



Earth Day 2023 Invest In Our Planet

Date : 22nd April 2023
Time : 9.00am -1.00pm
Venue : Enosaen
Theme : Invest in our Planet
#earthday2023

Activities

- Environmental
- Tree Planting

Earth Day 2023 Report

Presented by EARTHDAY.ORG

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A Message From The President



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In a world that sometimes feels like it's descending into chaos, the language and conversations surrounding Earth Day bring a resounding sense of hope. Despite the dire news on climate, the extraordinary impact of Earth Day is witnessed through the collective actions of thousands of businesses, elected officials, faith groups, and millions of people investing in our planet. It serves as a reminder that even in the face of challenges, hope prevails and inspires us to work together towards a sustainable future for all.

”

Kathleen Rogers,
President of EARTHDAY.ORG

Earth Day By The Numbers

5,437

Registered EDO 2023 events on the official Earth Day map (most ever recorded)

3.5

Million page views on EARTHDAY.ORG

5

Million trees to be planted through The Canopy Project in 2023

15,545

EDO Volunteer Corp volunteers in 170 countries

741

Organizations worldwide have joined the Climate Literacy Petition as signatories representing 100s of millions of members, and over 6.3K additional signatures and 2,2K new signups.

213

My Future My Voice Ambassadors across 97 countries

12.52

Billion impressions of EARTHDAY.ORG media coverage

5.2k

Articles, interviews, and press releases, in over 192 countries across 6 continents

1,257,403

Views of Earth Week 2023 livestream events

#1

#EarthDay became the number one trending hashtag across the African continent on Earth Day

2023 Climate Leadership Gala

EARTHDAY.ORG successfully presented the 2023 Climate Leadership Gala on Thursday, April 27, at the Mayflower Hotel in Washington, D.C. The event brought together over 300 global leaders from government, philanthropy, tech, arts, policy, finance, conservation, and more to celebrate monumental climate achievements and transformative leadership.

Kathleen Rogers, President of EARTHDAY.ORG, kicked off the night with an inspiring keynote address.

Sam Rose, Climate and Education Philanthropist, was honored with our Climate Education Champion Award for his unrelenting dedication and philanthropic passion for education. Rose's immense generosity and commitment to the environmental movement have brought equitable education onto the global agenda for COP 27 and also helped amplify voices across the world fighting for equal opportunity and against the climate crisis. Sam's award was presented by Kathleen Rogers, President of EARTHDAY.ORG.



Award Winners

Marlén Garcia, Executive Director of Earth Uprising International, received the Youth Climate Leadership Award for her passionate and energetic leadership as an activist on the frontlines. She shines a light on a more comprehensive systems approach and humanizes the environmental movement by giving voices to marginalized groups. Marlén's award was presented by Lydia Camarillo, Board Member of EARTHDAY.ORG and President of SVREP.

Jacqui Patterson, Founder and Executive Director of The Chisholm Legacy Project, received the 2023 Women and The Green Economy Leadership Award for her extraordinary work in the environmental movement. By providing critical resources to Black communities on the frontline, Patterson's work is having an immediate impact and has positioned her as a role model and mentor for young women around the globe. Jacqui was introduced by Gerald Torres, Board Chair of EARTHDAY.ORG and Professor of Environmental Justice at Yale School of Forestry and Environmental Studies.

Seth Goldman, Cofounder and CEO of Eat the Change, Chair of the Board of Beyond Meat and Co-founder of PLNT Burger and Honest Tea, received the 2023 Climate Visionary Award in recognition of his exceptional leadership and decades of tireless efforts as an innovative entrepreneur, environmental and climate activist, and philanthropist. Seth was presented his award by Kathleen Rogers, President of EARTHDAY.ORG.



Celebrate Monumental Climate Achievements And Transformative Leadership



Special Guests

Andrew Steer, CEO of the Bezos Earth Fund, joined the evening to discuss the need for collective action and cooperation to address environmental challenges by crafting a narrative acknowledging the current dire situation while also inspiring optimism and motivation for the future. Steer highlighted the importance of not assuming past patterns will continue in the future, and the need to understand both the negative and positive tipping points in the fight against climate change.

Jeff Hoffman, former NASA astronaut and participant in the very first Earth Day in 1970, representing Space Perspective, a major sponsor for the gala, joined us for a special message on the important role space travel can play in transforming humanity's perception of our planet.

Amanda Seyfried, the award-winning actress and co-founder of Make It Cute, spoke as a special guest for the event, highlighting her innovative toy company, Make It Cute, and her support of The Canopy Project. Amanda highlighted the urgent need for environmental action to create a sustainable world for current and future generations.

The evening also included special video messages from Ann Druyan and Denis Hayes.



EARTH WEEK

The logo for Earth Week 2023. The word "EARTH" is in large, bold, blue capital letters, with a satellite image of Earth's surface (showing green land and blue oceans) integrated into the letters. Below "EARTH" is the word "WEEK" in large, bold, dark blue capital letters. A white diagonal banner with the year "2023" in black text is positioned over the end of the word "WEEK".

Earth Week 2023 served as a powerful catalyst to awaken and inspire us to take responsibility for our actions and work together in innovative ways to build a sustainable and equitable world.

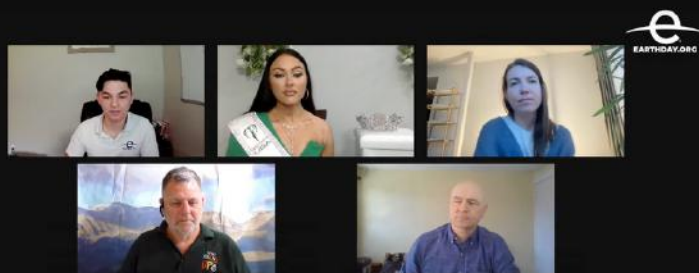
EARTHDAY.ORG brought leaders from across all sectors together in its farthest reaching efforts to date with a series of nine Earth Day Live virtual events, and major on-the-ground events in every time zone in the USA and around the world to amplify inspiration and action worldwide from April 14 - 22.

Creating A Waste Free World

Michael Karapetian, The Great Global Cleanup Manager, was joined by Kelly Benchehib, Co-founder of Sungai Watch, Noah Ullman, Chief Marketing officer at Keep America Beautiful, Merle Liivand, EARTHDAY.ORG Ambassador, and Steve Jewett, Founder of National Cleanup Day, to discuss the powerful work being done to find solutions to the immense problem our planet faces and how individuals can take actions into their own hands to fight against plastic pollution at a downstream level.

Fashion's Age Of Invention – Part II: Toward A Balance With Nature

EARTHDAY.ORG's Fashion for the Earth Coordinator, Shelley Rogers, joined forces with Kerry Bannigan, the Co-Founder of the United Nations' Conscious Fashion and Lifestyle Network, to host the second webinar of a two-part series to look at the remarkable developments in technologies bringing about: transparency, a way of recycling not heretofore possible, and a method of controlling overproduction and waste in the fashion industry. The two were joined by Constanza Gomez, Co-Founder of Sortile, Peter Majeranowski, President of Circ, Natasha Frank, Founder & CEO of EON, and Beth Esponnette, Co-Founder of unspun.



EARTHDAY.ORG

Shalini Singh

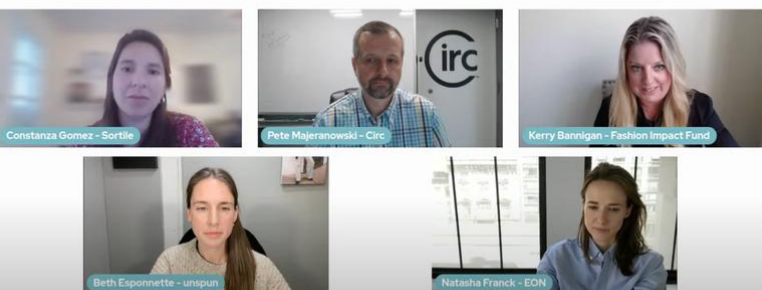
I work for Maricopa community colleges in Arizona. Is there a way to collaborate and involve our students?

Activating Elected Officials At All Levels For Earth Day

Celeste Connors, CEO of Hawaii Green Growth and Leader in Sustainability, was joined by three elected representatives at the forefront of environmental policy making: U.S. Representative Adriano Espaillat (D-NY), Delaware State Representative Sophie Phillips, and Mayor of Hoboken City, NJ Ravinder Bhalla. Together they discussed the importance of investing in our planet for elected leaders at all three levels of the U.S. government and how they play a key role in addressing the issues that matter most to the public.



EARTH WEEK



Constanza Gomez - Sortie

Pete Majeranowski - IRC

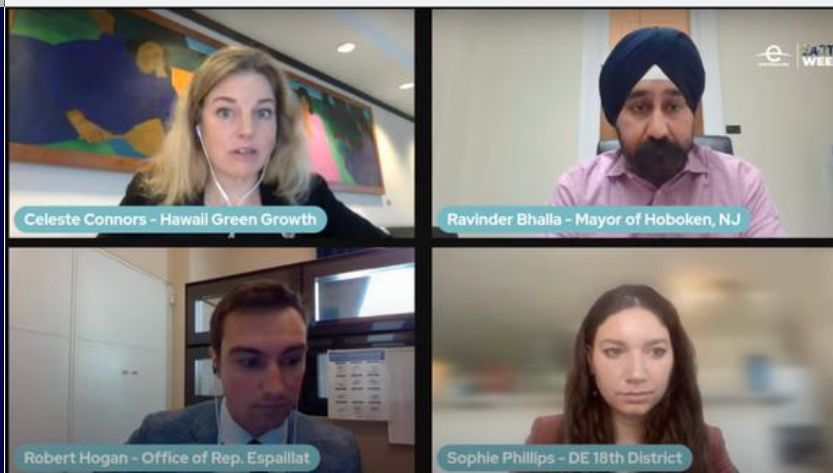
Kerry Bannigan - Fashion Impact Fund

Beth Espenette - unspun

Natasha Franek - EON

Climate Education At COP28: The Road To Climate Literacy And Equitable Education

Jonny Dabrowski, Founding Member of the Climate Education Coalition, and Max Falcone, EARTHDAY.ORG Consultant, sat down with Kathleen Rogers, President of EARTHDAY.ORG, Vanessa Nakate, UNICEF & Goodwill Ambassador, Sarah Shaw, Senior Advisor, Partnerships for the COP28 Presidency, Haldis Holst, Deputy General Secretary of Education International, and Laura Frigenti, CEO of Global Partnership for Education, to discuss the importance of all stakeholders to embrace quality climate education in the COP 28 agenda, as well as its importance in building a climate conscious society, green jobs, and sustainable technology.



Celeste Connors - Hawaii Green Growth

Ravinder Bhalla - Mayor of Hoboken, NJ

Robert Hogan - Office of Rep. Espaillat

Sophie Phillips - DE 18th District

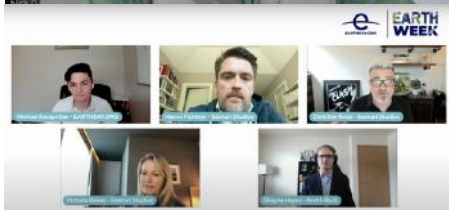
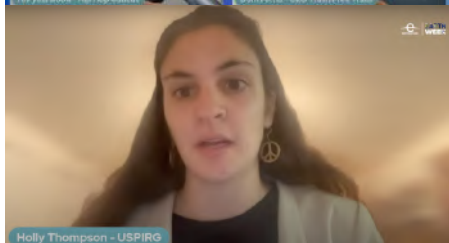


rafik majdoub

Hello, everybody! I'm very glad to join you!



EARTH WEEK



Ending Plastic Pollution: The Role The Petrochemical And Tobacco Industries Play In Plastic Pollution

EARTHDAY.ORG's Aidan Charron was joined by Holly Thompson, Zero Waste Associate for the U.S. Public Interest Research Group, Dom Ferris, CEO of Trash Free Trails C.I.C., Rev. Yearwood, President & CEO of Hip Hop Caucus, and Rebecca Brown, USA Director for Tobacco Free Portfolios, to speak on greenwashing techniques, corporate responsibility, and environmental advocates addressing the ways corporations must act better and become a part of the solution to end plastic pollution.

Stewards Of The Soil: Addressing The Climate Crisis From The Ground Up

Brenna Simmons-St. Onge, Executive Director of The Alliance Center, was joined by Jolie Brawner, Director of Regenerative Recovery Coalition, Andrea Yoloteotl Nawage, Founder and Chief Executive Director for Harvest of All First Nations, Clark Harshbarger, Director of Stewardship at Mad Agriculture, Marissa Pulaski and Nick DiDomenico, Co-Executive Directors of Drylands Agroecology Research (DAR) to discuss the importance of soil health in the face of the climate crisis by looking at solutions through the lens of Indigenous knowledge in the regenerative agriculture space and ultimately focusing on giving more than we take.

Gaming For Good: A Catalyst For Environmental Change

Michael Karapetian, EARTHDAY.ORG's Great Global Cleanup Manager, was joined by Hanno Fichtner, Christian Rossi, and Victoria Raiser from Sankari Studios and Shayne Hayes from Arsht Rock to discuss KATOYA, a new video game released on April 22, offering players two-fold benefits by connecting the virtual environment to real-world biomes and educating them about climate literacy. The game's developers, Sankari Studios, partnered with nonprofits globally, including EARTHDAY.ORG, to fund critical conservation initiatives. As players complete missions, they earn impact points which translate into real money for conservation efforts.

Why Blockchain? Accelerating And Funding Climate Solutions At Scale

EARTHDAY.ORG and Celo were joined by Rene Reinsberg, Co-founder of Celo & President at the Celo Foundation, Sophia Li, Co-founder at STEWARD & Co-chair of the World Economic Forum's Web3 Sustainability Coalition, and Anna Lerner, CEO at the Climate Collective, to discuss blockchain technology and how web3 can help tackle the climate crisis by encouraging accountability, efficient transactions and renewable energy sources, and smart contracts feeding green energy back into the grid and enabling the energy transition.



How Seeing Our Finite Planet From The Hostile Blackness Of Space Can Drive Positive Change

Jane Poynter, Founder and Co-CEO of Space Perspective, was joined by special guests Ann Druyan, late astronomer Carl Sagan's wife, longtime collaborator, and Emmy and Peabody Award-winning writer, producer and director, and Jeff Hoffman, former NASA astronaut, professor of aerospace engineering at MIT and Space Perspective Technical Advisor, to discuss Sagan's legacy and the important role space travel plays in transforming humanity's perception of our planet.



Showcase Of Exemplary Efforts For Earth Day 2023



EARTHDAY.ORG's National Campaign worked with 852 not-for-profit partners from all demographics, including volunteer organizations, universities, faith organizations, city governments, indigenous groups, business councils, justice advocates, and more. The Earth Day Event Map supported a total of 5,473 events in 136 countries, setting a new all-time record for most events registered for Earth Month, with more than two and a half times as many submissions as last year (which received 2,090 event registrations) and twice as many submissions as the previously most successful year (2020, which received 2,559 registrations). An estimated 366,860,000 people were reached and 2,276,000 volunteers were involved in the efforts of The National Campaign.



The Pledge To Our Keiki Signing Event At Hawaii's State Capital

The Pledge to Our Keiki is a promise for a sustainable future and reducing human impact on the environment for generations to come. Created by local students and modeled after the successful Palau Pledge, The Pledge to Our Keiki commits to respect and care for life, land, and water by calling on people, businesses, and government agencies to safeguard Hawaii's natural resources, reduce waste, and promote a sustainable future.

On Friday, April 21, an Earth Day event was held in the central atrium of the Hawaii State Capitol Building. Evan Raskin, EARTHDAY.ORG's National Campaign Manager, delivered a headline speech for the event, alongside the President of Palau, Governor of Hawaii, and Mayor of Oahu on the subject of policies for elected leaders to Invest In Our Planet as a means of fulfilling the Pledge to Our Keiki (keiki meaning children in the Hawaiian language) which was formally signed during the event, kicking off a 5-year plan to implement environmental literacy into public education classrooms across the state. Many state senators and representatives were also in attendance as audience members.

Global Moment Of Peace

Karuna Singh, Director of Earth Day Asia, Rodolfo Beltran, Director of Earth Day South America, and Evan Raskin, EARTHDAY.ORG's National Campaign Manager, coordinated an international, interfaith Global Moment of Peace initiative for Earth Day 2023. Over 134 events in more than 138 countries brought these efforts to life with sunrise events held in natural spaces of spiritual importance to the local community. Alongside colleagues from EARTHDAY.ORG's international offices, The National Campaign partnered with Bhrama Kumaris and other faith leaders in their networks to lead sunrise ceremonies on Earth Day atop some of Earth's most beautiful landscapes, like Machu Picchu.

Kanu Hawaii led sunrise ceremonies on the east-facing shores of every island as well as atop two volcanoes, Haleakalā & Mauna Kea. This is the first time Native Hawaiian spiritual traditions have been featured in the National Campaign. Evan Raskin, EARTHDAY.ORG's National Campaign Manager, attended Oahu's flagship location at 5 AM on Earth Day, joined by Indigenous spiritual leaders, colleagues from Kanu, the President of Palau and his cohort, and others. In the Native Hawaiian tradition, these sunrise ceremonies are called E Ala E, which means "Arise and Awaken". The chant is designed to dissolve the barrier between self and other to allow participants to understand all life on Earth is part of the same whole.



Green Governance & Advocacy



In the lead up to Earth Day, On April 17, the National Campaign hosted an Earth Day Live webinar titled: Activating Elected Officials at All Levels for Earth Day.

Congressman Adriano Espaillat, Delaware State Representative Sophie Philips, and Mayor Ravi Bhalla of Hoboken, NJ joined as panelists, and Celeste Connors, former Director for Climate Change & Environment for the Obama White House, was the moderator. Each of the panelists discussed their current climate efforts, and how Earth Month would play a role in advancing these initiatives while also setting new goals as well. Each panelist had also set a milestone for diversity, equity, & inclusion in their jurisdiction and, as such, all panelists were able to speak on the importance of representation in forming environmental solutions to ensure vulnerable communities are not left behind as we work to solve climate and other global environmental challenges.

The National Campaign formed a partnership with ICLEI in fall of 2022 to activate mayors worldwide for Earth Day and beyond. These efforts began at COP27, where two panels of mayors from 10 jurisdictions in 3 continents representing over 8.6 million constituents kicked off the #StockTake4ClimateEmergency campaign. On Earth Day, ICLEI mayors around the country held stocktake events to evaluate their cities' progress on climate and readjust their targets to ensure new implementation will occur ahead of COP28.

On Earth Day, at least 373 marches, rallies, and other activist events were featured on the General Earth Day Map including: a letter campaign for public advocacy for the Earth Bill, over 50 student-led advocacy campaigns on college campuses for #YouthEarthWeek, and major protests, like The Big One in the UK where more than 60,000 individuals marched side by side to fight for Parliament to act against the climate crisis.

The Great Global Cleanup



The Great Global Cleanup continues to be EARTHDAY.ORG's flagship volunteer initiative, growing in impact and reach each year, introducing individuals to the environmental movement through enjoyable cleanups fostering deep and meaningful connections with nature and activism. An extensive network of dedicated partners joined forces with The Great Global Cleanup to address the global challenge of environmental cleanliness and plastic pollution.

These partners include Kanu Hawaii, Let's Do It World, National Cleanup Day, Keep America Beautiful, as well as with many other grassroots organizations worldwide. Each organization and individual's contribution to The Great Global Cleanup acts as a crucial building block in the collective effort to preserve our planet's natural beauty and *Invest in Our Planet*.

The Great Global Cleanup became the recommended volunteer activity for Benevity Volunteers and had keystone events happening in every time zone this Earth Day, including:

- Merle Liivand, EARTHDAY.ORG's Global Ambassador, swam in honor of the fight to end plastic pollution. Liivand swam 30 miles in a world-record 14 hours and 15 minutes. During this swim, she cleaned up 30 pounds of trash out of Biscayne Bay in Miami, Florida.
- Keep America Beautiful, Inc. and EARTHDAY.ORG partnered with PalmettoPride/ Keep South Carolina Beautiful for a friendly competition between Lowcountry and Upstate regional cleanups. Lowcountry won with a 23% participation rate and 61 pounds per person, while Upstate had a 12% participation rate and 36 pounds per person.
- EARTHDAY.ORG partnered with Aqualung & PADI (the world's leading scuba organizations), as well as Kanu Hawaii, to assemble #DiveForEarthDay, an effort to engage the global scuba community by organizing underwater cleanup events around the Pacific Ocean, primarily in the Hawaiian Islands and Palau. On Earth Day, EDO's National Campaign Manager, Evan Raskin participated in the flagship event for Dive For Earth Day at Ala Moana Beach Park, also known as Magic Island: a peninsula on the coast of Honolulu well known in the community for extreme levels of pollution. Dozens of scuba divers worked to remove over three tons of trash from Magic Island's heavily polluted waters. Before the dive, this team met with the Governor of Hawaii to discuss the importance of this work and the need for his strong leadership on ending plastic pollution and ocean conservation.



Fashion For The Earth

EARTHDAY.ORG's Fashion for the Earth campaign calls on the youth of the world to take a proactive approach in addressing the fashion industry's environmental impacts by addressing the public's lack of understanding about the inner workings of fast fashion. Over the past three decades fast fashion has completely revolutionized the apparel industry, but not for the better. Behind every piece of clothing in a store, there is an industry stripping the Earth of its limited resources, exploiting the labor force working in its garment factories, destroying our air, land, and waterways, and detrimentally impacting the health of all biodiversity on Earth.

To educate individuals on the fashion industry, the Fashion for the Earth campaign partnered with The Fashion Impact Fund and the Conscious Fashion and Lifestyle Network, both of which are part of the United Nations Office of Partnerships, to host a series of two Earth Day Live webinars. The first webinar, *The Fashion Industry's Age of Invention- Part I: Fabulous Fabrics for the Future*, discussed the newest innovations in textile fibers. These fibers are made of natural elements, do not contain the oil-based synthetic materials found in most clothing fabrics, and are an important part of the solution to fashion's toxic contamination of our air, soil, and water and microplastic pollution.

The second webinar, *Fashion's Age of Invention – Part II: Toward a Balance with Nature*, looked at the remarkable developments in technologies bringing about: transparency, a way of recycling not heretofore possible, and a method of controlling overproduction and waste in the fashion industry.

The Fashion for the Earth Campaign Manager, Shelley Rogers, was interviewed by Cheddar TV and was able to reach an immediate audience of 172,947 individuals to discuss how fast fashion is hurting the planet and to showcase alternative options for environmentally-conscious shoppers.



In the months leading up to Earth Day 2023, Fashion for the Earth worked with volunteers to develop a Swap for the Earth toolkit which was sent to 275 universities and colleges around the U.S. to provide youth with a tangible resource to help mitigate fast fashion's immense negative effects on our environment. Swapping clothes shifts our mindset away from spending money on fast fashion and instead investing in a sustainable world.

A group of seven people, including four men and three women, standing together and smiling. They are wearing lanyards with badges. The background is a wall with text related to sustainability and climate change.

At COP 27 in Sharm El-Sheikh, Egypt, we debuted the first-of-its-kind multimedia pavilion, The Climate Education Hub, to urgently elevate ideas, solutions and actions to promote climate education and build the green economy. The momentum built at COP27 continued through Earth Day 2023 and now towards COP28. The Climate Education Hub worked in partnership with civil society organizations, global partners, and supporters to bring daily programming, actions, and commitments that brought together a diverse portfolio of stakeholders to collaborate and debate on issues related to education and climate action. At the Climate Education Hub, EARTHDAY.ORG announced The Climate Education Coalition, an alliance of over 100 organizations and individuals around the globe working to promote climate education and demand it as a negotiating topic for COP 28.

The Climate Education Coalition published an open letter to the COP 28 United Arab Emirates Presidency and all United Nation State Members demanding cooperation and collaborative action to establish quality education for children, youth, and adults to combat the climate crisis. The letter has received support from 741 organizations, as well as 5195 individual signatures, and was passed to the UAE Ministry of Education by EARTHDAY.ORG's President.

Your Excellencies,

As the Climate Education Coalition, established on 10th November, 2022 at COP27 and representing over 100 organisations and individuals, we are calling upon the COP28 UAE Presidency and every UN member state to cooperate with us in order to highlight universal climate education as a crucial aspect of combating the climate crisis.

In alignment with the targets of SDG4, SDG13, Article 12 of the Paris Agreement, Article 26 of the UN Declaration of Human Rights and UNESCO ESD Programme, we are demanding effective and consistent collaborative actions from the COP28 UAE Presidency and the Minister(s) of Education & Environment from UN member states to ensure the establishment of quality education for children, youth and adults to tackle the climate crisis worldwide along with necessary planning, funding and implementation.

As the Climate Education Coalition, we are asking:

THE COP28 PRESIDENCY to:

1. Establish climate education as one of the focal points of negotiations
2. Encourage member states to sign the Glasgow Declaration for Climate Education
3. Urge the Heads of State attending the World Leaders' Summit at COP28 to commit to assessing and fully integrating K-12 climate education into the national curricula with an emphasis on building civic skills, fostering entrepreneurship and creating jobs, and pledge to allocate funds for this purpose
4. Organise a High Level Ministerial Session to highlight the significance of climate education
5. Include a thematic day dedicated to Climate Education at COP28

THE MINISTER(S) OF EDUCATION & ENVIRONMENT FROM UN MEMBER STATES to:

1. Include detailed education about the origins, progression, consequences and solutions of the climate crisis with an emphasis on building related civic skills, entrepreneurship and employment opportunities in their national curricula
2. Ensure proper steps are taken to mobilise educative programs with the goal of empowering young generations and vulnerable communities with necessary tools to tackle climate change

As the Climate Education Coalition, we are pledging our willingness to collaborate with regional, national and global establishments of the COP28 UAE Presidency and UN member states in order to effectively execute the missions stated above.

With the aim of ensuring impactful climate education for everyone,

Climate Education Coalition

Leading up to Earth Day 2023, and as a part of Earth Week, EARTHDAY.ORG hosted an Earth Day Live digital event called Climate Education at COP28: The Road to Climate Literacy and Equitable Education. The event consisted of high-level panelists including the CEO of Global Partnerships for Education, Laura Frigenti, Executive Director of Earth Uprising, Marlen Garcia, COP28 Partnerships Department Senior Advisor, Sarah Shaw, and EDO President, Kathleen Rogers, and received nearly 500,000 views.



Earth Day Africa Highlights



In Zimbabwe, Earth Day Africa worked with staff and partners in Sub-Saharan countries to activate everyday citizens to rise and come together to make positive, tangible, and sustainable changes to protect Africa. Following up on the first ever commemoration in 2022, Earth Day Africa hosted the second annual Earth Day Fiesta on Saturday, April 22, to celebrate Earth Day and share the African Climate Story through a day full of traditional African music, food, and arts, and collectively advocating for environment and climate action. More than 6,000 people attended the outdoor event and over 148,000 participated digitally.



Earth Day Asia Highlights



India

Earth Day India's consistent outreach and innovative campaigns translated into media outreach of 1 billion plus with hundreds of events, initiatives, pledges and messages to mark Earth Day 2023.

For the first time, the federal Government of India hosted a special concert. On Earth Day, our Ambassador, three-time Grammy Award winner, composer and environmentalist Ricky Kej, performed at an exclusive concert in the country's capital, Delhi. Officials and VIP invitees attended the show hosted by the federal government. One of India's senior most ministers, Federal Minister for Earth Sciences, Dr Jitendra Singh, welcomed the guests and spoke about the need for all to 'Invest in Our Planet.' He launched 'Earth and Environment', Ricky's latest composition. Ricky's Eve of Earth Day concert was held the previous day in India's financial capital, Mumbai. Over 1,000 cheering fans attended it.

On Earth Day, workstations were set up at a stadium in Delhi for students to assemble climate clocks. Our Ambassador, the Solar Man of India, Chetan Singh Solanki (the founder of Energy Swaraj Foundation), led this initiative. A total of 559 clocks were made, resulting in recognition from the Asia Book of Records as the highest ever. News of the event made it to a ticker tape in Union Square, NYC. It trended on Twitter along with Earth Day on April 22.



Earth Day Invest in Our Planet 53 Insta Lives was launched on March 1 on the official @EarthDayNetworkIndia Instagram account. These ended officially on April 22, totalling 56 lives in 53 days. Each day, a new speaker was featured, each of whom helped broaden awareness about EARTHDAY.ORG's initiatives. All colleagues in India were featured to talk about significant pan-India Earth Day events with support from major organizations, including the government. Our Stars, such as the Plogman of India, the Nest Man of India, Rising Stars, and My Future My Voice Youth Ambassadors, all lent their voices to the Insta Lives to increase awareness about our activities.

For the 53rd anniversary, Earth Day Network India's *Star Municipal Leadership Awards* eBook was launched, featuring 53 municipal bodies who have positively impacted the environment with their policies and initiatives.

Spearheaded by Matter.in with the support of EARTHDAY.ORG, cleanups were conducted in eight major cities across India. 1,771 kg of waste were collected and sent to the relevant municipal organization for scientific disposal. A fun-filled fiesta for over a thousand people was held on Earth Day in Mumbai to mark the cleanups and featured a special star attraction, a band of Dharavi slum residents.



Earth Day Ambassador for Japan, Sugizo, is a composer, guitarist, and violinist, and is most prominently known for his work with the band Luna Sea. Sugizo's work also includes music for films, TV commercials, and the popular Japanese animation called 'anime.' Parallel to his work in the music field, Sugizo supports numerous social issues and acts as an influential voice against whaling. As a strong environmental activist, Sugizo helps spread awareness about the need to protect and invest in our planet by reminding everyone if Earth continues to suffer from the impacts of climate change, humans will not survive.

Nadine Lustre, the well-renowned Filipino artist with an award-winning career in music, film, and television, has joined EARTHDAY.ORG as our Earth Ambassador for the Philippines. Nadine is a champion for the environment and has made conscious shifts in her lifestyle to live more sustainably. Her passion for a cleaner, greener and less polluted Earth has led her to volunteer as an honorary park ranger for Masungi Georeserve and with the Siargao Environmental Awareness (SEA) Movement. Nadine also partners with 'For the Future', an organization focused on building environmental stewardship among youth, working towards ecological sustainability, reforesting denuded areas, and increasing the green canopy.

Now our formidable group of Earth Day Ambassadors include Alex Rendell (Thailand), Bibi Russell (Bangladesh), Bombay Jayashri Ramnath (India), Dasho Paljor J. Dorji (Benji) (Bhutan), Juhi Chawla (India), Kaushiki Chakraborty (India), Dr. L. Subramaniam (India), Lê Nguyễn Bảo Ngọc (Vietnam), Mariyam Maesha (Maldives), Melissa Tan (Malaysia), Michelle Dilhara (Sri Lanka), Nadine Lustre (The Philippines), Ricky Kej (India), Plogman of India Ripu Daman Bevli, Sonam Wangchuk (India), Soumik Datta (UK) and Sugizo (Japan).





Vietnam

EARTHDAY.ORG's recently appointed Earth Day Vietnam Advisor, Hong Hoang of Vietnam Climate Action, and Earth Day Ambassador Le Nguyen Bao Ngoc Miss Intercontinental organized 70 events in Vietnam for Earth Day 2023. With our representatives in Vietnam rallying volunteers and partner organizations to participate in The Great Global Cleanup and climate literacy events involving #ArtistsForTheEarth, Earth Day greatly expanded its presence and influence in Vietnam this year.

Xanh Việt Nam worked with Hong Hoang and Le Nguyen Bao Ngoc to organize a series of Great Global Cleanups to collect trash from 60 locations in various provinces and cities of Vietnam. Thousands of volunteers of all ages, families, students and children in the many towns and regions joined hands to help collect, sort and recycle waste. The main event took place on Earth Day in Ho Chi Minh City (HCMC) at Chu Van An Kite Park with the participation of Earth Day Advisor Hong Hoang, Ambassador Le Nguyen Bao Ngoc, Earth Day Vietnam coordinating team, local government representatives and nearly 200 volunteers. The group collected more than two tons of waste.



China

Earth Day China and International China Environmental Foundation (IFCE) celebrated the world's largest environmental event Earth Day in 2023.

Sponsored by the foundation, and with the support of Xinhua Net, China Net, China Philanthropist and other institutions, a series of environmental activities such as forums, cleanup jogging, music performances, and youth creative activities were carried out in many places across China for the month of April.

Popular on Chinese social media platforms such as Sina Weibo, Earth Day China hosted a series of nature-themed live broadcasts, gaining more than 100 million views on the entire network.

The series consists of urgent environmental topics:

- Protecting the Ocean in Action
- Approaching the 'Second National Treasure' Yunnan Golden Monkey
- High-Level Expert Dialogue



Young people from all over the country gathered and created various forms of art, such as painting, calligraphy, music, dance, speech, and creative handicrafts. Earth Day China believes that teenagers are the future of the earth.

Through such meaningful public welfare and environmental protection activities, a global platform has been built for Chinese teenagers. Young people are educated and encouraged to shoulder the responsibility of being earth citizens and loving nature.

For the first time, the Earth Day China event invited sci-tech students to participate. Nearly 10,000 sci-tech students used programming as a tool to speak out for protecting the earth on the co-creation platform.

Shanghai Shiwai Primary School encourages children to understand the meaning of protecting the earth and loving life through a variety of interdisciplinary natural science courses. The course broadens students' knowledge, enhances their sense of social responsibility, and truly realizes the goal of quality education in line with international standards and training future global talents.

The Beijing Orson Running Group organized a cleanup while jogging, which was covered by the media as "the coolest and most fashionable way of fitness".





Japan

Earth Day Japan saw a vibrant shift in celebrations after several subdued years due to the COVID-19 pandemic. Communities united with renewed purpose, embodied hope, and rekindled their commitment to a greener, brighter future. In 2023, more than 20% of Japan's eight regions held Earth Day gatherings for the first time ever, including youth-led events in three separate locations and 10 cleanups across the island country. In total, Japan hosted 32 local events, 10 online events, and more than 70 corporate actions. These events include:

- Plastic bottle cap collections and vaccines donations on behalf of the Kofu initiative of high school students.
- Actions to strengthen connections through music, dance, and culture
- Japanese traditional dance in Tokyo and traditional folk songs on Yoron Island to strengthen community connection through music, dance, and culture.
- Environmental film screenings at the Starry Sky Cinema in Kyoto.
- Reading sessions and a march for children to participate in.
- Upcycling traditional crafts, books, and pictures, digital plant and animal observations, and Kimono remakes in Kyoto.
- Display and use of disaster prevention toilets and opportunities to compost restaurant waste in Kobe.
- Presentations of organizations in support of banning conventional disposable plastic containers and encouraging visitors to bring their own tableware and water bottles in Kyoto.
- DigitalArt 4 Climate Japan (Earth Day x Web3 project for COP28) and music for SDGs.



Since the beginning of 2022, Earth Day Open Meetings, held monthly on behalf of Earth Day Japan, have been consistently disseminating information about environmental initiatives across Japan. These meetings have fostered stronger collaborations with organizations throughout the country, aiming to amplify daily environmental actions in conjunction with Earth Day Japan.

Furthermore, there has been a notable rise in Earth Day actions showcasing regional distinctions. In addition to addressing climate change, biodiversity, and youth perspectives, the intention is to continually contemplate Earth Day from a cultural standpoint, fostering a movement empowering individuals and organizations to take proactive measures.



Earth Day MENA Highlights



Through intensive communications — especially in the countries most responsive to previous campaigns — EDO was able to mobilize its partners to extend outreach efforts and involve more local governments, schools, NGOs, individuals, and businesses to Invest In Our Planet. Twenty countries in the region organized numerous environmental and educational activities for Earth Day 2023. Countries include: Morocco, Algeria, Tunisia, Egypt, Yemen, Israel, Palestinian Territories, Jordan, Lebanon, Turkey, Iraq, Saudi Arabia, Kuwait, Bahrain, Qatar, UAE, Oman in addition to Pakistan, Azerbaijan and Georgia. Over 94 NGOs, educational institutions, governments, and businesses participated in environmental and awareness activities, broad and extensive media coverage were published, and participants engaged physically in events for Earth Day 2023 all across the region.

Most notably, the Undersecretary of Iraq's Ministry of Environment, Dr. Jasim Al Falahy, signed a letter of commitment to include climate education as a part of Iraq's Nationally Determined Contributions (NDC) plan to the Paris Agreement. In doing so, Iraq promises to embrace environmental education as a vital action on climate change.

For the second year in a row, EARTHDAY.ORG partnered with "Together to Protect Human & the Environment Association (TOGETHER)" to honor Earth Day 2023 in Iraq with the students of Cambridge International School-Erbil, Kurdistan. More than 100 students participated in different environmental and educational activities throughout the day. In Abu Dhabi, UAE, young environmentalists and green activists Sainath (15 years old) and Sai Sahana (13 years old) Manikandan raised awareness in their school and community regarding the 6Rs - reduce, reuse, recycle, repair, rethink and refuse. Both organized recycling and clean up campaigns to show even small steps can make a huge difference. Alongside other ecowarriors and volunteers, the two removed 1200 kg of glass and 15 kg of plastics.



Earth Day South America Highlights



Earth Day South America saw unprecedented levels of enthusiasm and dedication, with eleven Ministries of Environment and Education in Guyana, Venezuela, Colombia, Ecuador, Peru, Chile, Bolivia, Uruguay, Paraguay, Argentina, and Brazil making direct statements in three separate languages to show support of Earth Day. More than 30 organizational signatories from 11 different countries signed the Climate Education Coalition's open letter to the UAE Presidency of COP 28 and eight countries - including: Guyana, Brazil, Venezuela, Uruguay, Bolivia, Chile, Peru, and Colombia - reported progress on climate education initiatives in their National Determined Contributions, as well as unwavering support for the inclusion of environmental literacy and climate education as a negotiating topic at COP 28. More impressive feats include:

- More than 300 partners contributed to nearly 50,000 events across South America, a significant increase since 2019.
- 'Environment Education and Climate Literacy' and 'Earth Day 2023' were two of the top 100 most frequently searched terms, indicated by Google Trends, in Brazil and South America.

EARTHDAY.ORG's Regional Director of South America, Rodolfo Beltran, sat down with Ambassador Walter Clarems Endara, Secretario Permanente Sistema Económico Latinoamericano y del Caribe (SELA), to discuss Earth Day, climate change, economic development, and their connection to the productive system. Together, they emphasized the importance of collaboration, addressing economic recovery, digitalization, sustainable development, and the vulnerability of food systems. Key takeaways include the need for regional integration, support for small and medium-sized enterprises, and efforts towards a sustainable and resilient future.

Renata Moraes, the manager of the Climate Reality Project in Brasil, highlighted the significance of Earth Day by reminding us this planet is our shared home. Applauding EARTHDAY.ORG's work in education and climate justice, Moraes raised awareness and encouraged collective thinking to address the climate crisis. Working with thousands of leaders in Brazil, EARTHDAY.ORG's campaigns promote energy efficiency and green practices, all with the goal of preserving and safeguarding our planet for future generations.

Rodolfo Beltran and Aidan Charron, End of Plastics Campaign Manager, were joined by Andrés Del Castillo, Senior Attorney for CIEL's Environmental Health Program, to discuss the first round of negotiations for the plastic treaty and its significance in addressing climate change and environmental issues. The main takeaways included the growing recognition of plastic pollution as a health concern, the importance of climate literacy and education, and the need for immediate actions such as moratoriums on new plastic facilities.



Thank You To All Eco-Warriors For Investing In Our Planet!



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