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EARTH DAY TOOLKIT

April 22, 2024



**POLLINATOR
PARTNERSHIP**

Protect their lives. Preserve ours.

History of Earth Day



Founders of the non-profit organization EarthDay.Org created and organized the very first Earth Day on April 22, 1970. Since then, EarthDay.Org has been mobilizing more than 1 billion people annually on Earth Day, and every other day, to protect the planet.

Planet vs. Plastics

This year's theme "Planet vs. Plastics" demands a 60% reduction of all plastics production by 2040. The effects of plastics on our planet extends beyond environmental health, they present a significant threat to human health. As plastics break down into microplastics, they release toxic chemicals into our food and water sources and circulate through the air we breathe. Plastic production now has grown to more than 380 million tons per year. More plastic has been produced in the last 10 years than in the entire 20th century, and the industry plans to grow explosively for the indefinite future.

Pollinators vs. Plastics

While only being used for a few minutes, the plastics will have a lifetime on Earth that span centuries. Plastic bags, bottles, and other goods have an important thing in common: they become microplastics. But how do microplastics negatively impact pollinators?

Habitat is everything. Pollinators depend on floral resources for nectar and pollen to survive. One-third of all plastic waste ends up in terrestrial ecosystems, causing severe degradation to marine and terrestrial ecosystems. As microplastics accumulate in ecosystems, the natural balance and function of habitats is disrupted, compromising forage and nesting site availability.



Activity Ideas

- 1 Use our new **Find Your Roots tool** to select the right plants for your habitat project
- 2 Monitor pollinators with us on **iNaturalist**
- 3 Become a **Bee Friendly Gardening** member
- 4 Participate in **Pollinator Week**, June 17-23, 2024 and register your activities on the map
- 5 Register an event on the **Earth Day Map**
- 6 Give the gift of a **BeeSmart School Garden Kit**
- 7 Join our **Pollinator Action Team** to keep up to date on more ways to stay involved
- 8 **Cook** a meal made with pollinator-friendly ingredients
- 9 **Donate** to our Pollinator Partnership's many programs and support our work on the ground
- 10 **Follow us** on social media by clicking the icons below



@pollinatorpartnership The Pollinator Partnership



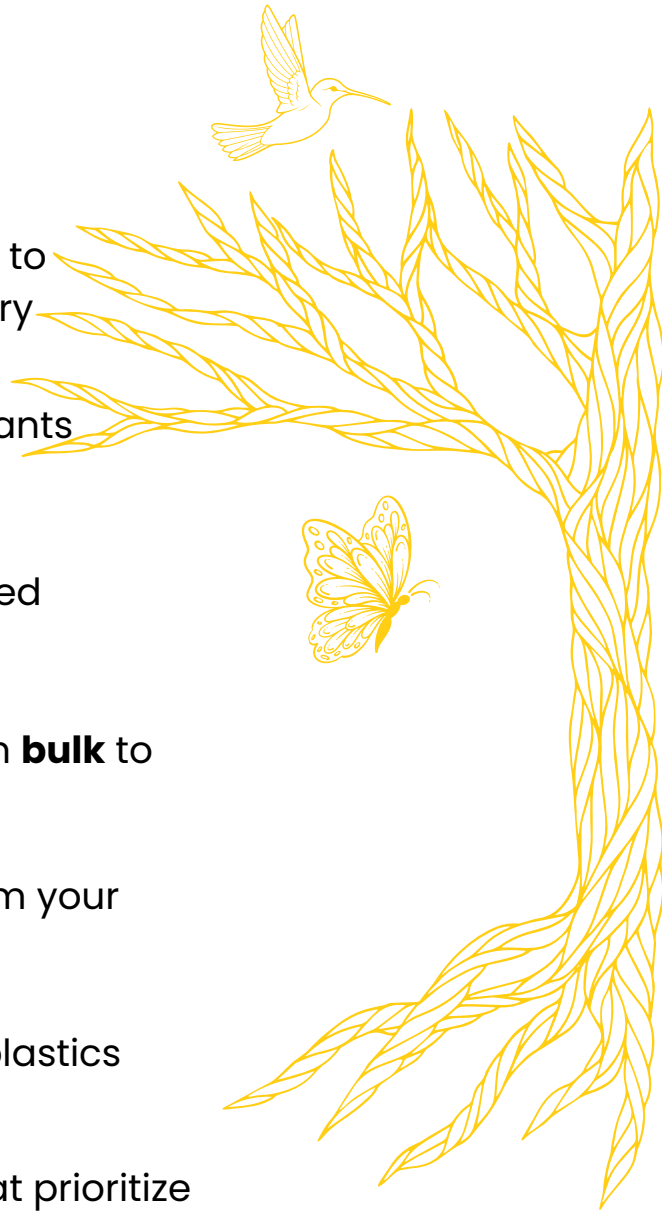
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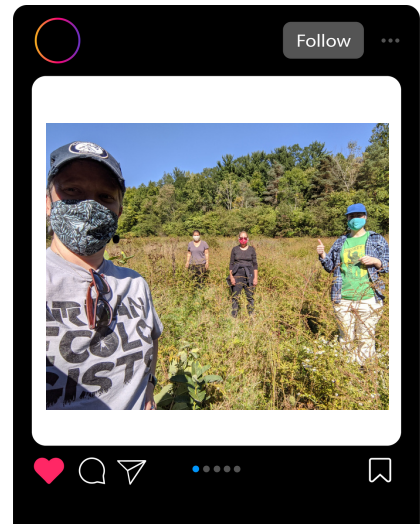
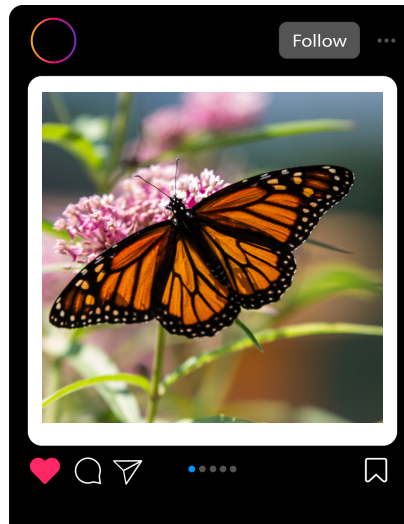
Reducing Plastics For Pollinators

- 1 **Recycle your plant pots** by bringing them to your local home renovation store or nursery
- 2 **Reuse** old plant pots for new or smaller plants
- 3 **Replace** plastic ground covers with cardboard or biodegradable paper covered with wood chips or straw
- 4 Buy your gardening or farming products in **bulk** to reduce plastic packaging
- 5 **Shop local.** Source your fresh produce from your local farmer's market
- 6 Bring **reusable bags** to avoid single-use plastics when shopping
- 7 **Support** businesses and organizations that prioritize sustainable alternatives to single-use plastic



Social Media Toolkit

Use **#EarthDay2024** for all mentions of Earth Day, events and resources shared. Mention Pollinator Partnership on Facebook, Instagram, and LinkedIn and we may re-share!



Sample Posts:

- 1 Join the impact and reduce your plastic use by 60% by 2040
#PollinatorsvsPlastic #EarthDay2024
- 2 It's **#EarthDay2024!** #DYK that pollinators like bees, butterflies, and bats, provide 1 out of 3 bites of food we eat? Say thanks by planting native plants, supporting local farmers, and educating others about the importance of pollinators!
- 3 Small creatures, big impact! This **#EarthDay2024**, let's celebrate the unsung heroes of our ecosystem – the pollinators. Together, we can create a world where they thrive.
- 4 About 75% of all flowering plant species need animal pollinators for reproduction. As a result, pollinators contribute to ecosystem health and a sustainable food supply. Celebrate them this **#EarthDay2024!**

Join us in celebrating Earth Day 2024 - You can make a real difference for pollinators, people, and the planet. Please consider making a tax deductible donation. Thank you!

Pollinator Partnership

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