Earth Day Africa 2020

It’s not a day, it’s a movement

The History of Earth Day
On April 22nd 1970, 20 million people took to the streets, community centers, schools and university grounds of America to protest and demand action to change the declining state of the earth’s environment. The movement created mobilization that triggered new transformational legislation in America and planted the seed for a worldwide environmental people’s movement that now engages more than 190 countries and a billion people annually. Earth Day will mark its 50th anniversary in April 2020 – we are hoping the people of Africa will make it the largest environmental movement on the continent!

Africa – A Call to Action!
Throughout Africa we see problematic environmental issues such as climate change, deforestation, improper waste management, desertification, water pollution and land degradation. There is an increase in drought, monsoons, flooding and famine. This has threatened the livelihood of people, species and ecosystems. We are calling on everyday citizens to rise-up and come together to engage the public, educate people about the environment, and act to make positive and sustainable changes to protect the earth that we all live on.

Earth Day is not a day, but a movement. Interested volunteers, organizations and schools are encouraged to empower one another and come together to act before, during and after April 2020. The 50th anniversary of Earth Day has the bold ambition of becoming the largest environmental movement to occur across Africa. Though the environmental challenges are enormous, individual voices can unite and act to build a movement that is large, connected, and impossible to ignore.

Who Can Participate in Earth Day?
Any interested citizen can join the movement as a volunteer. We also work with youth groups, schools, universities, non-profits, faith-based organizations, women’s empowerment organizations, conservation/environmental organizations, business, and government bodies. The key is to form networks and partner with one another to develop celebrations for Earth Day!

What you can do?
Choose from one of our campaigns or develop your own environmental projects to celebrate. For example, volunteers and organizations can implement a series of clean ups, work with schools to educate and interact with students on environmental issues, develop citizen science campaigns, plant trees, start a recycling campaign, organize rallies/marches with university students and local leaders. Be creative and do something!

Our campaigns
The Great Global Cleanup: Organize everyday citizens to clean their communities and manage waste.

Earth Challenge 2020: Gather environmental data to grow scientific knowledge about local environment.

Environmental Education & Teach-Ins: Educate people about their environment everywhere from classrooms to community centers.
Green Cities: Local governments lead the change, so work with local leaders to support that change by organizing events and rallies.

Artists for Earth: Join this global campaign bringing artists from around the world in every discipline, using the power of their art to express our common humanity.

Earth Rise: Join the global movement for climate action that will mobilize millions around the world on April 22, 2020 by organizing a march, rally or strike.

Faith & Environment: Engage religious communities to promote cooperation of environmental stewardship.

Footprints for the Future: Educate people about low-impact, healthy, accessible, and affordable food for all and for the planet. Together, we can create a resounding call to connect sustainable food choices with climate solutions.

A Billion Acts of Green: Commit to earth-friendly acts, make more sustainable choices, reduce your carbon footprint, conserve energy and resources, collaborate on environmental projects in your community, vote for leaders committed to protect us and the environment, and share your acts of green to help educate and inspire others to join our movement!

How to start

- Find other likeminded volunteers and develop a network and planning committee.
- Develop relationships with organizations, clubs, schools and institutions that can become a part of your network and help plan an earth day campaign/event.
- Create a timeline of events leading up to April.
- Do something in April to celebrate Earth Day – this will be your big event!

What Earth Day Network can do for you?

- We can provide recognition for your work through certificates, badges of participation, and promoting your projects and organization on our social media platforms and website.
- We can welcome you to our network of thousands of volunteers, partner organizations, schools and institutions.
- We can provide you with lesson plans, toolkits, and event planning ideas for your environmental actions before, during and after Earth Day 2020.
- We can include your work, organization or institution in our media and press releases.

About Earth Day Network

- Earth Day Network (EDN) is the world’s largest recruiter to the environmental movement, working with more than 75,000 partners in nearly 192 countries to build environmental democracy. More than 1 billion people now participate in Earth Day activities each year, making it the largest civic observance in the world. We work through a combination of education, public policy, and consumer campaigns.
- EDN has registered over one million environmental voters and was the first group to build relationships with African American and Latino faith groups around environmental activism.
- Since 2010, EDN has planted hundreds of millions of trees in 32 countries, focusing on areas most in need of reforestation. The Canopy Project has empowered rural and urban people to conserve, repair, and restore tree cover to their lands and rebuild local economies.
- On April 22, 2017, 150,000 supporters of climate science and evidence-based facts came out on the 47th anniversary of Earth Day to stand with us for truth.
- EDN launched “A Billion Acts of Green”, the largest environmental service campaign in the world is steadily building commitments by individuals, organizations, businesses, and governments to protect the planet. EDN launched the campaign in 2010 and met its goal of registering one billion actions in advance of the United Nations Conference on Sustainable Development (Rio+20) in June 2012. We’re now past 2 billion Acts of Green and heading for our third billion.

#EarthDay2020 #EarthRise