



EARTH DAY NORTHWEST 2020 PROJECT TOOLKIT

We start with a simple premise - we are all in this together. Earth Day Northwest 2020 asks our region, residents, community organizations, businesses, unions, government and NGOs to be part of the solution. Five decades after the original event Earth Day Northwest 2020 goes beyond a single moment take action in this region for a livable, sustainable environment.

We hope to instill courage to take action as part of a broad-based movement that supports meaningful on-the-ground projects rather than a narrowly defined set of activities.

It's that simple. We all have a stake, and we are all in this together.

HOW TO USE THIS TOOLKIT

This toolkit provides a framework with prompts to help Earth Day Northwest 2020 Partners with their Earth Day Northwest 2020 project. It is a guide to choosing, setting outcomes and planning a project.

Please contact kristi@earthdaynw2020.org for additional support or assistance.

EARTH DAY NORTHWEST 2020 UPHOLDS THREE KEY OBJECTIVES

Earth Day Northwest 2020 is committed to using on-the-ground projects to show we can head towards a sustainable future as a region.

Earth Day Northwest 2020 asks organization to commit to their 'NEXT 5' with projects that:



Protect and preserve the natural environment.

Healthy and vital ecosystems are central to our way of life in the Pacific Northwest.



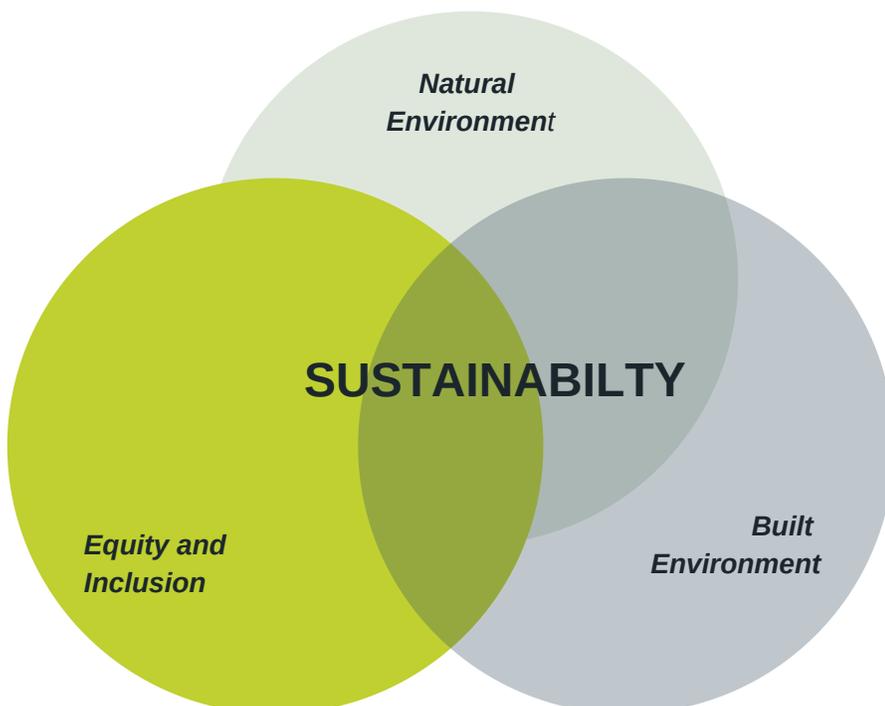
Expect and commit to equity and inclusion.

Our communities are enriched by a diversity of people and strengthened by every individual's contribution.



Ensure our built communities – cities and towns – are safe, livable and healthy.

Sustainable communities require efforts to improve the spaces where we live, work and recreate.



Sustainability =
climate readiness and
resilience.

EARTH DAY NORTHWEST 2020: PROJECT GUIDELINES

USE THESE GUIDELINES AS YOU THINK ABOUT PROJECT IDEAS AND START TO SET YOUR OUTCOMES:



Is it sustainable and resilient? Will the impact reach beyond 2020?

- *Does it look for ways to get people involved beyond a one-day event?*
- *Does it increase knowledge of the issues or inspire ongoing action?*



Is it holistic and diverse? Does it ensure that everyone (regardless of race, gender, ability, religion, nationality, orientation, or economic status) has a place?

- *Does it work towards a community that is sustainable for everyone?*
- *Does it assess the impact(s), including the benefit and/or burden to stakeholders, and strategies to create greater equity or minimize unintended consequences?*



Does it inspire community involvement and foster action steps?

- *Is it a rallying point for the community that will instill a stronger and long-term commitment?*
- *Does it advance methodologies that build safe and economically sustainable communities?*



Does it have clear and measurable objectives?

- *Does it incorporate key environmental benefits and/or increase awareness and appreciation of the environment?*
- *Does it demonstrate improved infrastructure and/or services that enhance the space(s) where people live work and recreate?*
- *How does it move toward sustainability?*

NEXT 5

Earth Day Northwest 2020 celebrates five decades of Earth Day by asking organization and individuals across the spectrum to make a public commitment to do something big, tangible **and extra** that preserves and protects the environment and our communities.

'NEXT 5' is a way to demonstrate that commitment to sustainability and taking action for the region.

How does your project commit to NEXT 5?

KEY OBJECTIVES: SPECIFIC GUIDELINES



Natural Environment

- What are specific environmental outcomes you aim to achieve with this project?
- How does it materially improve the environment?
- What is its long-term impact?
- Does it work toward a sustainable future for everyone?



Equity and Inclusion

- How does it advance equity and inclusion?
- Who is most directly impacted? Who is secondarily impacted?
- Are steps needed to minimize harm or unintended consequences in these communities?
- Should additional stakeholders be involved? How will you identify and involve these stakeholders?



Built Environment

- What are specific outcomes you aim to achieve?
- How does it enrich the built environment?
- What is its long-term impact on the community?
- Does it offer tangible ways to improve infrastructure and/or services?
- Do other stakeholders need to be included? How will you involve them?

Project Submission Instructions

Please complete a project submission form on our [website](#) under the 'projects' tab, or contact Earth Day Northwest 2020 Executive Director, Kristi England for questions or to receive a project submission form:

Email: kristi@earthdaynw2020.org

Phone: 206-905-6923

Key Project Dates

Final project submission	April 1, 2020
Earth Day 2020	April 22, 2020

Earth Day Northwest 2020 is fiscally sponsored by Forterra, a 501(c)(3)

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