CHOOSE ACTION NOW
AS EARTH GUARDIANS WE COMMIT OURSELVES TO

Guardianship: of the land, water, and air, and each other. We connect to and protect the earth and environment by working together.

Education: we share knowledge about the earth and resources to support climate justice work.

Nonviolence: we are committed to anti-oppression social and environmental work, internally - in support of personal and team health - and externally, in all actions and campaigns.

Community: we unify youth activists globally and collaborate with individuals, partner organizations, and businesses.
Of the approximate 3.3-3.6 billion people vulnerable to the worst impacts of climate change, youth - and frontline communities - will inherit this catastrophe.

Youth and frontline communities are mobilizing to stop climate change and mitigate its worst impacts.

We must use our voices and take action to hold leaders, governments, and corporations accountable for their actions.
In 2019 the UN announced that, according to the IPCC report, we had 11 years until the impacts of climate change became irreversible.

**AS OF TODAY THE CLOCK IS COUNTING DOWN, AND WE HAVE 7 YEARS**

The current rise in weather and climate extremes have already led to irreversible impacts on humans, other species, and natural systems that are being pushed beyond their limits to adapt.
WE WON’T WAIT TO CHOOSE ACTION NOW

For the past 29 years, Earth Guardians, a network of youth leaders on six continents, has educated and empowered youth around the world to engage in climate action. Our youth think globally and act locally.

Our 200 youth Crews in over 61 countries have made it loud and clear:

We won’t wait for politicians to decide the fate of humanity, instead we Choose Action Now.
While COP27 negotiations are taking place in Egypt, we will mobilize our Crews and partner organizations, worldwide, to rise up and Choose Action Now in local communities from Botswana to Manhattan, Tokyo to New Deli, Paris to Mexico City, and beyond.
INTRODUCING THE CHOOSE ACTION NOW CAMPAIGN

Choose Action Now empowers Earth Guardians’ youth to step into expansive and global leadership, providing them with educational, financial, and communal resources, deepening their engagement in the climate justice movement.

This 2022 campaign will culminate on Saturday, Nov 12th, during COP27, in a global joint day of action with our EG Crews and partner organizations.

Throughout the duration of the campaign, we will train a coalition of EG youth leaders across the globe, to support the on-the-ground actions of their Crews, and plan a day of action with projects such as land stewardship, community care, mutual aid, education, nonviolent direct action, innovative energy solutions, divestment campaigns, street art, and more.

Through the collective power of our movement, we will demonstrate that youth leaders CAN be the change we want to see in the world, regardless of the outcomes of the negotiations at COP27.
CHOOSE ACTION NOW CAMPAIGN STRATEGY + TACTICAL COMPONENTS

50+ Educational Resources

10 Hype Calls

$25K in Project Grants

1 Global Day of Action

Virtual Map of local actions for 200+ crews

100s of Prizes

Social Media Highlights to our 185K followers
JOIN OUR GLOBAL HYPE CALLS

At monthly global Crew calls and bi-weekly hype calls, Earth Guardians will educate, mentor, and support our youth network to plan and manage their projects leading up to our global day of action on Nov 12th.

Facilitated by our youth staff, International Youth Council members, and Regional Directors, these calls will strengthen the unity of our youth leaders to Choose Action Now.
On Nov 12th, in the middle of COP27, Earth Guardians youth will unify and rise up together on a global day of action.

Our politicians and world leaders will be negotiating policy affecting humanity and the health of the planet.

Regardless of what happens at the negotiations, we Choose Action Now to protect the earth for the next seven generations to come.
EDUCATIONAL RESOURCES TO INSPIRE CHANGE

Created by Earth Guardians youth staff and youth leaders, one pager project guides encourage participation in the global day of action. You'll find inspiration, resources, and instruction on powerful ways to Choose Action Now.

A wide variety of project one pagers include:

Educational Events
Political and Civic Engagement
Land Back
NVDA
Soil Regeneration
Art and Activism

Community Building
Green Transportation
Energy Conservation
Water Protection
Recycling/Reuse
Food Sovereignty
GRASSROOTS INFLUENCE AND EFFECT

These are just a few examples of the grassroots work our youth leaders accomplished in 2021 and will continue with Choose Action Now:

- Mutual aid and traditional medicines
- Reclamation of Indigenous storytelling and traditional lifeways
- Using digital storytelling

- Mutual aid for elders
- Anti-colonial book club
- Indigenous health care recognition project
- Community kitchen rebuild

- 7K tree planting project
- Educational events on organic foods and sustainable development
- Native plants educational program

- Keystone XL banner drops
- Climate change adaptation capacity building for farmers
- Plastic ban and pick up
- Art meets plastics project

- Litter collection and garbage clean ups
- Storytelling and engagement through media production
- Uganda reforestation initiative

- Urban gardening and agriculture initiative
- Awareness and training on community based border crisis relief
Earth Guardians provides microgrants to our Crews through project grants. With this financial support, our crews can launch their grassroots Choose Action Now projects on Nov 12th.

Youth leaders within the Earth Guardians network are invited to apply for a project grant, amplifying their vision, goals, and impact.

Empowering and preparing youth to organize actions through Choose Action Now is crucial to the legacy of change we hope to inspire around the world.
**OUR YOUTH CREWS CONNECT, CREATE, AND COLLABORATE**

**Virtual Map:** to locate your project and see who near you is planning to Choose Action Now on the global day of action.

**Prizes** for creativity from our partners and sponsors for Crews that exemplify extraordinary impact.

**Social media** highlights amplify the impactful work our Crews accomplish across the globe to build resilient, regenerative communities, and inspire meaningful climate action.
Social Media Reach:
- Over 54 million reached through our social media
- Over 51,000 followers on Instagram
- 120,000 followers on FB
- 13,000 newsletter subscribers

2021 Highlights:
- Over 10,000 trees planted by youth led crews
- 23 youth environmental trainings organized by EG youth leaders across the globe
- 6 EG youth leaders went to Glasgow during COP26 to speak in front of thousands of people
- EG youth speakers presented at 34 events in 2021 reaching hundreds of thousands of people
- $26,000 in project grants awarded to EG youth crews for grassroots projects/campaigns
- $10M worth of Covid PPE distributed to Indigenous Tribes across the United States
Earth Guardians gives youth around the world a voice and direction to become effective leaders and make measurable change in their communities.

**WE MUST CHOOSE ACTION NOW TO HEAL OUR LAND AND COMMUNITIES, BUILD RESILIENCE, RAISE AWARENESS, AND INSPIRE SOLUTIONS TO THE CLIMATE CRISIS.**

Our 2022 Choose Action Now campaign will empower our youth network to act locally and collaborate globally, amplifying our impact on the joint global day of action during COP27.
JOIN US

Your generous support empowers our youth leaders.

No matter how large or how small, your donation will uplift Earth Guardians grassroots network of youth crews, hyped to Choose Action Now across the globe.

Contact reachout@earthguardians.org to connect with us, learn more about the Choose Action Now campaign, and donate today.