

ABOUT EARTH DAY

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

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

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

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

YOUR ROLE IS VITAL!

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

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

DON'T UNDERESTIMATE THE IMPACT OF YOUR VOICE!

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



2024 THEME

PLANET VS. PLASTICS

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

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

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

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

Join us in the Planet vs. Plastics movement!

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

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



MORE WAYS TO TAKE ACTION

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

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

2. [Join the Social Squad](#)

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

3. [Reject Fast Fashion](#)

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

4. Take the [#PlasticsDetoxChallenge](#)

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

5. [Educate yourself on Plastics](#)

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

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

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

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

