



earth day 2012

EARTH DAY NETWORK

MOBILIZEU

Brought to you by **Earth Day Network**



<http://www.earthday.org/MobilizeU>



WHY NOW?

In this unique time, as our world's climate is changing and our natural environment is being rapidly diminished, we all have a great deal of work to do to ensure a healthy and sustainable future. From recycling and buying local food, to making our communities aware of environmental problems and expressing concern to our legislators, we as global citizens play a valuable role by being environmentally-conscious. Equally, our political representatives and world leaders have just as much responsibility, but unfortunately we have yet to see them take the kind of strong actionable steps that we need to make progress on reversing climate change and environmental destruction.

Youth are extremely unique stakeholders in the future of our climate and natural environment, as they will soon be the ones inheriting and feeling the long-term impacts of unsustainable activities around the world. However, we must never forget the power that young people inherently have.

2012 marks an imperative year for the environment, with a host of critical elections occurring and monumental international conferences such as the Rio+20 Summit on Sustainable Development. Thus this year more than ever we must remind ourselves that the time for meaningful environmental action is today and now. It is up to our global youth generation to empower each other to mobilize their communities around environmental protection and show our world leaders that young people are not willing to sacrifice their futures for unsustainable development.

WHY MOBILIZE?

It's time for universities to join together and make a more powerful impact on protecting our planet than ever before. MobilizeU provides a platform for college and university students to amplify their current environmental initiatives and mobilize their communities to take on new environmental projects all the while sharing their experiences with a network of student environmental activists from across the globe. Through competing with other universities to generate as many acts of green as possible students can unite and strengthen and promote their message that today is the day for meaningful environmental action on the national and international levels.

MOBILIZEU

Universities Competing and Uniting for the Earth



[MobilizeU](#) is an international competition between colleges and universities that calls upon students to mobilize their campus communities around four weeks of environmental activism surrounding Earth Day 2012 (March 29 - April 29). Over the month-long competition, students will organize environmental activities and amplify initiatives their schools are already working on, in order to generate what we call “acts of green,” any act that either educates someone about the environment or reduces an individual’s carbon footprint.

At the end of each week, School Coordinators from each participating university will submit a short reporting form describing the number and type of acts of green they completed over the week and then post a creative photo or video on the [MobilizeU Facebook Page](#) documenting their acts of green. At the end of the competition, a select group of universities who excelled in a variety of different categories will be awarded prizes for their efforts.



RESOURCES

MobilizeU Competition Website:
<http://www.earthday.org/MobilizeU>

MobilizeU Facebook Page:
www.facebook.com/MobilizeU

MobilizeU Twitter Account:
www.twitter.com/MobilizeU

COMPETITION NEED-TO-KNOWS

- WHO:** You, your student organization, and other student activists worldwide.
- WHAT:** **Acts of Green!** From pledging to recycle, switching out a light bulb for an eco-friendly CFL, getting your cafeteria to purchase more local food, or organizing an Earth Day event almost any environmental action can count as an act of green for the competition.
- WHEN:** **March 29th – April 29th** - But it’s never too early to start recruiting friends and planning how your campus will generate as many acts of green as possible.
- WHERE:** **On your campus**, at schools nationwide, and in communities across the globe.
- HOW:** By signing up your school to participate and joining the MobilizeU movement as a [Regional Coordinator](#) or [School Coordinator](#)

MobilizeU provides student activists with a platform to highlight their campus efforts on the international level and contribute to a global call to action for environmental leadership.

Every act of green accomplished by student activists during the MobilizeU Competition will contribute to Earth Day Network's global A Billion Acts of Green® initiative. In June 2012, Earth Day Network will present these one billion individual environmental actions to world leaders at the Rio+20 United Nations Earth Summit on Sustainable Development, as a call to action for meaningful leadership on global environmental change.



Hundreds of millions of acts (and counting!) have already been pledged, but it's up to college and university students like you to help strengthen this message by mobilizing your campus communities for the earth.

Learn more about A Billion Acts of Green® at: act.earthday.org



WHAT IS AN ACT OF GREEN?

An **Act of Green** is any action that either reduces an individual's carbon footprint or educates someone about the environment.



Acts of green are quantified in different ways, but most commonly they can be counted as the number of people educated at an event or the number of hours donated for a service project.

Here are a few activities we suggest to generate Acts of Green

Week 1

Pledge Acts of Green

Set up a table on campus and collect pledges of acts of green your classmates commit to.

Each pledge counts as an **act of green**

Week 2

Register New Voters

Hold a New Voter Registration Drive on your campus to help influence the 2012 elections.

Each new voter counts as an **act of green**

Week 3

Clean and Green Your Community

Lead a Campus or Community Clean-Up at your favorite local nature spot.

Each hour donated counts as an **act of green**

Week 4

Organize an Earth Day Event

Coordinate a celebration on your campus to promote environmental awareness on **April 22, 2012**.

Each event attendee counts as an **act of green**

“Big Ticket” Acts of Green Generators for US Colleges

American College & University Presidents' Climate Commitment

Convince your college president to sign this institutional commitment to climate action on behalf of your school.

Getting your president to sign-on will count for as many **acts of green** as you have students at your school

Billion Dollar Green Challenge

Encourage your administration to join the 32 institutions thus far who are working to invest a combined total of \$ 1 billion in self-managed revolving funds to finance campus energy efficiency improvements.

Securing a campus investment will count for as many **acts of green** as dollars committed

I'm Ready to Mobilize My U!

1. **Register** your campus as an official MobilizeU participating school by signing up as a [Regional Coordinator](#) or [School Coordinator](#).
2. **Recruit** other students on your campus to help plan and organize acts of green for the competition.
***TIP:** Work with an environmental student group on campus
3. **Create** a video or photo introducing your campus to the MobilizeU community and post it to the [MobilizeU Facebook Page](#).
4. **Explore** the [MobilizeU website](#) to get competition updates and more information about the MobilizeU movement.
5. **Start** making a plan for how your campus will do as many acts of green as possible between March 29 and April 29
***TIP:** Consider implementing our weekly suggested acts of green generators or our “big ticket” sustainability initiatives
6. Contact the team at MobilizeU@earthday.org with questions



Thanks to our Partner Organizations:

