



EARTH
GUARDIANS

2020 IMPACT REPORT



3980 Broadway #103-229
Boulder, CO 80304

www.earthguardians.org
reachout@earthguardians.org

CONTENTS

CREWS, REGIONAL DIRECTORS & CAMPAIGNS	2
CREW & REGIONAL DIRECTOR UPDATES	2
PROGRAMS & CAMPAIGNS	7
INDIGENOUS YOUTH TRAINING & IMPACT	11
LEGAL ACTIONS & CIVIC ENGAGEMENT	12
REVOLUTIONIZE THE VOTE	14

GLOBAL IMPACT

CREW & REGIONAL DIRECTOR UPDATES

Earth Guardians crews are the heart of all the work we do. The number of crews continues to grow, as does the geographic reach of their projects, collaboration, and community.

This year, we are especially proud of how EG crews all over the world got creative in response to the many challenges presented by COVID, continuing to positively impact their communities and do important work for people and the planet.

Here are just a few major highlights and accomplishments from our global crews and our amazing team of Regional Directors.

EUROPE

Regional Director: Louka

Growth:

- Expanded to 9 more crews
- Trained 40 youth
- Brought in 76 more youth from the region

Completed Projects:

- Co-organized the annual MoselCleanup in September, with more than 6,000 volunteers and 50 tons of waste collected
- Social media campaigns
- Short videos about the fashion and food industries to educate the community
- River and ocean cleanup
- Signs warning hikers not to pollute nature
- Podcast on climate launched (EG Mannheim)
- Cigarette cleanup
- Community gardens
- Climate education workshop for use in schools

2021 Plans:

- Training crew leaders

AFRICA

Regional Director: Mensa

Growth:

- Expanded to 3 more crews
- Brought in 54 more youth from the region

Completed Projects:

TRAINING: MANUFACTURING FUEL BRIQUETTES FROM AGRICULTURAL WASTE

This training took place in May during the COVID-19 crisis. It saw the participation of 15 young people from the various horizons of the municipality of Lome. This theoretical and practical training lasted for 11 days. The idea pursued in the organization of this training by the leaders of Earth Guardians is to empower young people through the transformation of waste and energy sources.

This initiative intends to support these young people to create a production structure of combustible briquettes for sale as a source of energy. This action is aligned with the policy of reaching Togo's NDCs, adopted by the states at COP 21.

SCHOOL SUPPLY DONATIONS

With the support and membership fees, EG Africa was able to raise money to donate notebooks, pens, pencils, colored pencils, notebook covers, books, chalk, geometry sets, and rulers that the pupils of the primary school of Dalia need in order to return to school without causing too much worry for the parents. In all, 173 students each received a school kit for the new 2020-2021 school year.

OTHER PROJECTS

- 40,000 trees planted and evaluations done of trees planted last year
- COVID-focused social media campaign
- Study on charcoal consumption in Togo
- Digital training for new crew directors
- Video challenge to celebrate the World Day of Biodiversity

2021 Plans

- (In progress) Organizing a photography exhibition to display the effects of the climate crisis throughout Togo

BRAZIL

Regional Director: Tupa

Growth:

- Expanded to 4 more crews
- Trained 108 youth
- Brought in 56 more youth from the region
- Planted 21 trees and 221 other plants (food, medicinal, and aromatic herbs)

Completed Projects:

ONLINE EDUCATION SYSTEM

Earth Guardians Brazil consolidated an online education system with courses and workshops through the School of Guardians, including responding to the challenges imposed by the new COVID pandemic and social distancing. In addition, it also launched a new website, better structured to meet the needs of those who want to know more and/or join.

PODCAST

EarthCast is a Podcast that emerged with the intention of bringing news about climate and the environment in a simple and objective way.

FIRE WATCH

This project was formed almost at the end of the year after a succession of fires reached the EG-BR region. Objectives include:

- 1) Create and maintain a database, open and collaborative, on the effects of the fires recorded in the region, maintaining permanent monitoring of the current situation of the affected areas.
- 2) Create and submit proposals aimed at preventing future fires.
- 3) To support and disseminate positive actions on environmental education, fire prevention and restoration of affected areas.

URBAN PERMACULTURE: THE GARDEN PROJECT

The Garden Project completed its first 4-year cycle since its inception. The place, which was just a lawn, now has a mini forest with dozens of young fruit trees (many of which have already reached a height higher than the building), an area of agroecological cultivation with more than 200 species of medicinal, aromatic and condiments, which are shared with the local community through exchanges of seedlings and seeds and a seedling nursery.

BRAZIL (CONT.)

2021 Plans:

7K PROJECT

In 2021, EG-BR intends to plant 7,000 trees, in celebration of the team's 7-year anniversary. The planting will preferably be carried out in areas affected by the terrible fires of 2020 and other critical areas, according to an action plan that will be drawn up together with a technical team and partners.

In addition to planting these 7,000 trees, the 7K Project also provides for cultural and socio-environmental actions with the local community in the municipalities of Águas da Prata (SP), São João da Boa Vista (SP), Poços de Caldas (MG) and Andradas (MG))

SOCIO-ENVIRONMENTAL EXCHANGE: INTERNATIONAL SCHOOL OF GUARDIANS

Earth Guardians BR is also launching a proposal for international exchange so that young people from other parts of the world can visit the School of Guardians and experience little of this work done by the team in Brazil.

OTHER PROGRAMS AND PROJECTS

In addition, EG-BR will maintain all current projects, such as: Guardian School Courses, Urban Permaculture/Guardians' Garden, Water Monitoring, and Burn Monitoring.

END-OF-YEAR REFLECTION FROM TEO (EG MEXICO)

"WE ARE HERE TO MOVE FORWARD.

WE ARE NOT GOING TO STOP, WE ARE GOING TO CONTINUE GROWING STRIVING TO LEAVE A BETTER PLACE AND A BETTER CONSCIENCE FOR OUR CHILDREN AND THE ENTIRE HUMAN RACE. WE ARE VERY COMMITTED.

MAY FLOWERS AND SONGS RISE ON THIS EARTH WHILE WE ARE ALIVE WE WILL FIGHT FOR THE RIGHTS OF OUR MOTHER EARTH AND WE WILL NOT STOP WE ARE VERY HAPPY AND WE ARE VERY GRATEFUL FOR ALL THE EARTH GUARDIANS WHO ARE UNITING AND WHO WILL CONTINUE TO UNITE."

TEO
REGIONAL DIRECTOR
EARTH GUARDIANS MEXICO

MEXICO

Regional Director: Teo

Growth:

- Expanded to 5 more crews
- Trained 150 youth

Completed Projects:

- Documentary video about conservation efforts surrounding the axolotl, a beautiful fish originally from Mexico that is in danger of extinction
- Music project featuring original music from Earth Guardians México

2021 Plans:

- Continued axolotl conservation efforts
- Tree planting
- Continuing to build the Anáhuac Council, the Council of America of Earth Guardians, which unites crew leads from Mexico, Brazil, and Canada to build a stronger community and increase efficiency and collaboration on projects

INDIA

Regional Director: Anwasha

Growth:

- Added one more crew
- Brought in 70 more youth from the region
- Planted 5,000 trees

Completed Projects:

- Honeybee cultivation training
- Organic gardening
- Creation of 50+ rooftop gardens
- School enrichment programs
- Plantation drives
- COVID awareness camp—distributed masks and art supplies for a communal art project to thousands of people

2021 Plans:

- Taking legal action related to an emerging issue in Delhi
- Expanding crews

UNITED STATES

Crews across the US have prepped for the upcoming election with RevtheVote – a massive campaign designed to engage and encourage youth voter registration.

US crews ALSO teamed up with youth from other organizations to create the #DivestChallenge, encouraging folks to end their relationship with banks that fund fossil fuels.

COWICHAN VALLEY

The Cowichan Valley Crew designed a large mural for the World Bee Day celebration on May 23rd, 2020, and participated in numerous climate strikes and massive clean ups along their coast.

PROGRAMS & CAMPAIGNS

SPEAKERS BUREAU

In 2020, we launched the next generation of the Earth Guardians Speakers Bureau, providing a platform to elevate the voices of our most powerful youth leaders. Youth speakers from the EG Speakers Bureau touched the hearts of tens of thousands of people at over 30 events, both live and virtual, on the topics of youth leadership and activism and the many ways to impact change and engage in climate justice work at Earth Guardians.

To date in 2020, we have placed youth speakers at events across the globe with partner organizations like EarthX, One Percent for the Planet, EarthHacks, Harvard University, European Molecular Biology Laboratory (EMBL), Wake Forest University, the UC system, Temple of Understanding, the Public Interest Environmental Law Conference (PIELC) and the UN initiative Localizing Climate Justice Conference (LCJC), and many more.

STIPENDS + FUNDING

As of September 2020, Earth Guardians has provided stipends to both Youth Council and Regional Directors totaling over \$24,000 for their support on EG projects and campaigns.

DECOLONIZE LEADERSHIP TRAINING

In July, our online Decolonize Youth Leadership Training program set out to address the intersectionality between systematic racism and the environmental crisis with a focus on taking action with our voices, votes, and communities.

In order to unlearn the conditions of our society, we have to connect, create, and heal together, and this training provided a space to process grief, to grow our capacity to feel and understand our stories, and to create a new vision for what's to come.

BY THE NUMBERS

- 25** youth participants
- 3** guest facilitators
- 4** youth facilitators

One of the participants reviewed the training, writing:

“THE TRAINING HELPED ME IDENTIFY THE COLONIZATION WITHIN MYSELF. WHETHER IT BE MY STEREOTYPES AGAINST OTHERS OR THE COLONIZATION I'VE DONE TO MYSELF. IT HELPED ME OPEN UP MY FEELINGS THAT I HAD BOTTLED UP INSIDE, IT ALLOWED ME TO ATTACK THOSE FEELINGS AND UNDERSTAND THAT WHAT I AM FEELING IS OK. **THIS HAS LED ME TO LEAD MY EARTH GUARDIANS CREW WITH AN OPEN HEART AND UNDERSTANDING.**”

—RAKHI K.

EARTH DAY LIVE

Earth Guardians was a lead partner in Earth Day Live, a 3 day livestream celebrating the 50th anniversary of Earth Day held from April 22nd to April 24th, 2020 resulting in 4.8M views, 207 segments curated, 319 local livestreams registered on action network, 400 presenters, many from Earth Guardians, and 500 organizations participated.

STOP THE MONEY PIPELINE

Stop the Money Pipeline is a coalition of 130 organizations from across the country organizing a campaign to target the financial sector's support of the climate crisis. Earth Guardians is one of the only youth-led organizations within the coalition bringing the youth voice to the table. Three Native American Earth Guardian youth sit on the Steering Committee of STMP, and help to guide decision making for the coalition. The coalition uses a variety of tactics including webinars, teach-ins, letter writing, nonviolent direct action, and more.

CHASE DIVESTMENT CAMPAIGN

This pledge targets young people who do not already have bank accounts with a focus on getting young people to commit to not bank at JPMorgan Chase because they are the #1 fossil fuel supporting bank in the world. To date, 1,500 people have pledged and divested from Chase.

From May-August 2020, Earth Guardians youth developed a social media campaign engaging thousands of youth from across the globe in making videos and signs about what they are divesting from and what they are investing in. Former Exxon CEO, Lee Raymond, has been demoted as lead independent director at Chase, five of the six largest US banks have committed to stop funding Arctic drilling projects, and main targets Chase, Liberty Mutual and BlackRock have all passed new (albeit insufficient) climate policies since the Stop the Money Pipeline coalition came together just six months ago. We have used a wide range of youth-led tactics, including webinars, social media videos, emails with calls to actin, livestreams, and op-eds.

REVOLUTIONIZE THE VOTE

Earth Guardians created and partnered with voter registration and turnout organizations such as March On, Future Coalition, the International Indigenous youth Council, Rock the Vote, Hip Hop Caucus, Seeding Sovereignty, Seventh Generation, and We Stand United to support 65 million young people to register and turn out to vote in this upcoming Nov 2020 election.

More information about this major campaign can be found on page 14 of this report.

DIVEST + DEFUND / INVEST + ENVISION

In the spring of 2020, Earth Guardians Youth Council members launched a campaign to educate others across the globe around the importance of youth divesting from destruction and investing in a livable and equitable future.

This campaign included a number of creative facets. EG Youth Council members created a guide/toolkit to help others easily understand the importance in divesting from banks that fund the climate crisis while also offering alternatives for banking. This dialogue asset kit also guides young people in how to talk to adults in their lives about the importance of divestment.

Additionally, during this campaign, BIPOC EG youth across the country produced a video that equates the COVID-19 crisis to the climate crisis, showing parallels and how they both reveal the same weaknesses and disparities in the system at large. This video was produced by Porcupine Productions, aired on the 3-day Earth Day livestream in April, and is now being used in a documentary on COVID that will most likely be streamed on HBO.

Finally, the EG Youth Council put a call out via social media asking people across the world to make short videos or signs/photos declaring what they are divesting from in their own lives and what they are investing in instead. This was not just a call for financial divestment, but divestment at large, including practices that promote racism, toxic waste, the fashion industry, the pharmaceutical industry, mainstream agriculture, and more. In these videos and photos, the youth not only declared what they are divesting from, but also included what alternatives they will be investing in, ranging from farmers markets and herbalism to thrift stores and solar energy!

GEORGIA PEACHES FOR PROGRESS COALITION MEMBER

Earth Guardians is a coalition member of the Georgia Peaches for Progress campaign along with many national and local Georgia organizations.

We are currently helping to connect local on-the-ground organizations with large pieces of art as well as banners to drop and wheat paste onto the sides of buildings during and before planned events (Peaches for Progress) that will be encouraging folks in many different districts of Georgia to vote in the national special election senate races coming up on Jan 5th.

COVID-19 + PPE FOR TRIBAL NATIONS

Earth Guardians has partnered up with [shift7](#) to help provide PPE and winter gear to Native American tribes across the U.S. Shift7 has been working since March to assist Native communities with access to PPE donations for COVID. Federal and state government entities have not been able to provide these supplies to most tribes since the beginning of COVID, and we have been told by several tribes that now they have stopped completely. To date, shift7 has facilitated the donation of nearly 585,000 items across more than 300 tribes among 22 states—primarily masks, gowns, gloves, face shields, and hand sanitizer. They have also recently partnered with National Indian Health Board in this effort.

This fall, Earth Guardians and shift7 are bringing together a coalition of companies—including Patagonia, Seventh Generation, 1% for the Planet, and many others—to make donations of masks, PPE, and winter gear to Tribal Nations across the United States who are feeling some of the worst impacts of the COVID-19 crisis.

CIVIC ENGAGEMENT LIBRARY

In preparation for the 2020 elections, Earth Guardians Youth Council members built a civic engagement library to demystify the world of politics for other youth. The civic engagement library is a resource to help our community members navigate the sometimes confusing and inaccessible processes of voter registration, ballot initiatives, letter writing, lobbying, researching candidates, polling locations, and much more.

COMMUNITY RESOURCE CENTER

In 2020, EG built an online Community Resource Center as a unifying platform for our global crews to stay connected, learn, engage, and focus collective efforts on impact and solutions. The platform provides each crew member a unique individual profile where they can access different groups, resources, trainings, and connections with other crew members and EG staff. Not only is it a way to educate oneself in the areas of activism, climate change, communication, and even social justice issues, but it's also a means for youth and EG to stay connected through a social media platform. Much of the content on the platform has been led and designed by EG youth.

Earth Guardians plans to design and populate the Community Resource Center with relevant trainings and resources that meet the demands of the climate and environmental crisis while also encouraging more youth crew members to sign up and use the platform as we aim for thousands of global EG crew members within the next few years.

INDIGENOUS YOUTH TRAINING & IMPACT

Our 2020 5-week long training (virtual due to COVID) brought together 40 North American Indigenous youth leaders from 25 tribes to learn from Indigenous mentors and experts in the fields of digital media/storytelling, food sovereignty, political sovereignty, outdoor survival skills, decolonizing community care, and campaign development.

The training facilitators included, but were not limited to: Nick Tilsen (CEO of the NDN Collective), Dallas Goldtooth of the Indigenous Environmental Network, Judge Begay of the NDN Collective, Bryan Deans (founder of Olceri), Tara Houska of the Giniw Collective, and many more.

Here are a few highlights from this training as well as work that participants have done since.

STIPENDS & MICROGRANTS

Earth Guardians has provided almost \$17K as stipends to Indigenous youth as of September 2020 for their time and commitment to supporting EG campaigns and projects. EG also received a \$20,000 dollar grant from NDN Collective to distribute through micro-grants to our youth attendees who are implementing local and national environmental and social justice campaigns and projects.

FOLLOW-UP CLASSES

Indigenous Environmental Network is offering a two-day Carbon Credit Training to youth attendees focused on the truth and lies behind carbon credits.

PPE & NATIVE NATIONS

Earth Guardians has partnered with shift7 to help provide PPE and winter gear to as many Native American Tribes across the US as possible.

BOOK CLUB

Youth from the 2020 training have formed a book club where they are reading books on decolonization, Native American history, Indigenous environmental justice, and more and meeting weekly. The first book read was Winona LaDuke's book *The Militarization of Indian Country*.

MEDIC TRAINING

Vanessa Bollin is providing our youth with a 20 hour street medic training for the youth who find themselves in the streets and on the front lines of the movement.

YOUTH SPEAKERS

A number of Indigenous youth from Earth Guardians have spoken on panels across the nation, the globe, and on Capital Hill. Indigenous youth from our Speakers Bureau have gone live with influencers and celebrities such as Van Jones, Miley Cyrus, Mark Ruffalo, Mark Hamill, and others to discuss issues such as voting rights, Indigenous rights, land reclamation initiatives, and divestment.

MOBILIZATIONS LEGAL ACTIONS & CIVIC ENGAGEMENT



In our partnership with Our Children's Trust (OCT), Earth Guardians is proud to lead mobilizations around climate-focused legal actions.

HOW IT WORKS

When important developments happen in OCT's cases, Earth Guardians helps young people and supporters all over the world take meaningful action in response. We work closely with the staff and attorneys at OCT, who handle the legal interpretation and strategy, while Earth Guardians takes the lead on translating that legal information into meaningful, relatable, and actionable opportunities for people to be part of this important work.

SOCIALLY DISTANT ACTIVISM

In the time of COVID-19, these opportunities are all virtual, and we have developed brand-new engagement strategies—such as virtual rallies, online workshops, social media challenges, and online educational materials—that allow supporters to make a difference from home.

IMPACT

The impact of these cases and the public engagement surrounding them cannot be overstated. Judge Ann Aiken's statement below (from a 2016 opinion for *Juliana v. United States*) as well as wins like the one in Massachusetts show that these legal arguments and the youth plaintiffs sharing their stories are making a difference.

"EXERCISING MY 'REASONED JUDGMENT,' I HAVE NO DOUBT THAT THE RIGHT TO A CLIMATE SYSTEM CAPABLE OF SUSTAINING HUMAN LIFE IS FUNDAMENTAL TO A FREE AND ORDERED SOCIETY."

—U.S. DISTRICT JUDGE ANN AIKEN

Through ongoing mobilizations around these legal actions, we can continue to build our global climate movement and empower young people to make their voices heard in every branch and level of government.

CLICK EACH
CASE TO
LEARN MORE!



U.S. FEDERAL CASE:

- JULIANA V. UNITED STATES

PENDING LEGAL ACTIONS IN U.S. STATES:

- ALASKA
- COLORADO
- FLORIDA
- MONTANA
- NORTH CAROLINA
- OREGON
- WASHINGTON

GLOBAL LEGAL ACTIONS SUPPORTED BY OCT:

- AUSTRALIA
- BELGIUM
- CANADA
- COLOMBIA
- ENGLAND
- FRANCE
- INDIA
- MEXICO
- THE NETHERLANDS
- NORWAY
- PAKISTAN
- PHILIPPINES
- UGANDA
- UKRAINE

Visit the Our Children's Trust [website](#) to learn more about their [mission](#) and the [science](#) behind all of their legal actions.

For more information, email Jecca Bowen, Youth Litigation Mobilization Coordinator for Earth Guardians, at jecca@earthguardians.org.

BY THE NUMBERS

Earth Guardians and Our Children's Trust have worked together for many years, with Earth Guardians listed as an organizational plaintiff on *Juliana v. United States* and many Earth Guardians youth serving as youth plaintiffs on climate-related legal actions that OCT leads and supports across the country and around the world. In July 2020, this partnership was formalized with the creation of the Youth Litigation Mobilization Coordinator position, which acts as a liaison between the two organizations and leads mobilizations and education efforts within the Earth Guardians community related to ongoing legal actions.

SELECT MESSAGES OF SUPPORT FROM EARTH GUARDIANS COMMUNITY MEMBERS AFTER THE OCTOBER 2020 CHERNAIK V. BROWN DECISION



"WE NEED MORE OF THIS ALL OVER OUR COUNTRY AND OUR WORLD."
CINDA JOHANSEN

"THIS WORK MEANS EVERYTHING. IT IS LITERALLY THE MOST IMPORTANT THING.
IF WE DON'T FIGHT FOR OUR CHILDREN AND OUR FUTURE AS HUMAN BEINGS TO LIVE IN A SAFE PLANET BY CHANGING OUR OWN ACTIONS TO MAKE THIS POSSIBLE, WE ARE DOING NOTHING ELSE RIGHT."
EMANUELA GOLDENBERG

MY HOPE IS IN THE YOUTH THAT HAVE COMMITTED THEMSELVES TO FIGHTING FOR A JUST FUTURE FOR ALL. THANK YOU SO MUCH YOU INSPIRE ME.
BELLA

Since then, this new branch of Earth Guardians has already yielded exciting results and created new projects, crew opportunities, and community engagement pathways, including...

2

mobilizations around major case developments (*Chernaik v. Brown* and *La Rose v. Her Majesty the Queen*)

3

new online courses in development related to climate lawsuits and civic engagement

3

how-to guides published about tasks that boost awareness of the cases and support the youth plaintiffs

1

community-focused climate storytelling project begun

31

new signups for mobilization updates and opportunities from supporters in 6 countries

14K

people reached via social media re: case updates and calls to action

VOTER REGISTRATION CAMPAIGN

REVOLUTIONIZE THE VOTE

Revolutionize the Vote consisted of a coalition of partners including Earth Guardians, Future Coalition, International Indigenous Youth Council (IIYC), Seeding Sovereignty, Seventh Generation Inc., March On, and Hip Hop Caucus. This campaign used many tactics to reach youth, specifically BIPOC youth, to encourage voting in the 2020 election.

Our strategy included livestreams with influencers and activists, social media content on Facebook, Instagram, and Tiktok as well as on-the-ground mobilizations to the polls, and videos and interviews.

CAMPAIGN GOALS

CONTRIBUTE TOWARD THE LARGEST YOUTH VOTER TURNOUT IN ANY PRESIDENTIAL ELECTION

CONTRIBUTE TO REGISTERING 2 MILLION BLACK AND INDIGENOUS YOUTH ELIGIBLE TO VOTE

SHARE WISDOM FROM BLACK AND NATIVE VOICES ON THE INTERSECTIONALITY OF SOCIAL JUSTICE AND CLIMATE JUSTICE

ENABLE PARTNERSHIP BUILDING WITH BLACK AND INDIGENOUS ORGANIZERS TO DIVERSIFY THE CLIMATE MOVEMENT

COMBINE MOVEMENTS, STANDING IN SOLIDARITY WITH THE MOVEMENT FOR BLACK LIVES

ENABLE BLACK AND INDIGENOUS ORGANIZERS TO ACCESS THE MANY RESOURCES AVAILABLE FROM THE CLIMATE MOVEMENT

ALLOW FOR PARTNERSHIPS WITH UNIVERSITIES AND ORGANIZATIONS TO REGISTER VOTERS

BUILD PARTNER ORGANIZATION MEMBERSHIP

The livestreams, videos, paid ads and social media content promoted the text in code

52565

leading users to register to vote and to receive pertinent information on polling places, dates for early voting and more.



KEY CAMPAIGN OUTCOMES BY THE NUMBERS

25,000+

NEW VOTERS REGISTERED

Through the Earth Guardians online voter registration portal, shared with Future Coalition and March On

265,000

VOTE WITH US LIVESTREAM VIEWS

On October 24 (Vote Early Saturday) EG partnered with Vote with Us to host a massive, star-studded virtual rally and 11-day on-the-ground mobilization to encourage voter turnout among young people and communities of color. The event streamed on the Vote with Us site, YouTube, and coalition partner social media channels with a focus on why, how, when, and where to vote, with an emphasis on safe, in-person and early voting.

116,323

YOUTUBE VIEWS

Between August 1 and November 3, 2020. This represents 775.27% increase in our normal viewing numbers.

110,000

KICKOFF LIVESTREAM VIEWS

Earth Guardians hosted a two-hour kickoff Livestream on August 17th that was live on Facebook, YouTube, Twitch and Twitter. The event featured Van Jones, Jasilyn Charger, Rev. Lennox Yearwood, UMI, AYONI, Supaman, and other BIPOC influencers and artists with hosts Leala Pourier and Xiuhtezcatl Martinez. We reached over 110,000 viewers, with 16,500 of those being Gen-Z.

13,500+

TIKTOK VIDEO VIEWS

Chrissy Sergeon (a Black youth Tiktok influencer from the Baltimore area) and Marika Sila (from the Navajo Nation) also created TikTok videos to support the BIPOC youth vote and encourage registration.

2,000+

STREET VIDEO STREAM VIEWS

EG worked directly with a filmmaker, Michael Kastenbaum, who traveled across the country producing live candid content from street interviews in various swing states showcasing people conversing about the importance of voting, which was aired on EG's social media outlets and livestreams.

EVENTS, INFLUENCERS, AND PARTNERSHIPS

This campaign involved many coordinated events across the country, most of which were virtual due to the ongoing COVID-19 pandemic. Here are some of the key events we and our partner organizations hosted to get out the vote:

KICKOFF LIVESTREAM

Earth Guardians hosted a two-hour kickoff livestream on August 17 that was live on Facebook, YouTube, Twitch, and Twitter, featuring Van Jones, Jasilyn Charger, Rev. Lennox Yearwood, UMI, AYONI, Supaman and other BIPOC influencers and artists with hosts Leala Pourier and Xiuhtezcatl Martinez. Statistics from this event demonstrated we reached over 110,000 views with 16,500 of those being Gen-Z.

DRIVE-IN STAR WARS SHOWING

RevtheVote campaigners and Protect the Sacred organized an event on Navajo Nation in Arizona at a drive-in showing of the film Star Wars on September 26th.

Prior to the film showing EG youth, Leala Pourier and Jacilyn Charger, along with Mark Ruffalo, Mark Hamill, Paul Rudd, and Navajo Nation President Jonathan Nez joined forces in a streamed 30 minute segment to discuss the importance of voting in the 2020 elections and filling out the census. This segment was also streamed live online and received 11,000 views that day in addition to those who saw it in-person at the drive-in.

INSTAGRAM LIVE VIDEOS

Instagram live videos focused on the BIPOC youth vote for the 2020 elections and included:

- On October 12th, Adrian Stevens and Thomas Lopez, Partnerships Coordinator for Future Coalition and Co-founder of the International Indigenous Youth Council, went live with 1,437 views.
- On October 22nd, Leala Pourier, EG Social Media Manager and member of EG Youth Council, and Mark Ruffalo joined forces in a video that reached over 7,000 views.

CELEBRITIES + INFLUENCERS WHO JOINED US

- MARK RUFFALO
- MARK HAMILL
- PAUL RUDD
- JONATHAN NEZ (NAVAJO NATION PRESIDENT)
- MILEY CYRUS
- DEMI LOVATO
- JASILYN CHARGER
- REV. LENNOX YEARWOOD
- VAN JONES
- XIUHTEZCATL MARTINEZ
- UMI
- AYONI
- SUPAMAN
- CHRISSY SERGEON
- MARIKA SILA
- MICHAEL KASTENBAUM

ORGANIZATIONS WE PARTNERED WITH

- INTERNATIONAL INDIGENOUS YOUTH COUNCIL (IIYC)
- SEEDING SOVEREIGNTY
- SEVENTH GENERATION
- MARCH ON
- HIP HOP CAUCUS
- FUTURE COALITION
- PROTECT THE SACRED
- VOTE COMMON GOOD
- PIEDMONT ENVIRONMENTAL ALLIANCE (PEA)
- ROLLING STONE (FRIDAYS FOR UNITY)

EVENTS, INFLUENCERS, AND PARTNERSHIPS (CONT.)

VIDEO CREATION WITH MICHAEL KASTENBAUM

EG also focused efforts on creating video content with BIPOC youth in the streets. EG worked directly with a filmmaker, Michael Kastenbaum, who traveled across the country producing live candid content from street interviews in various swing states showcasing people conversing about the importance of voting, which was aired on EG's social media outlets and livestreams.

VOTE WITH US LIVESTREAM

EG partnered with Vote with Us to host a Livestream with partners and contributors like Demi Lovato, Mark Ruffalo, Dua Lipa, Amy Schumer, and more to encourage early voting in the presidential election.

On October 24th, Vote Early Saturday, a star-studded list of celebrities, influencers, activists and generational leaders came together to host Vote with Us, a massive virtual rally and 11-day on-the-ground mobilization to encourage voter turnout among young people and communities of color. The event streamed on the Vote with Us site, YouTube and coalition partner social media channels with a focus on the four essential pillars of voting: why, how, when and where to vote, with an emphasis on safe, in-person and early voting.

PHOTO + PERSONAL STATEMENT CALL TO ACTION

Earth Guardians and Seventh Generation partnered to elevate the voice of young people under the age of 18 years (those who are unable to vote in this election). The call to action was for those who have the right to vote in the United States to exercise their right for climate justice in the name of those who are underage and to protect the future. Earth Guardians youth members sent photos and personal statements to contribute content for this campaign.

MARCH ON THE POLLS

EG worked with March on the Polls, a campaign lead by Future Coalition and March On, to mobilize EG on-the-ground crews and partners across the country in a socially distanced way to get people out in the streets, to the polls, and increase the number of people registered to vote with a focus on young people and communities of color. Many events happened across the country in October, from parades and marches to virtual events, and EG was directly involved with promoting three of these events including:

- **Arizona Ride to the Polls (Navajo Nation)**

The ride took place on October 20th in Kayenta, AZ and was hosted by Allie Young and Protect the Sacred. The event encouraged Diné youth and people to rock their mocs and traditional clothes or cowboy up with their hats and spurs, and ride to the polls for one hour to cast their ballots just like the elders and ancestors did to protect us, our future, and the sacred. Navajo Nation was attributed to the state of AZ swinging blue for the presidential seat this election.

EVENTS, INFLUENCERS, AND PARTNERSHIPS (CONT.)

- **Vote for the Future/Vote Common Good**

EG partnered with North Carolina-based Vote Common Good in their efforts to focus on young climate voters. EG provided Vote Common Good with video content and speakers for phone banking events to motivate ambivalent youth voters in the state.

- **#Earlyvotews with Piedmont Environmental Alliance (PEA) in Winston-Salem, NC**

This event encouraged voting and non-partisan civic participation among citizens of Winston-Salem, North Carolina by providing a fun and interactive way to vote together. PEA partnered with Reynolds High School Civic Engagement Institute to host a table at Brown Douglass Community Center, one of the city's early voting locations, on October 23rd from 10:00AM-2:00PM.

During this time period, PEA volunteers staffed a table with fun signs for photo ops, free Village Juice and Sunshine Energy Drinks, #VoteForThePlanet stickers, and an opportunity to sign a PEA petition to be entered in a raffle for exciting prizes like gift cards to popular local restaurants and stores.

ROLLING STONE FRIDAYS FOR UNITY

On two Fridays in October, these [nationwide Get Out the Vote online events](#) targeted swing states, featuring musical performances and issues-based conversations. EG provided video content, made direct connections with youth speakers for their livestreams, and Xiuhtezcatl Martinez produced a piece.

Timed to take place during the lead-up to the presidential election, the event was designed to strengthen voter engagement and motivate viewers to help GOTV in their own communities. The two events had over 500,000 views.

ABOUT US



**EARTH
GUARDIANS**

Earth Guardians is an intergenerational organization that inspires, informs, engages and invests in its impactful community of over 300 youth activist crews across the world. We provide the platform, resources and the collaborative opportunities necessary to elevate their voices and strengthen the positive impact they are having in their communities and the world.

Now with thousands of engaged youth on six continents, Earth Guardians has given youth a voice and direction worldwide to become effective leaders and make measurable change in their communities. Earth Guardians continues to develop the resources to build a stronger collaborative network to cultivate and support this large wave of youth engagement.

WANT TO LEARN MORE?

Visit our website at www.earthguardians.org and follow us on social media using the handles below.



@EarthGuardiansTribe



@earthguardians



@earthguardianz