



Global Footprint Network®
Advancing the Science of Sustainability



EOD TO COP26

100 DAYS OF POSSIBILITY



EARTH
OVERSHOOT
DAY

CONFERENCE
OF
PARTIES 26

THERE'S NO BENEFIT IN WAITING

COP26 in Glasgow is set to amplify climate action. If the conference underdelivers, the need for companies, cities and countries to prepare themselves for a predictable future of climate change and resource constraints becomes even more existential.

Solutions exist that #MoveTheDate. They're creative, economically viable & ready to deploy at scale.

For 100 days, from Earth Overshoot Day 2021 to COP 26, we're highlighting the many ways we can #MoveTheDate using existing technology to displace business-as-usual practices we can no longer afford.

100 DAYS OF POSSIBILITY

WHAT IS 100 DAYS OF POSSIBILITY?



- ✧✧ Launched on Earth Overshoot Day, **100 Days of Possibility** showcases that change is possible, and that our own actions are essential for our own thriving.
- ✧✧ During the 100 days from Earth Overshoot Day (EOD) to COP26, we will feature existing #MoveTheDate solutions from the business world, academia, the public sector, and civil society.

The project is initiated by Global Footprint Network. Partners include the Scottish Environment Protection Agency (SEPA), Schneider Electric, Drawdown Europe, and many others.

How about **you**?

JOIN THE EOD-TO-COP MOVEMENT

SHINE ON THE INTERNATIONAL STAGE AS A
POSSIBILITY PIONEER.

TOGETHER, WE CAN #MOVETHEDATE OF EARTH OVERSHOOT DAY
AND USHER IN THE AGE OF ONE-PLANET PROSPERITY.



SOLUTION ELIGIBILITY CRITERIA

- ✓ Exists and delivers measurable results
- ✓ Delivers significant impact that helps #MoveTheDate
- ✓ Is economically viable and scalable

SPONSORSHIP BENEFITS

- ★★ Receive global visibility as visionaries on a platform curated by Global Footprint Network, which also brings Earth Overshoot Day to the world each year – a highly mediatized global campaign with more than 4 billion media impressions and engagements from influencers like Greta Thunberg, France's President Emmanuel Macron, Pope Francis, and Ursula von der Leyen.
- ★★ Stand shoulder-to-shoulder with powerful and reputable actors in civil society and the public sector on a common platform that fosters connections and community between economic sectors and realms of governance.
- ★★ Invitation to be co-signatory of letter from 100 Days of Possibility partners to COP26.
- ★★ Use the association with **100 Days of Possibility** in their own communication with clients and investors.
- ★★ Full report of reach/impression metrics from press, social media, and email distribution of solution(s) and campaign.

PARTICIPATION OPPORTUNITIES

	CANOPY \$15,000	REDWOOD \$5,000	SAPLING \$2,500	ACORN \$1,000
Number of primary sponsorship solutions featured on days of choice (subject to availability)	3	2*	1*	
One (1) solution is featured on the platform the day the platform is unveiled to the media and the public (3 slots only)	✓			
Sponsored solutions promoted on Global Footprint Network & partner social media feeds with brand acknowledgement	✓	✓	✓	
Mention in July Earth Overshoot Day press release as sponsor (highest brand visibility)	✓			
Invitation to speak at the late July online launch event (5-minute speaking or video slot subject to approval, up to 3 companies max)	✓			
Logo displayed prominently on 100 Days of Possibility sponsor webpage for full duration of campaign and beyond (top tier)	✓			
Company logo displayed on 100 Days of Possibility sponsor webpage for full duration of campaign and beyond		✓	✓	✓
Custom infographic featuring solution of choice, company logo, and 100 Days of Possibility branding, distributed in media kit to all campaign partners	✓	Optional \$2,500		
Custom #MoveTheDate calculation for solution of choice ("If everyone [implemented solution], we could move back Earth Overshoot Day by X days!")	Optional \$2,000	Optional \$2,000	Optional \$2,000	
Joint webinar event during 100 Days of Possibility campaign	Optional \$1,500	Optional \$1,500	Optional \$1,500	
*solution(s) cannot be featured during first week of campaign				

FOR MORE INFORMATION

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[Global Footprint Network](#) is a sustainability thought-leader that has engaged with 50 countries, 30 cities, and 70 global partners over the past 20 years to deliver scientific insights that have driven high-impact policy and investment decisions.



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