HOST AN EARTH OPTIMISM SISTER EVENT

INSPIRING ACTION BY SHARING WHAT’S WORKING IN CONSERVATION

Smithsonian
JOIN THE GLOBAL EARTH OPTIMISM MOVEMENT

and work with us to engage billions of people in envisioning a positive future for our planet.

Be a part of innovative environmental success stories for nature, culture and society.
ABOUT EARTH OPTIMISM

In celebration of the 50th Anniversary of Earth Day in April 2020:

• **Smithsonian Institution’s Conservation Commons** will host its [Earth Optimism Summit](https://www.si.edu/conservationcommons) from April 23-25 in Washington, DC.

• **Cambridge Conservation Initiative** will host its [Earth Optimism Summit](https://www.cciforum.org/summit) on April 25th in the UK.

Both Summits will feature solutions and real, scalable progress in today’s conservation actions.

The **best minds, boldest experiments, and most innovative** community practices will teach us how to preserve biodiversity, protect natural resources, and address climate change.
JOIN THE MOVEMENT

Throughout 2020, hundreds of sister events will take this action-oriented narrative global and demonstrate that change is possible.

The phenomenon of sharing success stories – across discipline, geography, and scale – will unite people and create synergies across places, times and cultures.

Let’s shift the global dialogue and raise ambition for a sustainable future.
WHAT IS A SISTER EVENT?
A Sister Event can take many forms. It can be a summit, a meeting, an exhibition, a watch party, a nature or birding walk, an event... whatever is best for your organization.

WHEN SHOULD I HOST MY SISTER EVENT?
Most Sister Events will occur on or around Earth Day on April 22nd, but can take place any month of 2020.
WHY HOST A SISTER EVENT?

BE PART OF A GLOBAL MOVEMENT
Engage people in creating and implementing a positive vision for our planet.

BUILD/EXPAND YOUR NETWORK
Use this opportunity to collaborate with other organizations in your community. Grow existing relationships and discover new partners (social organizations, civic groups, faith-based and community outreach organizations, schools, universities, etc.)

Get creative! Intersectional alliances are most powerful, and there are always new engagement opportunities.
SISTER EVENT IDEAS

Possible sister event ideas include, but are not limited to:

- Information booths / Demonstrations
- Expert panels
- Public Program / Lectures
- Environmental Film Screening and Discussion
- Festivals, Arts and Culture Celebrations
- Exhibitions
- Community tours, geology hikes, nature and birding walks
- Competitions
- Environmental Cleanup or other action campaign
- Watch Party

The summits in Washington, DC and Cambridge will be available free and live via webcast

- Partner with local venues and environmental organizations for support and donations...
SPEAKERS AND TOPICS

We recommend that you focus on stories that highlight what is working in your community. We also encourage you to engage youth whenever possible.

ASK THE FOLLOWING QUESTIONS TO HELP YOU DETERMINE THE RIGHT CONTENT:

- What methods and strategies are being exercised and have had positive impact?
- Is there a story of positive change to tell?
- Is there a pattern of success that can be duplicated or scaled for others to follow?
- Are there guides and organizations to recommend that can help change makers adopt and scale successful strategies
SISTER EVENT SUPPORT

Shared educational resources and curricula accessible via our website:

• Guide for Greening your events
• Communications Packet including Press Release template, Participants Survey, Logo and Brand Guide
• Social Media Toolkit and approved graphics for content
PRESS AND MEDIA

We encourage you to promote your event on your website and through social media, news outlets, community posters, or local newspapers.

• Use #EarthOptimism

• We can also support your efforts through our social media efforts, our website and media outreach.
CONNECT IN REAL TIME

Sister events can connect with the DC Summit in real time via the digital campaign (EOTV) and social media channels. We also can consider live streaming or video messages during the Washington DC summit. Additionally, it might be possible to request a Smithsonian expert to come speak at a sister event depending on location, dates and content.
DOCUMENT YOUR EVENT

We recommend that you document your event from planning through implementation. This will be a valuable tool to help spread the word post-event, as well as create important archival content for future generations of Earth Optimists.

SUGGESTED CONTENT AREAS:

• Take photos/videos to post on social media
• Solicit participant feedback via surveys, guest books, and informal interviews
• Collect anecdotes to use in future publications and promotional materials
• Share your pictures, videos, and participant quotes with us so that we can amplify your reach
HOW DO I BEGIN?

HOW DO I JOIN AS A SISTER EVENT?

Co-branding your event as an Earth Optimism Sister Event is easy – simply go to “Add your event” and allow an average of 5 - 10 business days for review and approval before you will receive a branding toolkit. We will consider submissions from museums, universities, non-profits, government agencies, businesses, etc.

It is recommended to add your Sister Event by **February 20th, 2020** to ensure that we can include it in our digital communications plan.
A GLOBAL COMMUNITY

Together, we are building a global community of practice focused on what is working in conservation and how we replicate and scale up best practices and innovative ideas.

Only with the possibility of solutions will people feel motivated and empowered to make change. Join the movement and create change.

For further information, please contact the Earth Optimism team at EarthOptimism@si.edu.