



► *Invest in the Planet - Locally*

A Brief History
of Earth Day



Turn back time... to the 1960s



Photos: Getty Images

Turn back time... to the 1960s

- ▶ *Silent Spring* by Rachel Carson (1962)
detailed detrimental effects of pesticides



By the 1950s, just over 400 breeding pairs of bald eagles were estimated in the lower 48 states due DDT and other factors
Source: *Wikipedia*

Turn back time... to the 1960s

- ▶ Rampant air pollution in NYC, LA & elsewhere



1955 recorded
3x the level of
smog compared
to present day
[More information](#)

Photo: AP

Turn back time... to the 1960s

► Santa Barbara oil spill



3 million gallons
spilled 1969

*Photo:
Ventura
County Star*

Turn back time... to the 1960s

- Cuyahoga River in Cleveland on fire!



1969, but not
the first time

[More information](#)

*Photo:
Smithsonian
Magazine*

Time to act!

- ▶ Senator Gaylord Nelson first proposed a nationwide environmental protest to thrust the environment onto the national agenda
- ▶ Organizers selected Wednesday, April 22, 1970
- ▶ *More information*

Time to act!

- ▶ 20 million Americans took to the streets, parks, and auditoriums to demonstrate for a healthy, sustainable environment

Time to act!

- ▶ Thousands of colleges and universities organized protests against the deterioration of the environment

Time to act!

- ▶ Groups suddenly realized they shared common values to fight against:
 - ▶ oil spills
 - ▶ polluting factories
 - ▶ raw sewage
 - ▶ toxic dumps
 - ▶ pesticides
 - ▶ and more!



Photo: WBUR, Boston

Time to act!

- ▶ Each year, the April 22 Earth Day marks the anniversary of the birth of the modern environmental movement



Time to act!

- The movement has evolved from a day of protest to a day for a call to action



Photo:
LA
Daily
News

Earth Day goes Global: 1990

- ▶ Mobilized 200 million people in 141 countries and lifted environmental issues onto the world stage
- ▶ Boosted recycling efforts worldwide
- ▶ Lead to 1992 United Nations Earth Summit in Rio de Janeiro

Earth Day for a new Millennium

- ▶ 5,000 groups in 184 countries reached out to hundreds of millions of people
- ▶ Leveraged the power of the Internet
- ▶ Earth Day 2000 message:
Citizens around the world want quick and decisive action on global warming and clean energy

Earth Day in Today's World

- ▶ Social and cultural environments from 1970 are rising again and people are again taking to the streets
- ▶ Social media is bringing these conversations, protests, strikes and mobilizations to a global audience

What has Earth Day accomplished?

- ▶ Environmental Protection Agency (EPA)
- ▶ Passage of first of their kind environmental laws
- ▶ National Environmental Education Act
- ▶ Occupational Safety and Health Act
- ▶ Clean Air Act
- ▶ Clean Water Act
- ▶ Endangered Species Act
- ▶ Federal Insecticide, Fungicide, and Rodenticide Act

Success Story: Bald Eagles

- ▶ US Fish & Wildlife estimates nearly 10,000 breeding pairs in the lower 48



Earth Day events... EarthDay.org



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Organizing something for Earth Day? [Register Your Events Here](#)

EARTH DAY EVENTS

[Mobile version](#)

Want to switch views? Click [Calendar](#) at the bottom to see and filter a list. Search by date and category below.

Are you planning an event?
[Register it here](#)

Event type:

No category selected

Age group:

All

Language:

All

Date range:

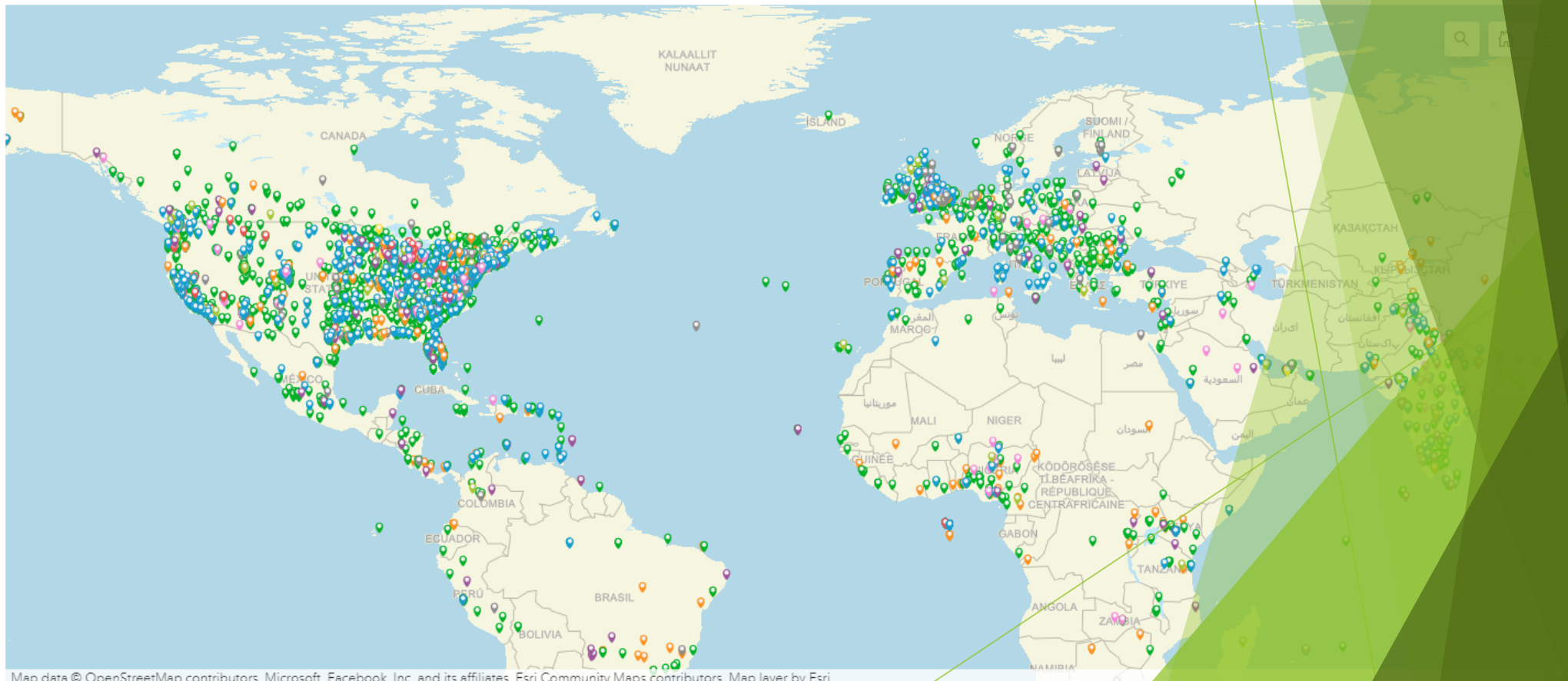
No date selected



Swap views at the bottom

Search at the top right

Filter with the options above



[Map](#)

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[Map legend](#)

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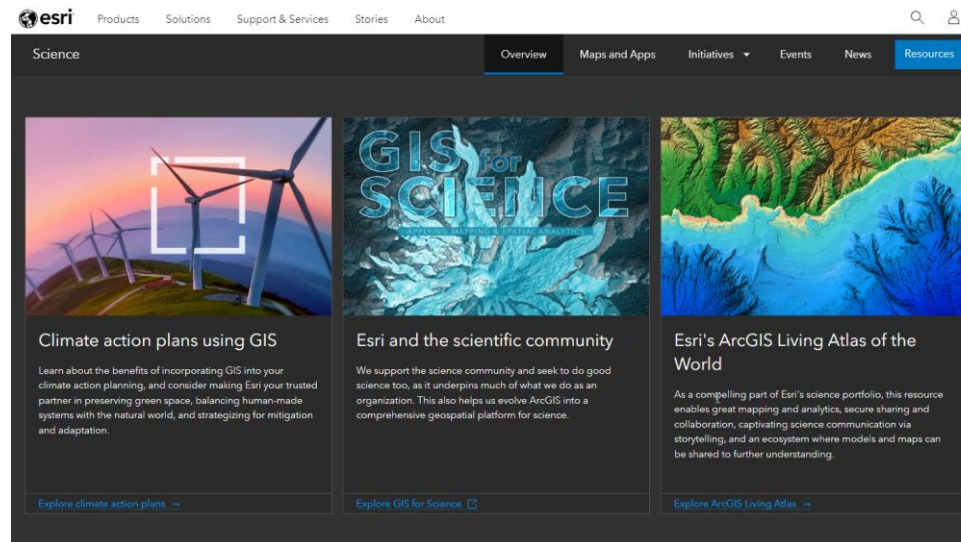
Earth Day's Message Has Not Changed

- ▶ Empowering individuals with the information, the tools, the messaging and the communities needed to make an impact and drive change



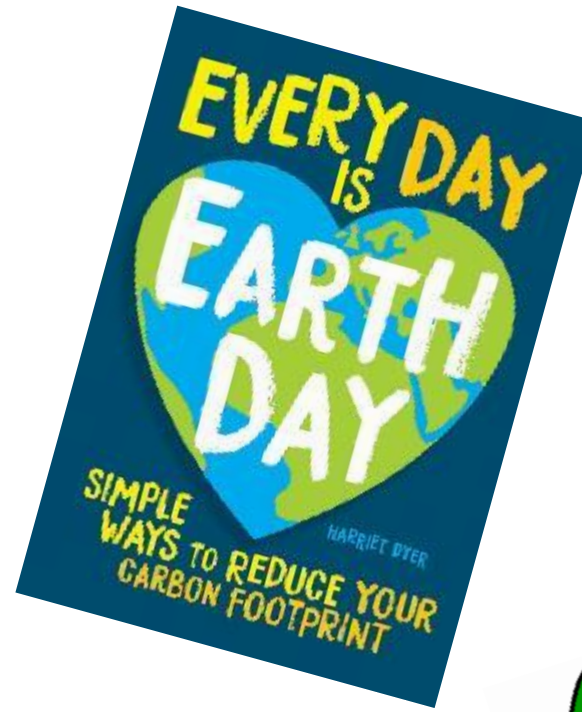
Online resources from Esri

► Google/Search
GIS for Climate
or
Science at Esri



Every Day is Earth Day

- ▶ Consume locally
- ▶ Clean up litter
- ▶ Compost
- ▶ Alternate transportation modes
- ▶ Reduce, reuse, recycle
- ▶ Get involved with the community



Final Thoughts from Jack Dangermond

- ▶ “To deal effectively with the climate crisis... We need to be problem solving, embracing what technology can offer, and using our skills to design a more sustainable future.”

Source: Forbes.com April 22, 2022

Final Thoughts from Jack Dangermond

- ▶ “So much good work is already being done by organizations around the world; there just needs to be much more of it.”

Source: Forbes.com April 22, 2022



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Thank you!