

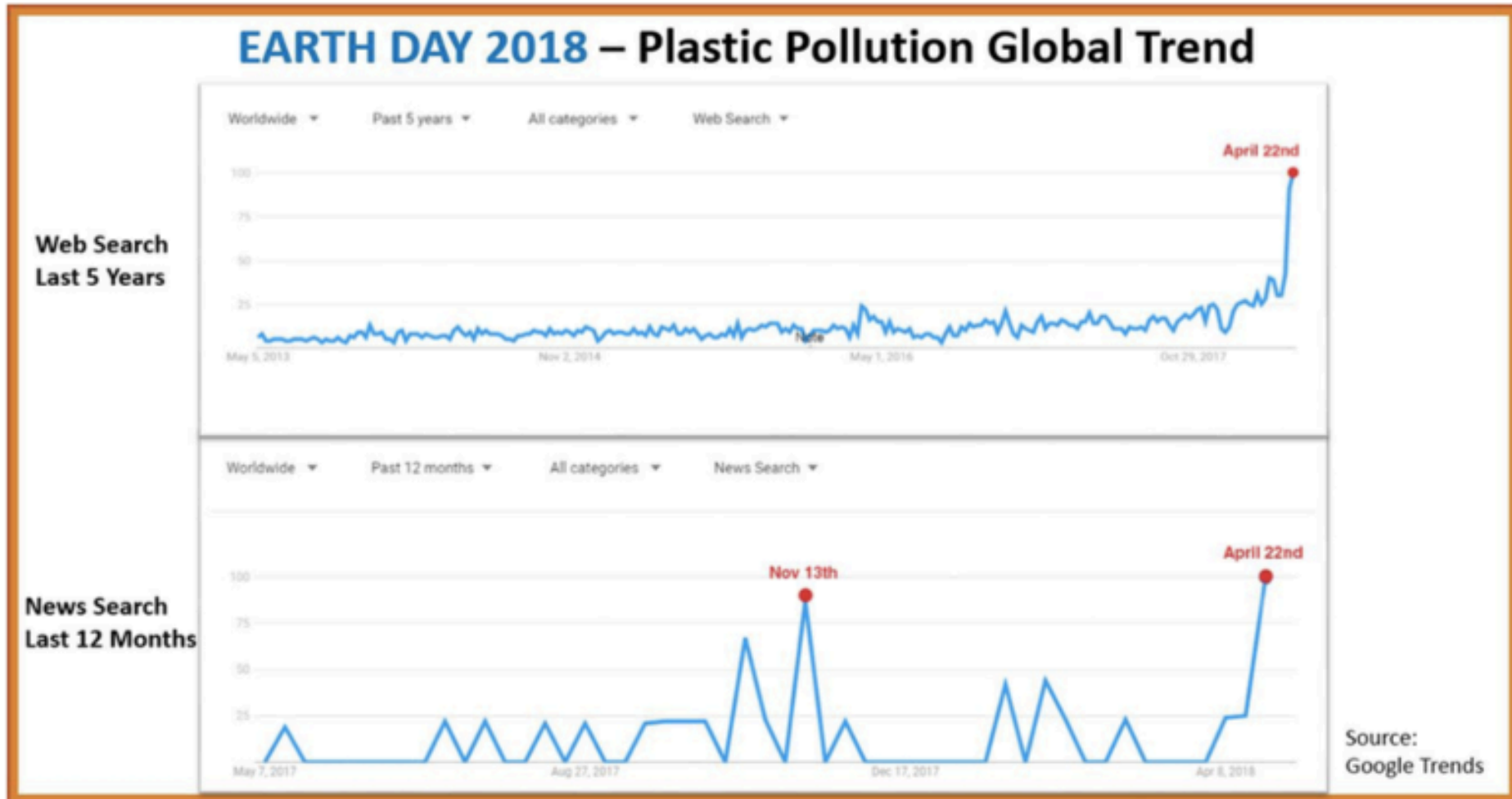
## **EARTHDAY.ORG reaches hundreds of millions of people each year**

Depending on your goals (global, country-wide, or local), your methods will change, but here are some basics that we use:

- Understand your audience (what is relevant to them), build trust, build a long-term relationship with them, and make it personal!
- Give them something to do! Never leave your audience without a way to engage!
- Contests and challenges are great. Our Billion Acts of Green has been a huge hit along with our Footprint Calculator
- Build media partnerships. You cannot do this yourself!
- Spend the money to attract people on social media. Social media is inexpensive!
- Work in coalitions who will pull their weight equally.

# END PLASTIC POLLUTION – Earth Day Network’s 2018 Campaign

On Earth Day 2018, EDN out the issue of plastic pollution on the global map. Plastic Pollution trended the highest in the last five years in Google Trends for searched content; and highest in the last year for news searches. Plastic Pollution has never gotten this level of attention before, and the spikes in the charts relate directly to the date on which our campaign was launched (Nov. 13<sup>th</sup>) and to Earth Day 2018 (Apr. 22<sup>nd</sup>).



# Climate and Environmental Literacy

- One of the easiest way to reach and educate large numbers of people is through primary and secondary school. There are close to 2 billion children in the world!
- While many countries have some form of climate or environmental education included in their standards - to date - not one country implements equitably across the entire nation for every student to receive.
- Teaching civics or how to engage your government is missing from most K-12 schools and universities, leaving a hole in our ability to engage people as voters and as consumers, and fails to prepare people for future green jobs.
- [EARTHDAY.ORG is leading a petition for all countries to agree to mandatory climate and environmental literacy with a civic engagement component.](#)