included: Indigenous Art, Art for Change, an Eco-quiz, Morning Assembly, and the twelfth Digital Earth Reel film-making contest! Our school events in Delhi with the [Eco Roots Foundation¹⁸⁹](#) and Waste to Wonder were a huge success.

Clean Cooking Star: We partnered with [Clean Cooking Alliance¹⁹⁰](#) to nominate [Clean Cooking Stars¹⁹¹](#) globally to honor people working in the clean cooking industry in a range of capacities – inventors, business leaders, activists and researchers.

Farmers For Earth: Women farmers have received EDO sponsored training on sustainable farming techniques, such as composting, to minimize the use of chemical-based fertilizers, through training seminars arranged in collaboration with Gorakhpur Environmental Action Group.

Canopy Project: We crossed the one billion mark in the Trees for Earth Pledges campaign. The total pledges/trees planted in India since 2016 is 1.28 billion.

Ripu Daman Bevli: Earth Day Network-India Ambassador and #Athlete-ForTheEarth, the Plogman of India, Ripu, is partnering with us for the #LitterFree-India Champions campaign to recognize individuals making a significant impact through plogging.



EARTH DAY NETWORK, India, making the news



SOCIAL MEDIA AND COMMUNICATIONS HIGHLIGHTS: INDIA

A huge media outreach has led to a total of electronic, social, and print potential impressions of a staggering 3,129,320,000 (3.12 billion). Here's what drove it:

- EDO's Regional Director SE Asia, interview with ABP and a deep dive print [inter-view](#)¹⁹² on our work in India featured on the editorial pages of all editions of India's top regional language media house, Lokmat.
- The Great Global Cleanup was huge in India this year and attracted a lot of key coverage: [Packaging South Asia](#)¹⁹³, [BizzBuzz](#)¹⁹⁴, [ETN Magazine](#)¹⁹⁵, [Hindustan Times](#)¹⁹⁶, [CXO Today](#)¹⁹⁷, [Business News This Week](#)¹⁹⁸, [Online Media Cafe News](#)¹⁹⁹, [Media Bulletin News](#)²⁰⁰, [Sambad](#)²⁰¹, [Free Press Journal](#)²⁰², [The Economic Times](#).²⁰³
🔗 [Link to India's media folder.](#)
- Planet vs. Plastics Podcasts: Earth Day Network team in India in produced [18 Podcasts](#)²⁰⁴ featuring experts, field activists, and thought leaders. The *Earth Month* episodes featured our DC team.
- Our President's speech [screened \[iino access\]](#) at the International Advertising Association's Olive Crown awards, in Mumbai, drove major media pick up
- [Wildlife Protected Areas vs. Plastics](#):²⁰⁵ This webinar brought together renowned foresters, policymakers, leaders of non-governmental organizations, and officials from the plastic users and producers sector.
- [Planet Vs. Plastics Toolkit](#):²⁰⁶ Earth Day Network India created a toolkit on eliminating the use of single-use plastic, presented to his holiness Sri Sri Ravi Shankar (who has a devotee base of half a billion followers).
- Tom Cosgrove featured on Strat News: [Global Compass: Navigating Earth Day's Importance – Exclusive Interview with EARTHDAY.ORG's Tom Cosgrove](#)²⁰⁷



EDO SOUTH AMERICA

The goal for our 2024 campaign was to promote the inclusion of Climate Education into South American nation's NDCs, as well as securing multilateral funding, initiating Great Global Cleanup efforts, promoting fashion sustainability, and advocating for a strong UN Global Plastic Treaty. Additionally, the campaign sought to coordinate actions with international events such as G-20, COP29, [COP30 \[password needed\]](#), BRICK 2025, MERCOSUR, and engage with business stakeholders.

In the last six months we have engaged with over 2,000 volunteers across 11 countries in South America and established ourselves as a key player in climate

education initiatives. Our collaboration with global faith groups and active involvement in climate education discussions at events like G20 and COP30 further solidify our position as a leading advocate for environmental awareness and action.



THE 'ROPO' BUS TOUR

An integral part of this plan was the successful EARTHDAY2024 Road Show, that saw our EDO staff set out to cover over 7,000 km across four South American countries (Brazil, Argentina, Uruguay and Chile) visiting eight major cities and meeting as many educators, policy makers, thought leaders and partners as he could. The campaign specifically aimed to establish ongoing field action within Brazilian states in the lead up to COP30, and maintain engagement with future [MERCOSUR²⁰⁸](#) events.



Left: Rodolfo 'Ropo' Beltran, EDO's Regional Director, South America, joined by his wife and EDO volunteer Zaida at the start of their bus roadtrip. **Right:** Rodolfo meeting students of Tremendas in Chile

This endeavor stands out as a testament to EDO's ability to mobilize diverse stakeholders, including national, sub-national, and municipal governments, private firms, indigenous groups, youth organizations, and environmental associations.

This event not only doubled our planned interviews once we were on the road but also forged sustainable partnerships, aimed at funding environmental education programs. Additionally, our presence

in the South Cone countries fostered meaningful dialogue and generated referrals for future, deeper engagement.

These successes are not only measurable through metrics such as increased interviews and volunteer engagement but also through our growing influence in media and recognition within regional and global environmental circles.



COMMUNICATION HIGHLIGHTS: SOUTH AMERICA

- [INTERVIEW TV CHILE](#)²⁰⁹
- [URUGUAY TV COVERAGE INTERVIEW](#)²¹⁰
- EDO's South American dedicated YouTube page [[Invalid Link](#)]
- Our projects drove significant media engagement, on the [EARTH DAY SOUTH AMERICA, Web Page](#). [[Invalid Link](#)]
- We gained coverage in regional news outlets such as municipal governments' news in Sao Paulo, Porto Alegre, and Lima.
- [Magical South American Roadshow Diary – Earth Day](#)²¹¹



EDO CHINA

EARTHDAY.ORG collaborated with the China Biodiversity Conservation and Green Development Foundation to active our Planet vs. Plastics campaign across the country.

MEDIA COVERAGE AND SOCIAL MEDIA ACROSS CHINA

Earth Day activities were highlighted on Chinese social media platforms, providing educational opportunities on the health impacts of plastics and activations on Earth Day campaigns broadly. A Planet vs. Plastics campaign video was filmed, receiving 500,000 shares, 300,000 comments, and 600,000 likes. The campaign topic garnered nearly 30 million views, with over 100,000 people posting photos under the campaign, primarily aged 16–22, mainly high school and university students.

Earth Day events were promoted in major media outlets across the entire county,

including such outlets as People's Daily, The Paper, Today's Headlines, Dragon TV, IGS Foreign Language Channel, and News Channel.



Angelababy, with 100 million Weibo followers and nearly 200 million followers across all platforms, became the 2024 Earth Day Ambassador for China.

SHANGHAI ANTI-PLASTICS CONCERT AND YOUTH ACTIVATION

The second annual Earth Day anti-plastic themed concert was held at the Mercedes-Benz Center in Shanghai (formerly the World Expo Pavilion), featuring performances by renowned artists using unplugged, eco-friendly formats. Some instruments, such as the pianos and percussion, were made from recycled

materials. The event promoted green performances, green audience practices, and green travel, which includes green aerobic exercises like running and cycling along the Huangpu River while cleaning up the riverside trash. Each performance attracted 20,000–30,000 spectators, with approximately 600,000 participants since

March 15. Ten well-known singers who performed at the center have called on their fans to actively practice anti-plastic and environmental protection principles.

Each performance aims to leave no trash behind, promote plastic reduction, and recycle performance materials.



Children visiting the Mercedes-Benz Center were instructed to bring disposable plastic items for recycling. Artists created instruments from the recycled materials, and 100 participating children

were invited to perform on stage with the artists through a lottery. About 20,000 children were estimated to participate.

EARTH DAY CLIMATE EDUCATION — CHINA

- During Earth Day, Jiangsu Vocational College of Construction Technology launched an **environmental awareness campaign**²¹² as part of the “Planet vs. Plastics” initiative. This initiative highlighted their creativity and commitment to sustainability, aiming to deepen their understanding of environmental protection through engaging and fun interactions.
- On April 22, 2024, Sun Yat-sen University celebrated the Earth Day alongside its centennial and the 100th anniversary of its Earth Science department. To commemorate these milestones and promote ecological civilization, **the university organized a series of events**²¹³ focused on environmental protection.
- On April 22nd, Jiangnan University launched its **Green Campus Culture Festival**²¹⁴ to mark Earth Day. The event included speeches by university officials and a range of activities aimed at promoting environmental awareness, such as plogging, an eco-friendly competition and a collaborative clean-up effort.
- On April 27, 2024, Nanjing University of Information Science and Technology hosted an Earth Day event themed **“Cherish the Earth, Harmonious Coexistence of Humans and Nature,”**²¹⁵ engaging all university students through a series of carnival-style activities designed to educate and entertain. The Jiangsu Provincial Geomatics and Geographic Information Society and Hongwu North Road Elementary School in Nanjing also **hosted events**²¹⁶ under the same banner.
- On March 30, 2024, in anticipation of Earth Day, Xihua University hosted the **8th annual University Students’**

Environmental Knowledge Competition.²¹⁷ This competition, which has been held seven times before, has engaged over nine million university students from more than 1,000 colleges and universities, receiving significant attention and support from leaders at various levels and making a substantial contribution to promoting and deepening environmental conservation awareness.

- On April 19, 2024, in anticipation of Earth Day, Nanning Normal University Experimental School hosted a lecture by Dr. Qin Ben from the Guangxi Medicinal Botanical Garden. The event, part of the school's "**Doctor's Lecture Series**,"²¹⁸ focused on the theme "Protect the Earth: Global Fight Against Plastic." Dr. Qin's lecture, delivered live to fifth-grade students and streamed to other classrooms, covered the origins and significance of Earth Day, the urgency of protecting the planet, and the impacts of plastic pollution.

THE GREAT GLOBAL CLEANUP — CHINA

The "Planet vs. Plastics" campaign has held 50+ **Great Global Cleanup**²¹⁹ events and counting with an initial participation of 1,864 people, collecting 3,658.7 kg of trash.

Besides picking up plastic waste, the **campaign** also included environmental awareness education and supported local law enforcement in combating various environmental violations, including discouraging and reporting illegal activities such as poaching and selling wildlife. Additionally, river cleaning actions were conducted to regularly clear illegal fishing tools and old fishing nets, protecting wildlife resources and reducing plastic pollution in rivers.



OTHER HIGHLIGHTS/EVENTS ACROSS CHINA

- The Earth Day China Youth Ambassador Leo Lee held outdoor events to recycle ocean waste into frisbees when cleaning up trash in cities like Beijing and Qinhuangdao. About 500 teenagers participated, and a documentary of the event was filmed.



- This Earth Day, the “Traceless Forests” initiative was launched by Green Xiaoxiang. The project, which promotes the “Leave No Trace” principles, seeks to redefine outdoor interactions and ensure the protection and preservation of natural landscapes.
- Over a 5-month period coming out of Earth Day 2024, national U16 youth canoe races will be held in key rivers across China, launching environmental protection actions to safeguard the Yellow River and the Yangtze River. Over 3,000 young participants will join the cleanup events.



- On April 20th, ahead of the 55th Earth Day, the “Green Walk Three Kilometers” public benefit event was successfully held by Green Xiaoxiang and Fangyuan Hui, attracting 300 family groups.
- Collaborating with the China Biodiversity Conservation and Green Development Foundation to hold a youth plastic waste recycling installation art contest, expecting 5,000–8,000 participants. The contest began on April 22 and will last for three months. (Plastics art show will be held in July)





EARTHDAY.ORG hosted a huge clean up and concert in Harare, Zimbabwe to mark Earth Day

EDO AFRICA

Earth Day 2024 marked another significant milestone in our ongoing efforts to raise awareness about environmental issues and promote sustainable practices, with our Africa Coordinator making great headway spreading the EDO Theme and our mission to promote climate education.

SOCIAL MEDIA IN EDO AFRICA

In 2024, Earth Day Africa's social media saw significant online participation, with millions of people across various social media platforms commemorating the event. On Twitter, over five million tweets were tagged with #EarthDayAfrica2024, highlighting a wide array of activities and initiatives. Instagram saw a similar level of engagement, with over four million posts and stories shared using the same hashtag. Facebook also had substantial involvement, with many groups and pages dedicated to Earth Day activities,

amounting to millions of posts and interactions.

ACTION IN AFRICA

We mobilized millions of people across Africa to take direct action with educational events and Great Global Cleanups taking place in South Africa, Kenya, Tanzania, Zimbabwe, Nigeria, Lesotho, and Gambia. For instance, In South Africa beach clean-ups were organized to remove plastic waste from coastal areas, highlighting the broader goal of reducing marine pollution.

EDO conducted a rally that mobilized more than 1800 participants to pick up waste, speak up against plastic pollution, and demand an end to plastic pollution at the University of Zimbabwe. Here are some highlights:

- Local government officials committed to outlawing the distribution of single use plastics by businesses in the city.
- The University of Zimbabwe administration has agreed to stop dispensing single-use plastics on campus.
- Increased pressure was brought to bear on plastic producers to invest in more sustainable alternatives other than oil-based plastics.
- As well as the rally itself there were various other events organized to complement it such as: a panel discussion at the U.S. Embassy in Harare, UNEA in Nairobi Kenya and a roundtable discussion with the Environment, Climate and Sustainable Development Institute at the University of Zimbabwe.



COMMUNICATION HIGHLIGHTS: AFRICA

- Africa News picked up on our plastics campaign.²²⁰
- We worked with Alliance Media across the continent to take the Plastics Doesn't Give a Fork billboard campaign to Kenya, Namibia, Mauritius, Botswana, Ethiopia, Uganda and Zimbabwe: [ALLIANCE MEDIA BILLBOARD CAMPAIGN IMAGERY ACROSS AFRICA](#). It ran for five straight days.
- Africa Marks Earth Day With a Campaign Against Plastics – IDN (InDepthNews).²²¹
- Every Day is Earth Day²²² – Blog, Iconic Africa, Today is Earth Day 2024²²³, FIM AFRICA IS JOINING FORCES WITH EARTHDAY.ORG THIS #EARTH DAY!²²⁴, Earth Day : Combating Climate Crises²²⁵ – Africa Outlook Magazine, Africanews.
- South Africa: Activists clean up Cape Town beach in celebration of Earth Day.²²⁶
- EDO had interviews on major news outlets, **Capitalk**, **NRTV** and **ZBC**.
- 'The Feed' TV show²²⁷ and Radio.²²⁸
- The use of various influencers and artists helped us reach a wider audience and amplify our message on social media such as Instagram, WhatsApp, and Facebook.



**PLANET
VS.
PLASTICS**

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