

#MoveTheDate Social Media Toolkit

Thank you for sharing Earth Overshoot Day through social media, email newsletters, blog posts, and/or your organization's website. We appreciate your help driving users to steps to #MoveTheDate, videos, infographics, and other information available on the Overshoot Day website (www.overshootday.org).

The following materials can be used to promote Earth Overshoot Day. Please download our images and graphics from Dropbox, [available here](#). We have a few infographics available in other languages at <https://www.overshootday.org/newsroom/infographics/>.

General



- July 29th is Earth Overshoot Day—the date when we (all of humanity) have used more from nature than our planet can renew in the entire year. How will you #MoveTheDate? www.overshootday.org
- We are using 1.75 Earths. How? By using more ecological resources and services than nature can regenerate through overfishing, overharvesting forests, and emitting more carbon dioxide into the atmosphere than ecosystems can absorb. #MoveTheDate www.overshootday.org
- Earth Overshoot Day is July 29th. If everyone committed to #MoveTheDate 5 days each year, we could get out of global overshoot by 2050. Take your first step today! <https://www.overshootday.org/steps-to-movethedate/>

How many Earths do we need if the world's population lived like...

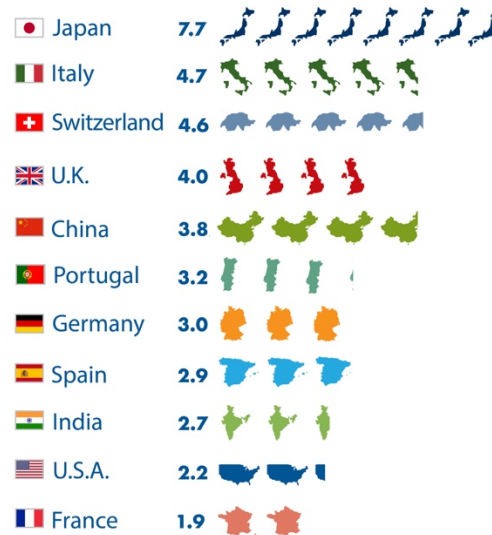


 **World** 1.75  

Source: Global Footprint Network National Footprint Accounts 2019

- Today is Earth Overshoot Day. If everyone lived like the average American, we would need 5 Earths. The average Russian, 3.2 Earths. And the average Brazilian, 1.7 Earths. If everyone committed to #MoveTheDate 5 days each year, we would be using just one Earth by 2050. www.overshootday.org

How many countries are required to meet the demand of its citizens...

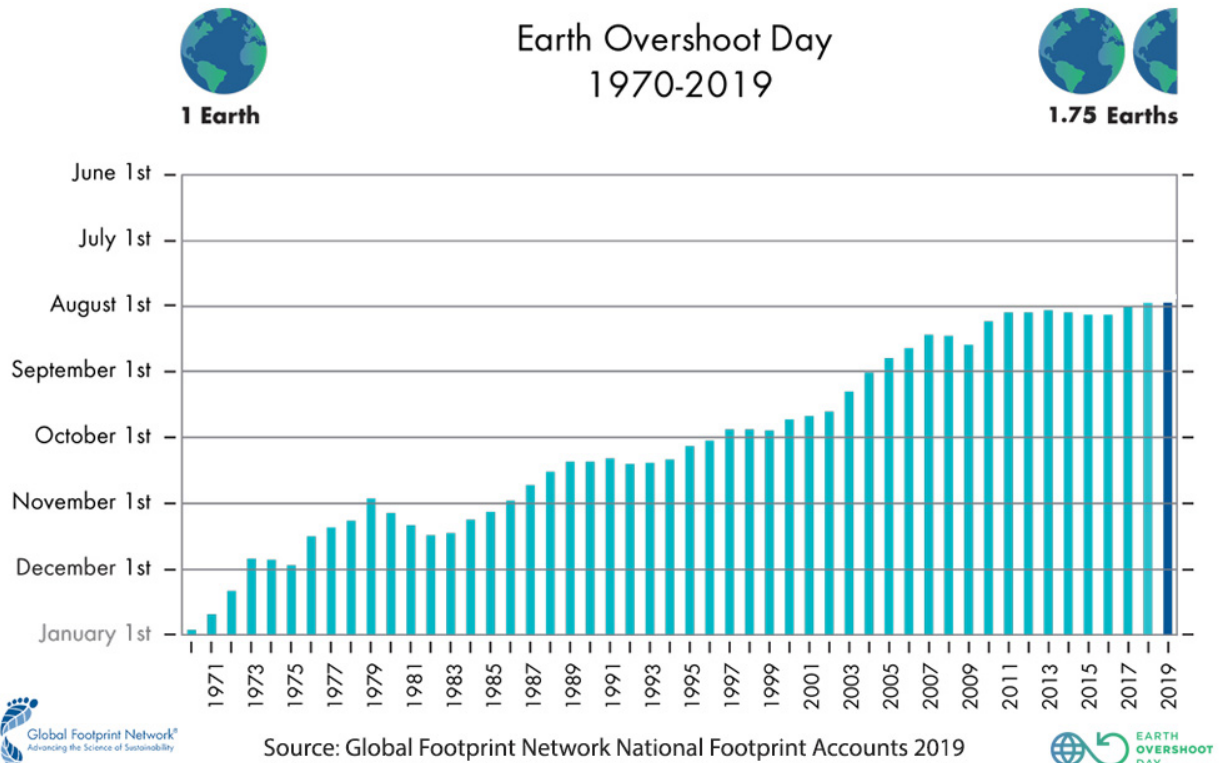


 **World** 1.75  

Source: Global Footprint Network National Footprint Accounts 2019

- Today is Earth Overshoot Day. It would take 7.7 Japans to support Japanese's Ecological Footprint. It would take 4 UKs to meet the demand for natural resources of UK residents. How does your country stack up? #MoveTheDate www.overshootday.org

Past Earth Overshoot Days

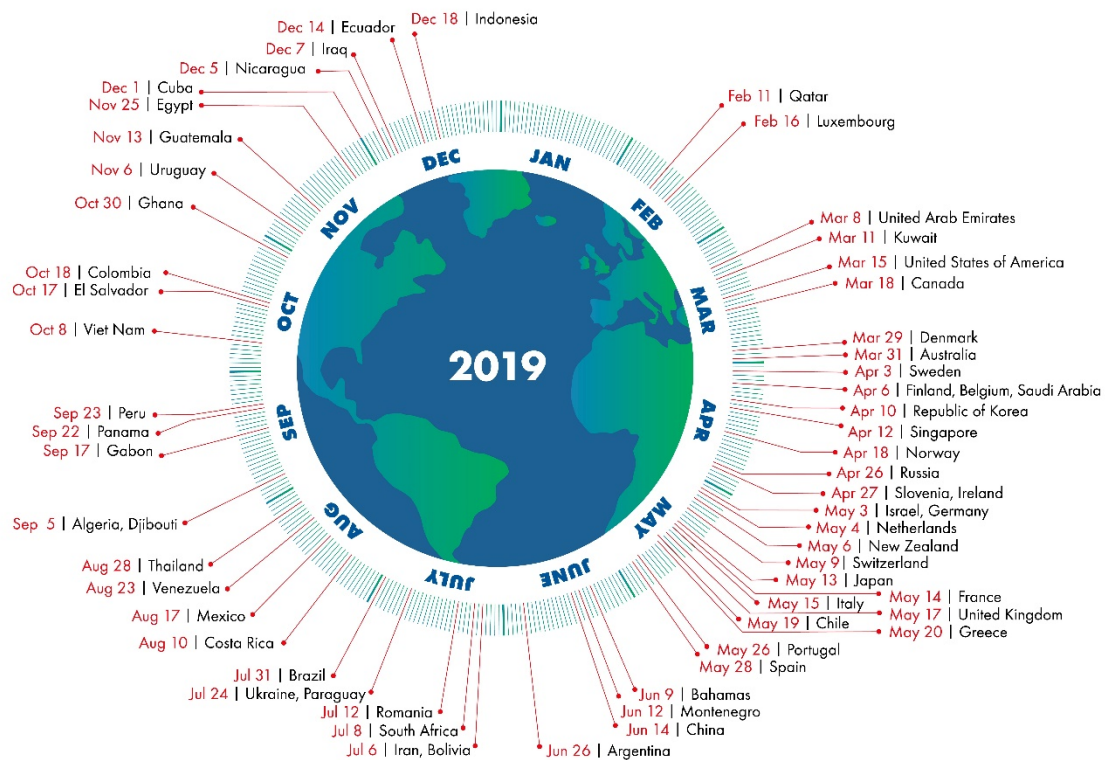


- Earth Overshoot Day 2019 is July 29th, the earliest date yet since the world went into ecological overshoot in the 1970s. If we #MoveTheDate 5 days a year, Earth Overshoot Day will fall back to Dec. 31 by 2050. <http://bit.ly/2l3B7xD>
- Here's how Earth Overshoot Day has changed over the last 50 years. <http://bit.ly/2l3B7xD> #MoveTheDate
- A true apples-to-apples comparison of Earth Overshoot Days can only be made using the same edition of the National Footprint Accounts. <http://bit.ly/2l3B7xD> #MoveTheDate
- The precise Earth Overshoot Day date for each year is less significant than the sheer magnitude of ecological overshoot. Over the last decades, the date has been creeping up the calendar, although at a slowing rate. <http://bit.ly/2l3B7xD> #MoveTheDate

Country Overshoot Days

Country Overshoot Days 2019

When would Earth Overshoot Day land if the world's population lived like...



- When would Earth Overshoot Day land if the world's population lived like your country?
#MoveTheDate <http://bit.ly/2t9o6xl>

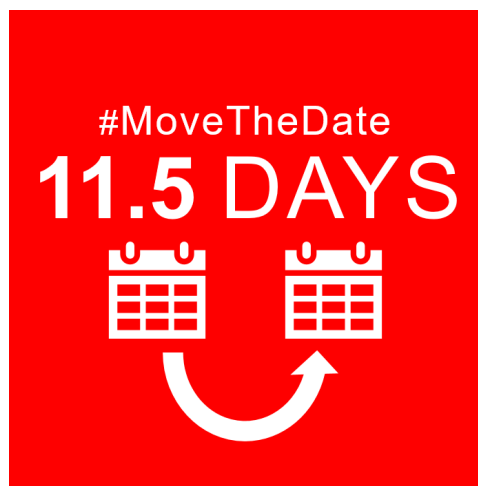
Environmental Leader or Celebrity Endorsement

Before Earth Overshoot Day, we asked partners to line up one environmental leader or celebrity in advance to post about Earth Overshoot Day and/or their Personal Overshoot Day on their social media channels specifically on Earth Overshoot Day, July 29th. Here are sample posts for them:

- Today is Earth Overshoot Day. This is how I want to #MoveTheDate. www.overshootday.org (=> with video selfie along this template. Mathis Wackernagel and Christiana Figueres already tweeted... hopefully joined by you, our partner, soon!)
- Today is Earth Overshoot Day. How will you #MoveTheDate? www.overshootday.org
- Today is Earth Overshoot Day. My personal Overshoot Day is _____. I pledge to take one step to #MoveTheDate by 5 days this year: I will _____. Find out your personal Overshoot Day at www.footprintcalculator.org.

SOLUTION PILLARS

City

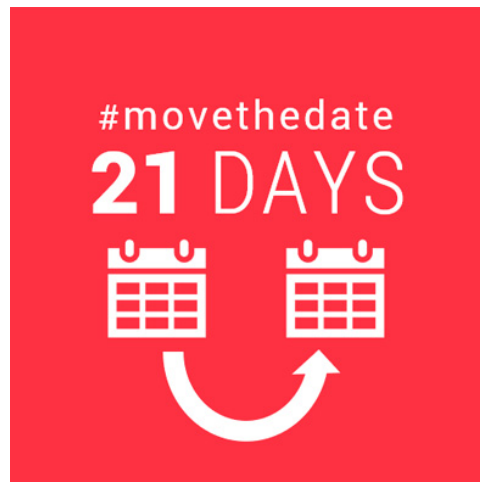


- If we reduce driving by 50% around the world and assume one-third of car miles are replaced by public transportation and the rest by biking and walking, Earth Overshoot Day would move back 11.5 days. #MoveTheDate <http://bit.ly/2JMV8tG>
- Between 70%-80% of the world population projected to live in urban areas by 2050, the global effort for sustainability will be won, or lost, in the world's cities. Tell your city leaders you want them to enact policies to help #MoveTheDate of Earth Overshoot Day. <http://bit.ly/2JhA5TT>

Energy

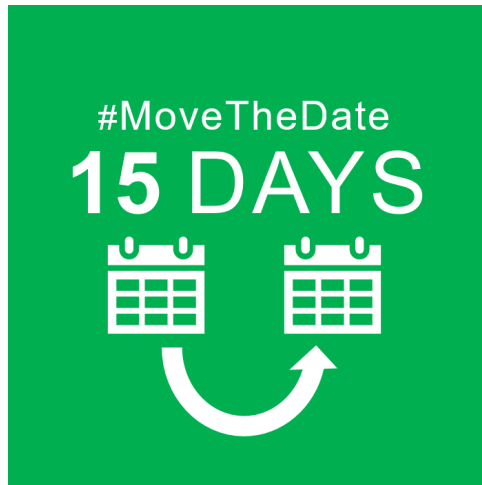


- Reducing the #carbon component of humanity's Ecological Footprint by 50% would #MoveTheDate of Earth Overshoot Day 93 days. <http://bit.ly/2LQWJPW>
- Mingle with the carpooling folks, or even the cyclists or public transit riders who you meet on the way to or from work every day. Bring social back in your daily commute to #MoveTheDate of Earth Overshoot Day. <http://bit.ly/2yc3YA5>

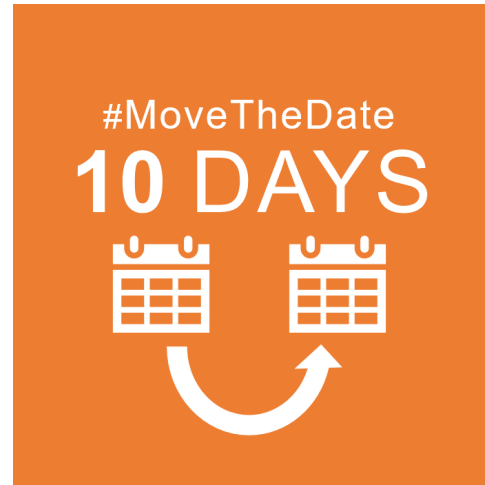


- Existing off-the-shelf, commercial technologies for buildings, industrial processes, and electricity production could #MoveTheDate at least 21 days according to an analysis by researchers from Global Footprint Network and Schneider Electric. <http://bit.ly/2LQWJPW>

Food

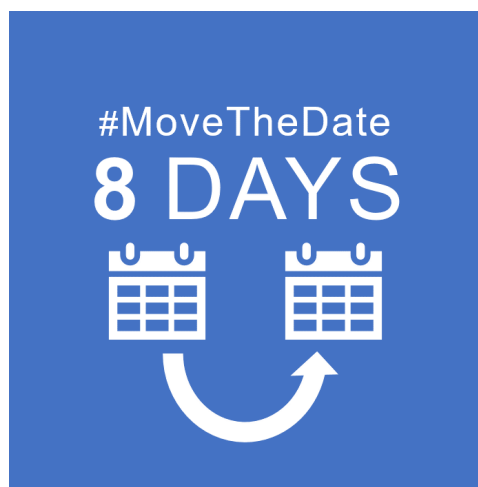


- If we reduced global meat consumption by 50% and replaced these calories with a vegetarian diet, we would #MoveTheDate of Overshoot Day 15



- If we cut food waste in half worldwide, we would #MoveTheDate of Overshoot Day 10 days.
<http://bit.ly/2MpqYhY>

Planet



- Reforesting 350 million hectares of forest would #MoveTheDate of Overshoot Day by 8 days.
<http://bit.ly/2ZzmB9Z>

Population and Women



- Empowering women and girls results in greater gender equality and stabilizes population. If every other family in the world had one less child, we would #MoveTheDate of Overshoot Day 30 days by 2050. <http://bit.ly/2sVvXPu>

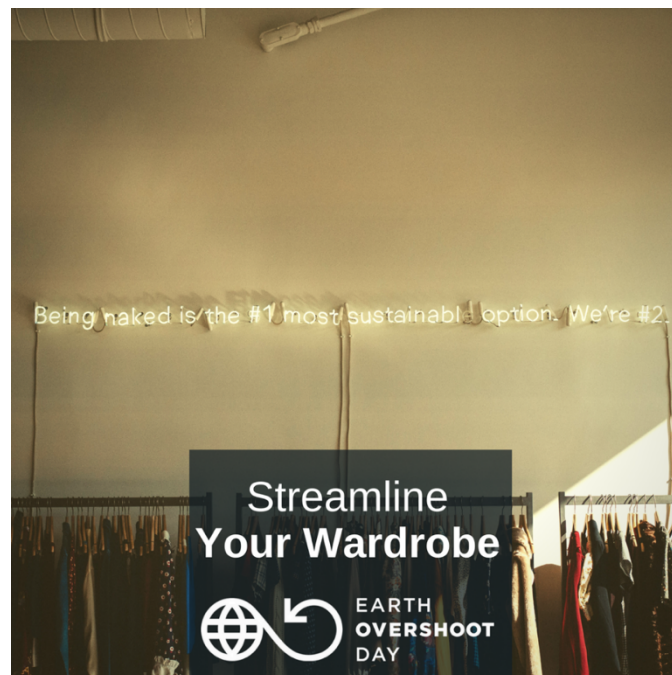
STEPS TO #MoveTheDate

Sign the Petition



- The U.S. and EU use 2.2 times as much biological resources as their own ecosystems can provide. Demand that your leaders manage resources responsibly and build a resilient future for us all <https://bit.ly/2ZjGDoT> #MoveTheDate
- Make your voice heard! Sign the petition to demand your leaders address the impacts of our excessive resource demand that is causing deforestation, fisheries collapse, extreme weather events, and more <https://bit.ly/2ZjGDoT> #MoveTheDate

Streamline Your Wardrobe



- Clothing makes up 3% of the global Ecological Footprint. You can #MoveTheDate by being intentional about your clothing purchases and streamlining your wardrobe. <http://bit.ly/2y8zYFd>
- You can #MoveTheDate by designing your clothing capsule – a collection of timeless items that can be mixed and matched into outfits for any occasion. Be more intentional about clothing purchases! <http://bit.ly/2y8zYFd>

Dive Into Data



- How many Earths would be needed to provide the biological resources for humanity if everyone lived the lifestyle of the people in your country? Dive into Ecological Footprint data and find out! <http://bit.ly/2KeL11c> #MoveTheDate
- The first step towards managing the world's biological resources so as to #MoveTheDate of Earth Overshoot Day starts with measuring supply and demand. Explore the Ecological Footprint data at data.footprintnetwork.org.

Commute Social



- Cars are responsible for 19.7% of the global carbon Footprint. Cycling, taking public transit, or walking instead would #MoveTheDate by 12 days. Enjoy your favorite alternative to the car and post about it! <http://bit.ly/2yc3YA5>
- Can you walk or bike to work one day this week? Take that step to #MoveTheDate and post about it! <http://bit.ly/2yc3YA5>
- Commuting doesn't have to be a lonely drive stuck in traffic! How about mingling with carpoolers or transit riders on the road? Bring social back to your daily commute to #MoveTheDate of Earth Overshoot Day. <http://bit.ly/2yc3YA5>

Challenge City Leaders to #MoveTheDate



- With 80% of the people projected to live in urban areas by 2050, city planning is instrumental to balancing natural capital and humanity's demand. Tell your city leaders you want policies enacted to #MoveTheDate. <https://bit.ly/2A1dhSh>
- Go to your city's website, find out about its environmental policy, contact your local officials, and let them know what specific issues you want to support to #MoveTheDate of Earth Overshoot Day <https://bit.ly/2A1dhSh>

Beef up Your Plant-based Diet



- It takes 14 times as much biologically productive land to produce 1 ton of beef as it takes to produce 1 ton of grain. Beef up your plant-based diet, expand your vegetarian repertoire, and post about it! <http://bit.ly/2J8x2sa> #MoveTheDate
- What are you hungry for? How often can you enjoy a vegetarian meal? If we reduced global meat consumption by 50%, we would move Earth Overshoot Day by 15 days! Find easy, delicious vegetarian recipes <http://bit.ly/2J8x2sa> #MoveTheDate

Start a Population Conversation



- The more of us, the less planet per person and for wildlife. Use the Center for Biological Diversity's Endangered Species Condoms to talk about how addressing population growth can help #MoveTheDate. <http://bit.ly/2tRHm3e>
- Before your seduction, think Footprint reduction! Use the Center for Biological Diversity's playful condoms to start a population conversation to #MoveTheDate of Earth Overshoot Day <http://bit.ly/2tRHm3e>

Travel with Eco-Sensibility



- Take fun and easy steps to lower the impacts of your travels this summer. Be on a low Footprint adventure and post about it with the hashtag #MoveTheDate <http://bit.ly/2tPVcD8>
- Planning to enjoy a nice trip this summer? Think about the planet and travel with an eco-sensibility to help #MoveTheDate of Earth Overshoot Day. Check out these tips and post about your experience. <http://bit.ly/2tPVcD8>

Take on Food Waste



- The amount of wasted food is equivalent to about 9% of the global Ecological Footprint. If we cut food waste in half worldwide, we can #MoveTheDate of Earth Overshoot Day by 11 days.
- At least one-third of all the food produced in the world is wasted every year from in the fields to people's homes. How can you reduce food waste in your daily life? Is it about shopping smarter, improving your household produce management, or even join local organizations that work to divert food into donations to food aid organizations rather than to the trash? #MoveTheDate

Nurture Nature



- Being in nature makes us feel good; we need clean air and water for our bodies to thrive. So let's give back and help nurture nature – will you plant a tree or grow an edible garden?
<https://bit.ly/2WnfCim> #MoveTheDate
- Did you know reforesting 350 million hectares of forest could #MoveTheDate of Earth Overshoot Day by 8 days? What else could you do at home, at work, or in your neighborhood to nurture nature? <https://bit.ly/2WnfCim>