



Global Footprint Network®
Advancing the Science of Sustainability



THE POWER OF POSSIBILITY

Tell the World You're Preparing for the Predictable Future



EARTH
OVERSHOOT
DAY 2022



ANCHORING EARTH OVERSHOOT DAY IN THE POWER OF POSSIBILITY

- ✓ From January 1 to Earth Overshoot Day, humanity demands as many biological resources from our planet as Earth can regenerate in that year. Overshoot is becoming the dominant economic and social risk of the 21st century.
- ✓ The Power of Possibility celebrates existing companies and initiatives that reduce overshoot.
- ✓ Together, we demonstrate the strategic economic advantage these companies and initiatives enjoy, even if their significance and value is still underappreciated.

ABOUT THE POWER OF POSSIBILITY

Global Footprint Network will celebrate the **Power of Possibility** with a social media and web campaign stretching from June 5 (World Environment Day, when the date of [Earth Overshoot Day](#) is announced) to Earth Overshoot Day 2022 (probably late July).

The campaign will showcase companies and cities that are driving [one-planet prosperity](#). We will organize these partners into weekly themes, aligned with our [solutions factors](#). On Earth Overshoot Day, we will celebrate all of our partner's projects and examples (including yours?)

BE RECOGNIZED AS A
LEADER OF
ONE-PLANET PROSPERITY

SHINE ON THE INTERNATIONAL STAGE
WITH OTHER *POSSIBILITY PARTNERS*

TOGETHER, WE #*MOVETHEDATE* OF EARTH *OVERSHOOT DAY*

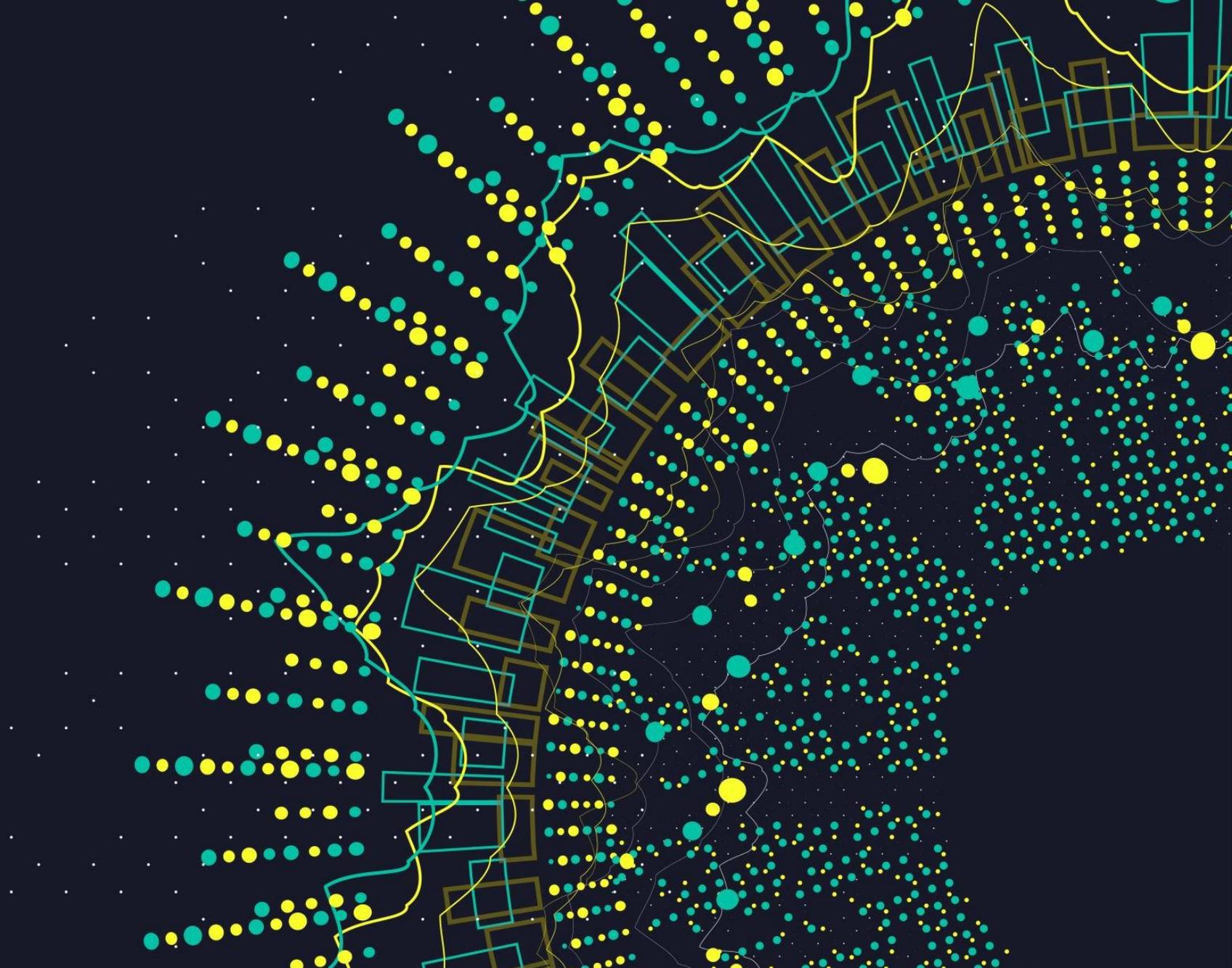
PARTICIPATION OPPORTUNITIES

Sponsor featured solutions that enable one-planet prosperity and quantify how much these efforts
#MoveTheDate

Amplify the message and share curated content with your audience as a *Possibility Partner*

Receive brand recognition on our website, social media, and/or in our international press releases

Collaborate on custom solutions, events, infographics, and promotion opportunities



SOLUTION ELIGIBILITY CRITERIA

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

WHY BECOME A PARTNER?

- ✪✪ **Receive global visibility** on a platform curated by Global Footprint Network. Its annual Earth Overshoot Day is a highly mediatized global campaign. In 2021 it generated more than 7 billion media impressions. Global influencers like Greta Thunberg, Emmanuel Macron, Pope Francis, or Ursula von der Leyen have endorsed it.
- ✪✪ **Associate with powerful and reputable actors** who recognize the importance of overshoot. This community of actors in business, the public sector, and civil society fosters recognition and amplifies opportunities to make one-planet prosperity a reality.
- ✪✪ **Use Earth Overshoot Day** and its **Power of Possibility** in your own communication with your audiences, demonstrating your leadership.

The 2022 Power of Possibility builds on [100 Days of Possibility](#), initiated in 2021 to highlight the social, financial, and environmental advantages for the world and even more so for each entity who is preparing itself for the predictable future. We showcased many ways we can use existing technology to displace business as usual practices we can no longer afford. It is produced by [Global Footprint Network](#), a sustainability thought-leader that analyzes, promotes, and empowers resource security as the key to cities, companies, and countries' success in the sustainability **transition**.

FOR MORE INFORMATION

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