

A photograph of a forest stream flowing over large, moss-covered rocks. The water is clear and shallow, surrounded by dense green foliage and trees. The scene is peaceful and natural.

FORT&ERRA

APRIL 2023

EARTH MONTH TOOLKIT

INTRODUCTION

Today, issues caused by climate change persist, are increasingly urgent and require we act with resolve.

This month we celebrate Earth Month and on April 22, Earth Day. However, taking care of our environment requires more than that - it is a daily commitment. This toolkit focuses on specific actions that you can take, not just today, but every day to make the PNW and our world - more sustainable.

Please share and encourage your employees, family members and community to share our social media posts!

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FUN FACTS ABOUT EARTH DAY

THROUGH THE YEARS

The first Earth Day was celebrated in 1970 with more than 20 million Americans (more than 10% of the US population!) In the years since, Earth Day has grown into the largest annual global civic event.

- The first Earth Day steered the formation of the United States Environmental Protection Agency.
- In just the first decade, Earth Day is credited with playing an integral role to help pass important environmental legislation including the Clean Air Act, Clean Water Act, and Endangered Species Act.
- In 1990, Earth Day went global. More than 200 million people across 141 countries participated.
- In 2000, Earth Day organized local and global activists. Thanks to the power of the Internet, this included 5,000 environmental groups in 184 countries reaching hundreds of millions of people around the world. A drum chain even traveled from village to village in Gabon, Africa.
- Global warming and the push for clean energy was the focus for the new millennium.
- By 2010 Earth Day engaged more than 1 billion people 75,000 global partners reaching 193 countries.
- Earth Day 2020 marked 50 years.
- Today, Earth Day engages more than 1 billion people worldwide, working together to take action to protect our planet.

This year's Earth Day theme is 'Invest in Our Planet,' with a focus on building an equitable future and healthy economy for everyone.



MAKE A DIFFERENCE

TAKE ACTION!

Daily actions make a difference.

Reduce your impact by taking these simple actions today.



100% CLEAN ENERGY

Energy efficiency is the most effective way to cut your utility bill and to help move the Northwest on the path to 100% clean energy.

1. Cut energy use. Turn off lights, use turn-off power strips and unplug all appliances that you are not using.
2. Set the thermostat to 68°F or lower when you're at home and awake, and lower 7°F to 10°F when you're asleep or away. Or install a programmable thermostat.
3. Turn down your water heater to 120°F or the "low" setting.
4. Use weather-stripping or door sweeps to reduce heat loss and drafts.
5. Run your washing machine and dishwasher only when full.



REDUCE WASTE

Everybody - every person, every business - can play a central role in helping the Northwest reduce waste.

1. Recycle right: Empty. Clean. Dry. Also, ensure environmentally responsible recycling for electronics.
2. Reduce, reuse and up-cycle: donate or give new life to old clothes and home goods instead of throwing them out.
3. Reuse household items like old shirts as cleaning rags or old jars for food storage or to hold household items such as pens, paperclips, etc.
4. Target food waste – reduce, donate and compost.
5. Reduce or eliminate single-use plastic.





CLEAN AIR & WATER

1. Turn off the tap. Reducing the amount of water that goes down the drain reduces the amount of wastewater that needs to be treated.
2. Use hand-powered garden tools and avoid using gasoline or diesel-powered lawn mowers and leaf blowers.
3. Purchase and use environmentally and socially responsible products.
4. Don't flush any chemicals, pharmaceuticals or products containing plastics or microbeads down the drain.
5. Protect the outdoors and leave no trace (dispose of waste properly).



CLEAN & EQUITABLE TRANSPORTATION

1. Arrive green – Promote cleaner and more sustainable transit alternatives, such as walking, biking, carpooling or taking the bus with colleagues.
2. Make the switch to electric, re-chargeable vehicles.
3. Plan ahead and think about strategies to reduce carbon output for a trip.
4. Try “Green Driving,” like minimizing hard acceleration and braking.
5. Create incremental and realistic goals to mix up your commute a number of times a month.



HEALTHY & SUSTAINABLE FOOD

1. Promote health and sustainable food. To help with budgeting buy seasonal produce.
2. Shop locally and purchase from community vendors.
3. Purchase items delivered or sold in minimal, recycled or compostable packaging.
4. Think ahead, and plan for healthy meals in advance.
5. Ensure office kitchens maximize food utilization and minimize energy and water consumption.

ACTIVITIES

TRY SOME OF THESE EARTH-FRIENDLY ACTIVITIES AT THE OFFICE WITH COLLEAGUES OR AT HOME WITH FAMILY AND FRIENDS.

- Advocate for policy change and vote for candidates who will fight for climate policy.
- Plan organizational volunteering events to support regional stewardship programs.
- Plant trees and steward local green spaces by supporting programs and projects that mitigate carbon impacts.
- Plant a garden and grow your own food.
- Plan your next dinners out at a restaurant with locally-sourced menus.
- Visit your local farmer's market and shop locally.
- Form office lunch clubs that encourage locally-sourced dishes and reduce food waste.
- Support policies that promote sustainable and healthy food procurement, encourage others to join the cause.
- Pick up trash when you're walking around your neighborhood and encourage others to do the same.
- Start a buy nothing group with your neighbors to prevent waste and help those in need.
- Donate to reputable causes.
- Can't donate? No problem! Try volunteering instead. There are plenty of ways to help local organizations.
- Share your good work on social media to spread the word.



SOCIAL POSTS

SPREAD THE WORD THROUGHOUT EARTH MONTH!

Take action by sharing these posts and photos across your social channels this month.

Suggested Hashtags: #EarthMonth #EarthDay #LandforGood

[Click here](#) to download all social + photo assets.



APRIL 20

April is Earth Month! Celebrate by taking small actions every day toward a healthier community and planet. It could be as simple as turning down your heat or shopping for seasonal produce. Check out this Earth Month toolkit from @ForterraNW for tips and comment below to let us know how you're celebrating!



APRIL 22

Happy Earth Day! For over 50 years, Earth Day has marked a tide of action and change for a healthier planet. Since 1970, the Earth Day movement has engaged over 1 billion people worldwide who are all working together to protect our environment. Today, we come together to use our voices and resources for the future of our communities and our planet. You can join in by taking a small action today – whether you donate to a cause, volunteer your time or make small lifestyle changes. Check out this toolkit from @ForterraNW for ideas! Every step makes a difference!



APRIL 24

#EarthMonth Action – Reduce waste! It's more than just recycling and cutting down on plastic use – we can reduce waste by giving new life to old items. Before ordering new clothes or household goods, consider how you can creatively reuse your old or worn-out items. You can always donate and shop at thrift stores or start a clothing swap with friends. What's your favorite way to revive your old stuff? Share your DIY tricks below!

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APRIL 26

#EarthMonth Action – Your turn! What are some simple actions you take to reduce your impact on the environment? Tag a friend and challenge them to do the same!



APRIL 28

#EarthMonth Action – Shop seasonal! Food has some of the biggest impacts not only on our health, but on the health of our communities, region, and planet. This month, consider making a few small changes for the better by thinking about where you buy your food and the type of food you're buying. When you buy in season, you often support local farmers, get fresher, healthier food and save money compared to buying out of season!



APRIL 29

#EarthMonth Action – Leave the car at home! As we head into May, Bike to Work Month, it's a great time to consider biking for a healthier commute. Biking is great exercise, it reduces parking and transportation hassle – and is virtually a zero-emission form of transportation. Not sure how to get started? If you're in the Seattle area, @Cascadebicycle offers classes to get you out and riding safely. See you on the bike path!

THANK YOU!

Forterra innovates and scales land-based solutions to address the climate crisis and support equitable, green and prosperous communities.

We envision people and nature thriving together in a place where everyone belongs.

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