

**Naised ettevõtluses –
ROHELINE JA HOOLIV MAAILM
2023
„ Earth Day“**



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Roheliselt on võimalik



EENA / BPW Estonia



EARTH DAY



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#earthday #greenbpw
Every day is Earth Day



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Earth Day

- On April 22, the world celebrates Earth Day. Observed annually since 1970, one month after the spring equinox, Earth day marks the anniversary of modern environmental consciousness and dedicated care for the planet.
- BPW is stepping up to promote the message of sustainability and encourage individual responsibility and action in women everywhere. Through our networks, we will do our part to draw attention to the pressing issues of the planet, seek solutions by informing ourselves and examining our own contribution to environmental welfare, and invite women leaders and women everywhere to join us in **making pledges of sustainability for the year ahead**



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Earth day! What you can do!

- Invite your community to post photos/videos of themselves on social media, holding the Earth. This visual can be achieved by drawing the shape of the planet onto one's palm, holding up a globe or a ball with earth-like graphics, or editing the planet into one's photo digitally. The image/video should be posted on social media (Facebook and/or Instagram) along with the pledge ("I promise to...", "Holding the Earth by..."), using hashtags **#HoldingTheEarth**, **#WomenForMotherEarth**, **#EarthDayPledge**, **#GreenBPW**.

PLEDGES



Eesti Ettevõtlike Naiste Assotsiatsioon
Estonian Association of Business and Professional Women



The pledge

- **The pledge** can be personal or professional, depending on what one is passionate about and what they are able to commit to in the present stage of their life. Big changes start with small, consistent ones – the pledge can be anything from deciding to renounce plastic bags, create a bee-friendly balcony, change dietary habits, or consume music in a more sustainable fashion. However big or small, it is important that the practice or activity selected is something **one intends to follow throughout the year.**

when and where?

- **When?** Campaign launched internationally at **10th of April 2023**. Pledges are intended to be followed over the course of one year, until the next Earth Day.
- **Where? Online** - everywhere. BPW members and the broader public (women in particular) are invited to participate in the pledging initiative by taking a picture/video of themselves holding an image of the planet and posting the picture along with a sustainability pledge for the year ahead. **Offline** – clubs and organizations are encouraged to organize outdoor activities on Earth Day. Examples of activities for BPW members could be planting trees together or organizing a local clean-up and documentation of illegally dumped waste (in the style of World Cleanup Day).



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HOW?

- **How?** Promotion through social media, BPW websites, mailing lists, traditional media. Contacting public personas and influencers personally and asking them to join the pledging initiative to spread the word. The first, most important step is for **club members to make their pledges before (or on) 22.04**, posting their own videos/photos on social media to popularize the movement and create visibility for our hashtags. We hereby invite board members and team leaders to be the first ones to post their video/photo pledges, thus inspiring others to join!

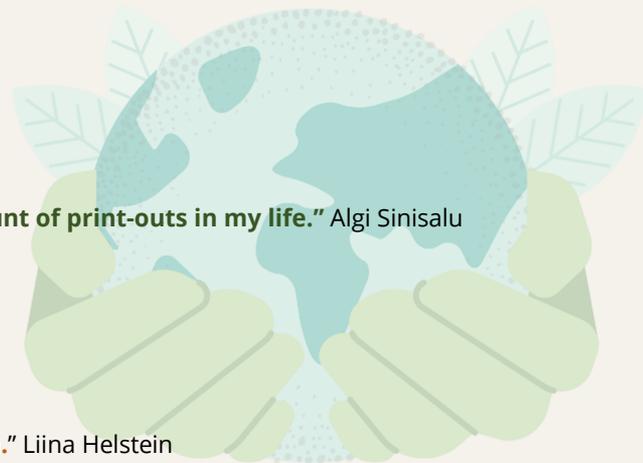


Music

- **Music? A special chant** was created and released on Earth Day 2021, which can be shared on social media and other channels: “I am the Earth”
- <https://www.youtube.com/watch?v=0bx3Oo9CZYk>. BPW Clubs are free to use the chant for the Earth Day campaign and the broader “Green and Sustainable” initiative with no copyright concerns, but please do reference the authors (Birgid Täht, Marii Väljataga) and performers (Kadi Toom, Marii Val, Helen Kübar) of the piece. An MP3 or WAV file can be obtained from BPW Estonia (marii.valjataga@eui.eu) and directed to any channels (e.g. radio stations) you see fit.

Pledges, some examples

- **I hold the Earth by creating a bee-friendly garden on my balcony and reducing the amount of print-outs in my life.** Algi Sinisalu
- **"I promise Mother Earth that I will begin sorting and separating garbage."** Diana Jesin
- **"I promise Mother Earth that I will consume less and be more aware of my consumption."** Liina Helstein
- **"I promise to reduce the amount of packages in my life."** Mari Kooskora.
- **"I promise Mother Earth that I will set the table for bees in my home garden."** Riina Piigli
- **"I promise Mother Earth to spread green thinking and observe it myself too."** Merle Saviauk





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How you can participate

Please register your Club participation siiri@siromo.ee

Please find the materials here:

https://drive.google.com/drive/folders/1bJ7zid9XtjBXAizSSEtOvVW7X23yEm7O?usp=share_link

Please send your pledges to siiri@siromo.ee or upload them [here](#) latest 10.4 - 20.4 – so we can share them in our channels

Please share our events in following channels:

Facebook <https://fb.me/e/S2dtqsjt>

LinkedIn https://lnkd.in/dn_gnMaV

Instagram: tag @greenbpw and use **#HoldingTheEarth, #WomenForMotherEarth, #EarthDayPledge,**



#GreenBPW





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22.04 at 16:30 Bryssels time we meet in ZOOM and sing together our Earth day song.

Join Zoom Meeting

<https://us02web.zoom.us/j/87050807695?pwd=Ni83K083eWJ5UIU4ekxpEMyVW41dz09>

Meeting ID: 870 5080 7695

Passcode: 299439





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EVERY DAY IS EARTH DAY.

All questions siiri@siromo.ee

