

A Billion Acts of Green

Whether you plant a tree, or ride a bike instead of driving, tell us what you're doing to protect the environment



Project author or developer:
Earth Day Network

Where:
US / United States / Washington, D.C.

Website:
www.earthday.org/takeaction/index.html

With over one billion actions to date, Earth Day Network's 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.

A Billion Acts of Green® inspires and rewards both simple individual acts and larger organizational initiatives that reduce carbon emissions and support sustainability.

It's a global referendum on the environment.

Earth Day Network launched the campaign in 2010, Earth Day's 40th anniversary, with the goal of registering one billion actions in advance of the United Nations Conference on Sustainable Development (Rio+20) in June 2012. We blew that goal out of the water and reached one billion actions on Earth Day, April 22, 2012. We showcased that achievement at Rio+20, demonstrating to world leaders the breadth of support for strong, coordinated action to tackle our most pressing environmental problems, such as climate change.

Now, we're carrying that momentum forward to reach the next billion. This time, we're channeling the power of A Billion Acts of Green® to move the ball forward on specific, timely issues. We'll introduce fresh sub-campaigns periodically to inspire targeted action.

People can still register all the other actions they're taking to protect the environment "from washing laundry in cold water and riding a bike instead of driving to planting a garden and volunteering with a community clean-up. And organizations can still register actions such as community environmental meetings, tree plantings, large-scale light bulb changes, workplace renewable energy retrofits, and Earth Day events.

The A Billion Acts of Green® website quantifies all these acts of green through an easy-to-use online registration tool.

Together, these actions add up to something big.

