



## Earth Overshoot Day 2020 Social Media Toolkit (August 20)

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 information available on the [Overshoot Day website](#).

The following materials can be used to promote Earth Overshoot Day. As the campaign progresses, this PDF will be updated, and additional images and graphics will be available for download from our [Dropbox](#). We will also have a few infographics available in other languages [here](#). Fillable versions of most graphics are available on Dropbox, which can be used to create graphics in your preferred language. Please refer to the English versions for the correct titles, labels, etc.

Below is a list of our social media handles so you can tag us in your posts:

- Facebook - @GlobalFootprintNetwork
- Instagram - @globalfootprintnetwork
- Twitter - @EndOvershoot
- YouTube - GlobalFootprintNet
- LinkedIn - [linkedin.com/company/global-footprint-network](https://www.linkedin.com/company/global-footprint-network)



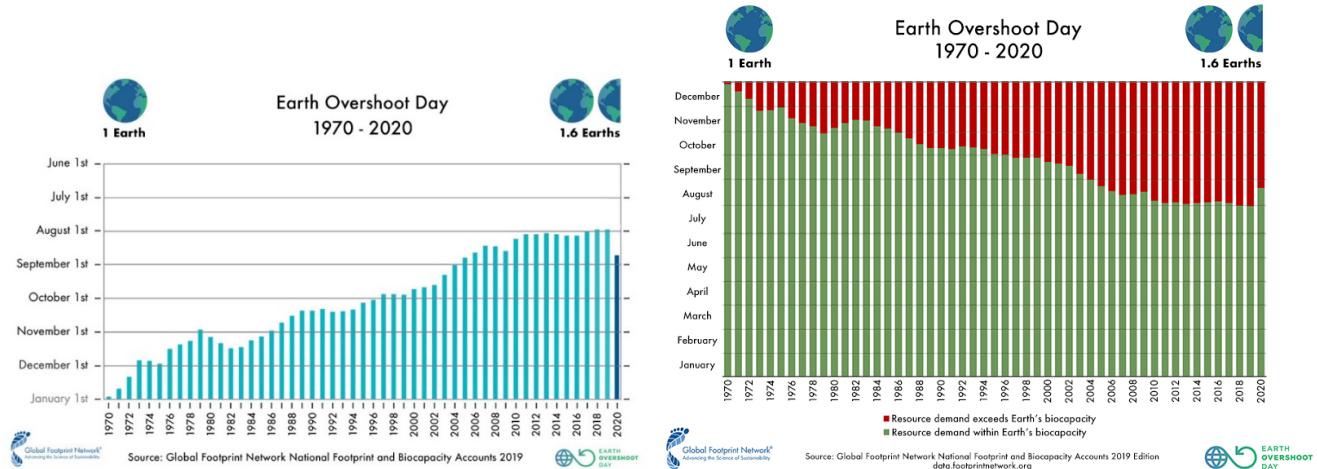
# EARTH OVERSHOOT DAY 2020 LANDS ON AUGUST 22

*The Novel Coronavirus Pandemic Has Caused Humanity's Ecological Footprint To Contract. However, True Sustainability That Allows All To Thrive On Earth Can Only Be Achieved By Design, Not Disaster.*

## General

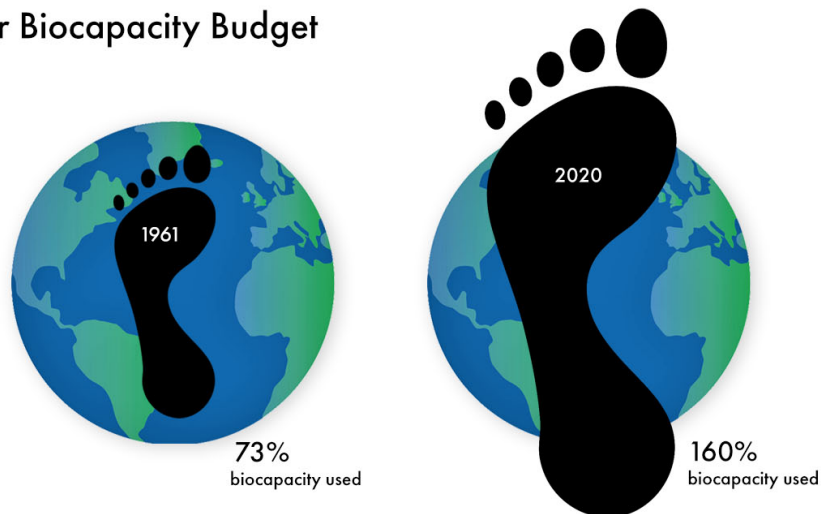
- August 22 is Earth Overshoot Day – the date when we (all of humanity) have used more from nature than our planet can renew in the entire year. How will you #MoveTheDate?  
[www.overshootday.org](http://www.overshootday.org)
- We are using 1.6 Earths. How? By using more ecological resources and services than nature can regenerate through overfishing, overharvesting forests, and emitting more carbon dioxide into the atmosphere than the ecosystems can absorb. How will you #MoveTheDate?  
[www.overshootday.org](http://www.overshootday.org)

## Past Earth Overshoot Days



- Earth Overshoot Day 2020 is on August 22. If we #MoveTheDate by 5 days per year, Earth Overshoot Day will fall back to December 31 by 2050. <http://bit.ly/2I3B7xD>
- Here's how Earth Overshoot Day has changed over the last 50 years. <http://bit.ly/2I3B7xD> #MoveTheDate
- A true apples-to-apples comparison of Earth Overshoot Days can only be made by using the same edition of the National Footprint and Biocapacity Accounts. <http://bit.ly/2I3B7xD> #MoveTheDate

## Busting our Biocapacity Budget



- In 1961, we used only 73% of the ecological resources that Earth generated that year. But in 2020, we will use 160%. #MoveTheDate #EarthOvershootDay

## Food

### How many fossil fuel calories does it take to provide one food calorie in...



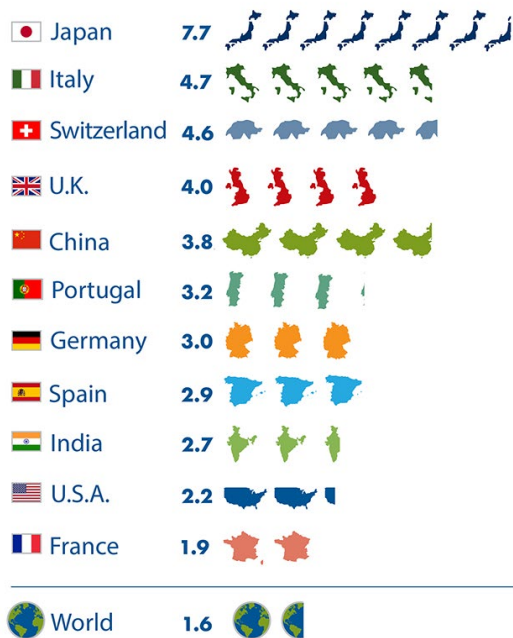
Global Footprint Network, National Footprint and Biocapacity Accounts 2019 & MRIO  
[www.overshootday.org/fossil](http://www.overshootday.org/fossil)

Getting food onto your plate requires fossil fuel energy. But how much? The answer depends on where you live. See how your country compares. <https://bit.ly/2QcaUDq>  
#MoveTheDate



## Number of Countries

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



Source: Global Footprint Network National Footprint and Biocapacity Accounts 2019  
data.footprintnetwork.org

- Today is #EarthOvershootDay. 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](http://www.overshootday.org)

## Number of Earths

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

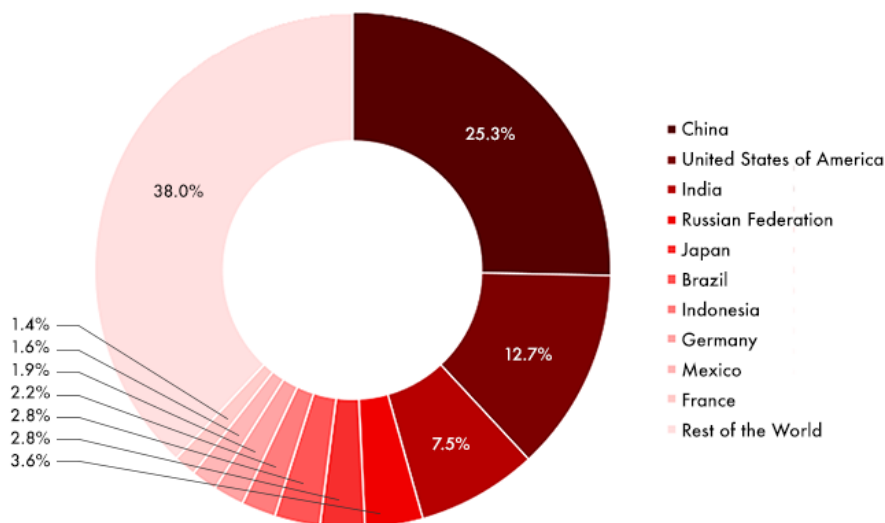


Source: Global Footprint Network National Footprint and Biocapacity Accounts 2019  
data.footprintnetwork.org

- Today is #EarthOvershootDay. If everyone lived like the average American, we would need 5 Earths to support their lifestyle. The average Russian, 3.2 Earths. And the average Brazilian, 1.7 Earths. If everyone committed to #MoveTheDate by 5 days each year, we would be using just 1 Earth by 2050. [www.overshootday.org](http://www.overshootday.org)

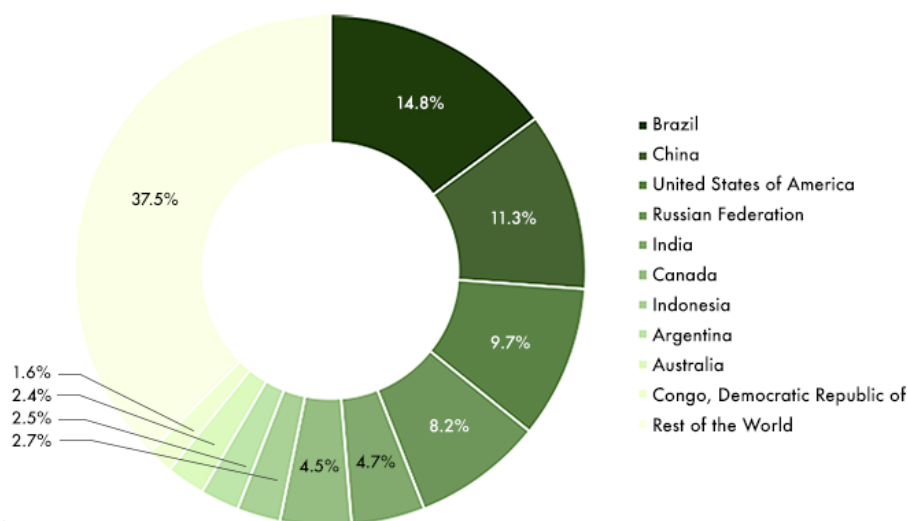
## World Footprint & Biocapacity

World Footprint By Nation



- Over half of the World's countries with the largest biocapacity also have the largest Ecological Footprint. Is your country in the red? Find out on Global Footprint Network's open data platform, the Ecological Footprint Explorer. <https://bit.ly/31VahVQ> #MoveTheDate

World Biocapacity By Nation



- The 10 countries with the largest biocapacity make up 62.4% of Earth's total biocapacity. Dive into data to see how your country compares. <https://bit.ly/31VahVQ> #MoveTheDate



## #MoveTheDate Steps



Facebook: Take a step towards creating a sustainable future! Tell your city leaders that you care about #sustainability and want your city to enact policies to help #MoveTheDate of #EarthOvershootDay. <https://bit.ly/2VTyCHI>

Instagram: Take a step towards creating a sustainable future! Tell your city leaders that you care about #sustainability and want your city to enact policies to help #MoveTheDate of #EarthOvershootDay. Learn more from @globalfootprintnetwork

Twitter: Take a step towards creating a sustainable future! Tell your city leaders that you care about #sustainability and want your city to enact policies to help #MoveTheDate of #EarthOvershootDay. Learn more from @EndOvershoot <https://bit.ly/2VTyCHI>

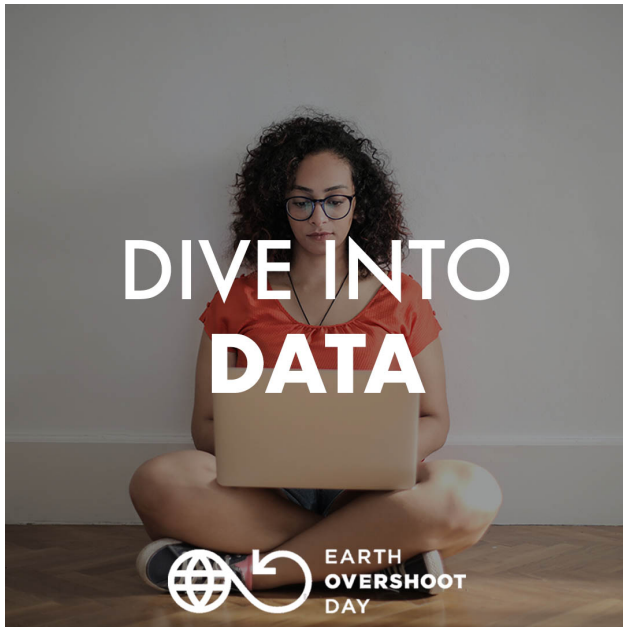


Facebook: Reduced driving due to coronavirus-induced lockdowns around the world moved the date of #EarthOvershootDay. As lockdown restrictions are loosened, let's ensure that reduced driving is here to stay by walking, biking, and using public transportation when safely available. <https://bit.ly/2VY6Gmd> #MoveTheDate

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Facebook: How many Earths would we need if everyone in the world lived the average lifestyle of the people in your country? Does your country have an ecological deficit or reserve? Check out Global Footprint Network's Ecological Footprint Explorer to become a natural resource expert and find the answers to these questions! <https://bit.ly/31VahVQ> #MoveTheDate

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Twitter: How many Earths would we need if everyone in the world lived the average lifestyle of the people in your country? Check out the @EndOvershoot Ecological Footprint Explorer to find the answer to this question and more! <https://bit.ly/31VahVQ> #MoveTheDate



Facebook: Food waste accounts for about 9% of the global Ecological Footprint. At least one-third of all the food produced in the world is wasted every year in the fields, in people's homes, and everywhere in between. Learn about steps that you can take to reduce food waste in your daily life. <https://bit.ly/2Z5AjUg> #MoveTheDate

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Facebook: Declare what you want to see (and possibly help make) happen in order to #MoveTheDate of #EarthOvershootDay to December 31 or later before 2050. It's as easy as posting your 15-second video selfie on your favorite social media! More details here: <https://bit.ly/2O8jcuM>

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Facebook: When it comes to moving the date of #EarthOvershootDay, effective solutions abound. Very possibly, you are an expert at one of these solutions, either through practice, experience, or training. So, share your unique knowledge with others on the Solutions to #MoveTheDate map and explore solutions that others have implemented around the world! <https://bit.ly/2ZQbDhR>

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Twitter: Are you an expert on an effective solution to #MoveTheDate of #EarthOvershootDay, or are you looking for inspiring ideas? Check out the @EndOvershoot Solutions Map to share your knowledge and explore solutions that have been implemented around the world! <https://bit.ly/2ZQbDhR>



Facebook: According to @GlobalFootprintNetwork, if we reduced global meat consumption by 50% and used more calories from plants, we would #MoveTheDate of #EarthOvershootDay by 17 days! What are you hungry for? How often can you skip meat and enjoy a vegetarian meal? Read more here: <https://bit.ly/31TjC0q>

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Facebook: We can help boost the health of our natural ecosystems in many ways. A few examples are: planting a tree, growing an edible garden, or volunteering with a local conservation organization. What will you do at home, at work, or in your neighborhood to nurture nature? Let Global Footprint Network know you've taken this step to #MoveTheDate of #EarthOvershootDay! <https://bit.ly/2CI3UQJ>

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Facebook: The more of us there are, the less planet there is per person and for wildlife. Through education, reproductive justice (including universal access to safe birth control), and empowerment of women, we can help ensure that future generations can thrive in a beautiful, hospitable world. Read more here: <https://bit.ly/2O3QICG> #MoveTheDate #EarthOvershootDay

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Facebook: Depending on where we live, some of us may finally be able to leave the confinement of our homes and enjoy a change of scenery for a bit. If so, let's celebrate by exploring, not exploiting! Check out steps that you can take to maintain the nature and culture of the destinations we all love to visit - <https://bit.ly/3e6V2LW> #MoveTheDate #EarthOvershootDay

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Facebook: According to @GlobalFootprintNetwork, clothing makes up 3% of the global Ecological Footprint. One of the goals of a capsule wardrobe is to be intentional about clothing purchases. Take a look at your closet. Can you design your clothing capsule and streamline your wardrobe? <https://bit.ly/31ULp0x> #MoveTheDate #EarthOvershootDay

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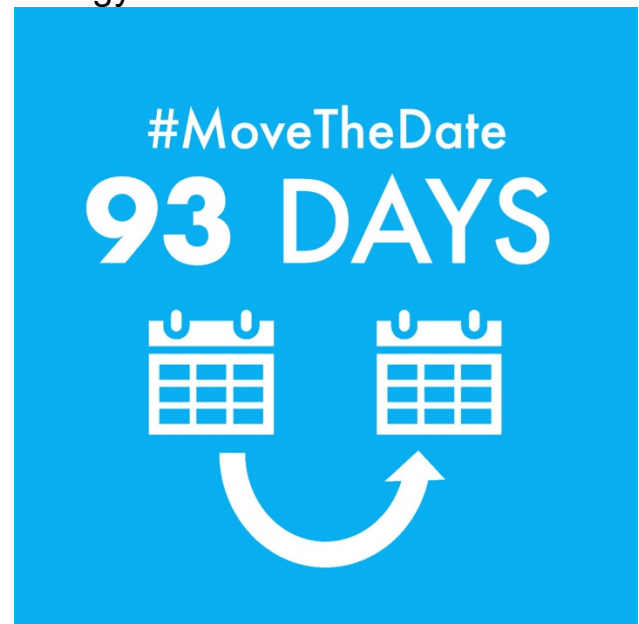
## Solutions

### Cities



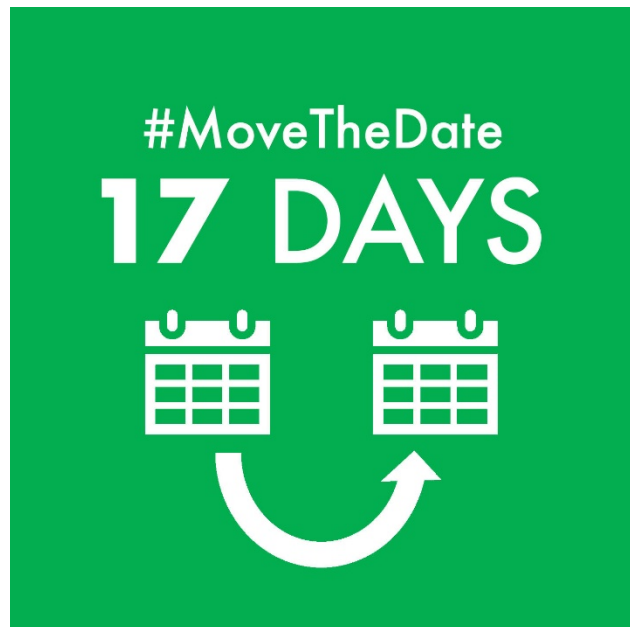
If we reduce our Footprint from driving by 50% around the world and assume one-third of car miles are replaced by public transportation and the rest by biking and walking, #EarthOvershootDay would move back 13 days. <https://bit.ly/32AOIdk> #MoveTheDate

### Energy



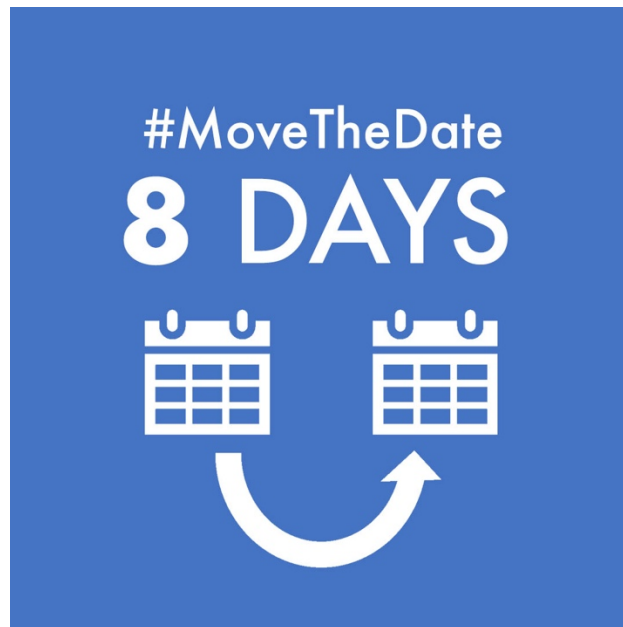
Reducing the carbon component of humanity's Ecological Footprint by 50% would move #EarthOvershootDay by 93 days, or more than three months. <https://bit.ly/2ZFvjWZ> #MoveTheDate

## Food



If we reduced global meat consumption by 50% and replaced these calories through a vegetarian diet, we would move #EarthOvershootDay by 17 days.  
<https://bit.ly/3985FgP> #MoveTheDate

## Planet



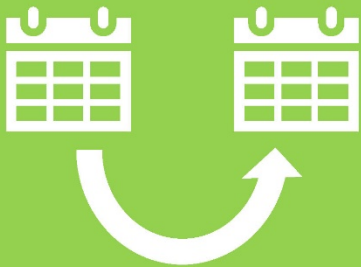
Reforestation 350 million hectares of forest would move the date of #EarthOvershootDay by 8 days. <https://bit.ly/3eBePn7> #MoveTheDate



If we cut food waste in half worldwide, we would move #EarthOvershootDay back 13 days.  
<https://bit.ly/3985FgP> #MoveTheDate



#MoveTheDate  
**49 DAYS**



If every other family had one less child and motherhood was postponed by two years, by 2050 we would move Overshoot Day 49 days.  
<https://bit.ly/34jlyiN> #MoveTheDate