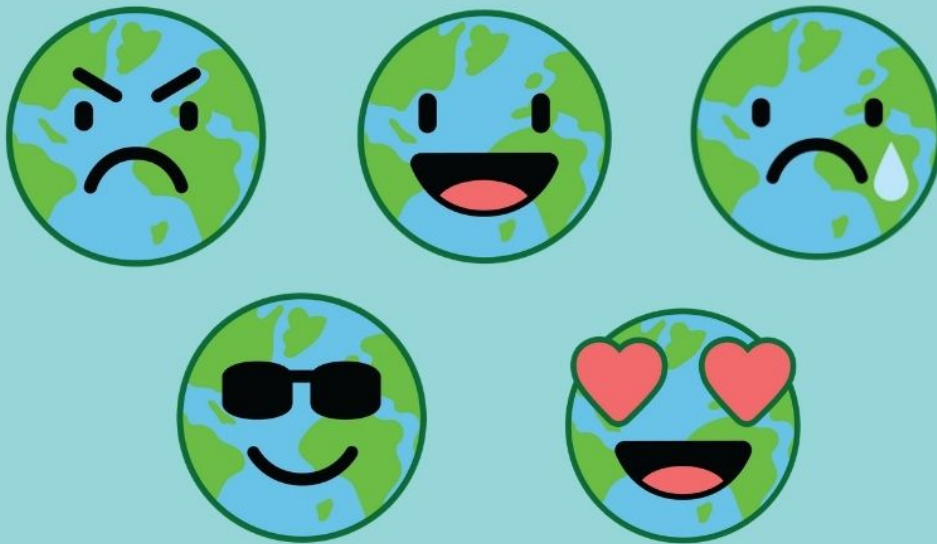


RANDOM ACTS OF GREEN

MOTHER EARTH'S EMOJI CHALLENGE IMPACT REPORT



**Because Mother Earth has
feelings, too.**

Let's cheer her up in
big and small ways -Together.



ABOUT

RANDOM ACTS OF GREEN®



A LITTLE BIT ABOUT US

Random Acts of Green is a women-led and women operated social enterprise that brings organizations and people together in an online community that empowers collective climate action. Through our app, social media channels, and website, we are mobilizing people to take action in big and small ways for our environment. We aim to help combat environmental issues like biodiversity loss, climate change, deforestation, air pollution, food waste, plastics in the ocean, and food & water insecurity.

MOTHER EARTH'S EMOJI CHALLENGE

“A Message from our CEO

I've completely lost count.

I've lost count of the amount of people that have installed a composter, planted a veggie garden, hooked up a rain barrel, reduced the plastic in their home, switched to a reusable product, or ate a Meatless Meal because of Random Acts of Green.

The list of positive environmental actions taken by people, like you, over the past 5 years goes on, and on, and on, and on, and on and on.

I've had countless people say **"You're the reason I'm doing X" now** Or "I've never believed in this stuff before but I know I can do this small thing".

And this is a success story, because when I first started this social enterprise, I had many people discourage and disagree with me.

They told me Random Acts of Green would never work.

We wouldn't make it because people just don't care - and there was nothing I could do to change that.

But I'm here to say, proudly, that we've combatted those negative phrases. And what has really kept this community alive is you. Your belief in us. Your countless compliments.

Your comments, your messages, your e-mails, your encouragement, and your success stories.

Yes - you may be "one person".

But you're the one person who is connected to so many others who are making an impact alongside the Random Acts of Green community. When you do something positive for the planet, and when you share it with others around you, your family, your friends, your workplace, your peers - you're making a bigger impact than you realize.

- When you say "no" to a plastic straw at a restaurant with a group of friends.
- When you ask for a vegetarian meal at the next Thanksgiving dinner.
- When you pick up a piece of litter around you because it looks out of place on a walk.



These examples illustrate that when you stand up, take action, and start a conversation with those around you - you're part of the solution. Change starts at the individual level - but it doesn't stop there.

It has to continue to multiply.

Environmental problems such as air pollution, food waste, climate change, food & water insecurity, deforestation, plastics in the ocean, litter on the streets, biodiversity loss - they all call for one solution: everyone to take action, together, as a community.

And we know it would be naïve of us to say that we don't need systemic changes - corporations, governments, and policy-makers to step up - **because we do.**

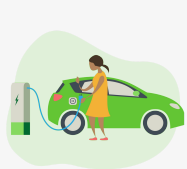
But we know that governments, corporations, and policy-makers are people, too. They're real people with families, hobbies, and friends. And they need to be motivated and feel passionate to take climate action where and when they can for this to matter in their work. Change starts at home, in our communities, schools, and workplaces.

And it starts with people taking action and mobilizing together.

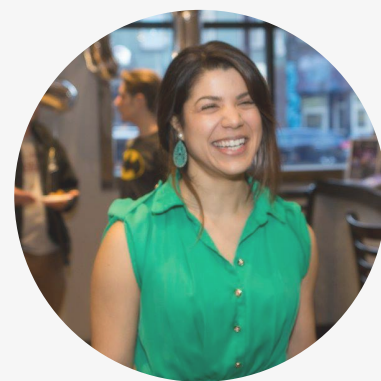
We wanted to remind you that big and small changes - Random Acts of Green will embrace it all.

Although I might've completely lost track of the number of "Random Acts of Green" that people have taken over the years, I do know they're happening - and I do know they matter.

And in some ways, I feel that we're on a runaway train - in an unstoppable situation that keeps moving forward. The little things are compounding into big ones - and I wouldn't have it any other way.



Jenica Loney



MOTHER EARTH'S EMOJI CHALLENGE

IF MOTHER EARTH COULD REACT WITH AN EMOJI, WHICH ONE WOULD SHE CHOOSE?



We've given her plenty of reasons to make her feel sad or angry.



- **We're causing her plants and animals to go extinct.** 1 million of her animal and plant species are now threatened with extinction – many within decades – more than ever before in human history (UN, 2019)
- **We're polluting her waters.** – 2 million tons of sewage and industrial and agricultural waste are discharged into her waters – the equivalent of the entire human population of 6.8 billion people (U.N, 2003)
- **We're making her heavy with e-waste** – a record of 53.5 million tonnes of e-waste was dumped globally last year – equivalent to the weight of 350 cruise ships the size of the Queen Mary 2 – or enough to form a line 125 km long. That's an increase of 21% in 5 years (UN 2020)
- **We're polluting her soils** -over 200 years of industrialization have caused soil contamination to be a widespread global problem. Heavy metals and mineral oils can pollute soil and many sites are in need of urgent remediation.
- **We're filling her oceans with plastics.** At least 8 million tons of plastic end up in our oceans every year, and make up 80% of all marine debris from surface waters to deep-sea sediments (IUCN 2021).
- **We're polluting her waters.** – 2 million tons of sewage and industrial and agricultural waste are discharged into her waters – the equivalent of the entire human population of 6.8 billion people (U.N, 2003)
- **We're littering her lands.** 9 billion tons of litter end up in the ocean every year. 11.5 billion is spent every year cleaning it up. 50% of littered items are cigarette butts. 75% of people admitted they have littered in the past 5 years. The most common object found during litter clean-ups is fast-food litter. (Source: Litter it costs you)
- **We're polluting her air.** – Air pollution, from car and truck exhaust and factories, kills an estimated 7 million people worldwide every year. WHO data shows that 9 out of 10 people breathe air that exceeds WHO guideline limits, containing high levels of pollutants.
- **We're cutting down her forests.** According to satellite data, tropical forests are being destroyed at a rate of 8 million hectares a year – an area equivalent in size to the state of South Carolina. Despite their immense value, since the 1960s, nearly half of the world's rainforests have been lost. Every single minute, about 36 football fields worth of trees are lost due to deforestation. (Source: Conservation.org)

**CHALLENGE GOAL:
MAKE MOTHER
EARTH FEEL LOVED
- TOGETHER.**



MOTHER EARTH'S EMOJI CHALLENGE

HERE'S HOW WE MADE MOTHER EARTH FEEL LOVED THIS APRIL



We challenged people during the month of April to take on 5, 10 or 15 "Green Acts" at home, at work, or with family and friends.

We're big believers in gamification, friendly competition, and acting together - as a community.

See the full challenge :

RANDOM ACTS OF GREEN
WHAT ON EARTH CAN YOU DO?



MOTHER EARTH'S EMOJI CHALLENGE

**Eat 3 Musgo Meals.
Eat Food that
"Must Go."**

**NO MEAT on
MONDAYS.**

**Try 4 VEGAN
Meals.**

**Try Forest
Bathing.**

**Grow it,
Own it.**

**Adopt
a Storm Drain.**

**Install a
Faucet Aerator**

**Start a
Conversation.**

**Freezer
Archaeology.
Eat Older Frozen
Foods.**

**Save Your
Seeds.**

**Leave the leaves.
Bee the Hero.**

**Challenge
the Norm.**

**Discover
Your Backyard.**

**Write to Your
Elected Officials.**

**Learn About
2 Animals.**

Volunteering.

**Repair 1
Item.**

**Rethink
Your Purchases.**

**Swap 2
Wasteful
Products.**

**Try to Find
What You Need
Secondhand.**

EARTHLY THANKS TO OUR SPONSORS



MOTHER EARTH'S EMOJI CHALLENGE

CHALLENGE BREAKDOWN



1,800 Green Acts Pledged

17 Countries



129 Cities

**95% of participants
feel part of the RAOG
community**

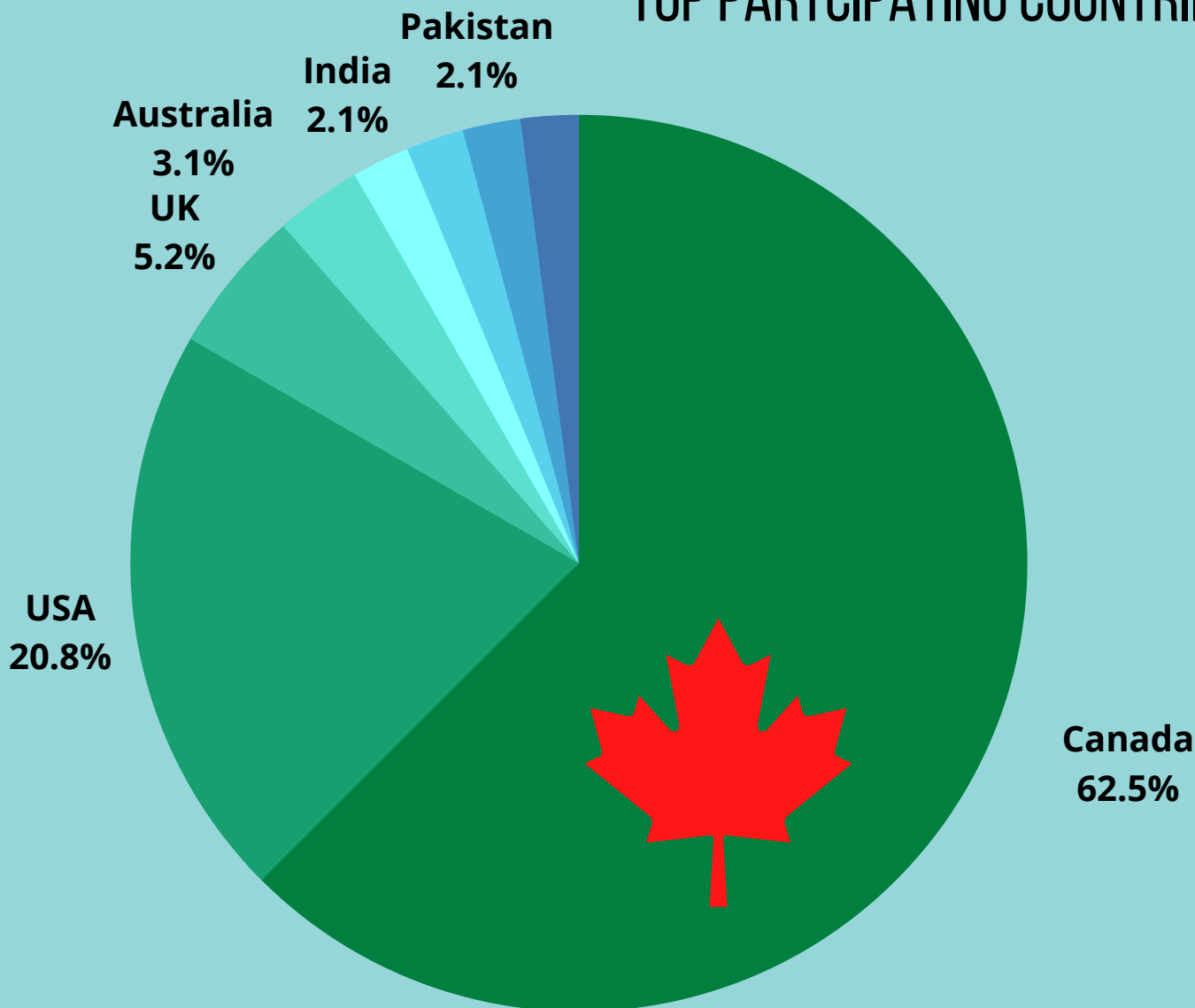


**70% of participants engaged
with family and friends -
extending the challenge's
impact even further**

MOTHER EARTH'S EMOJI CHALLENGE

GLOBAL ENGAGEMENT

TOP PARTICIPATING COUNTRIES



TOP 5 GREEN ACTS



MOTHER EARTH'S EMOJI CHALLENGE

WHO PARTICIPATED?

AGE?



- 18-24 : 7%
- 25-34 : 33%
- 35-44 : 22%
- 45-54 : 12.3%
- 55+ : 22%

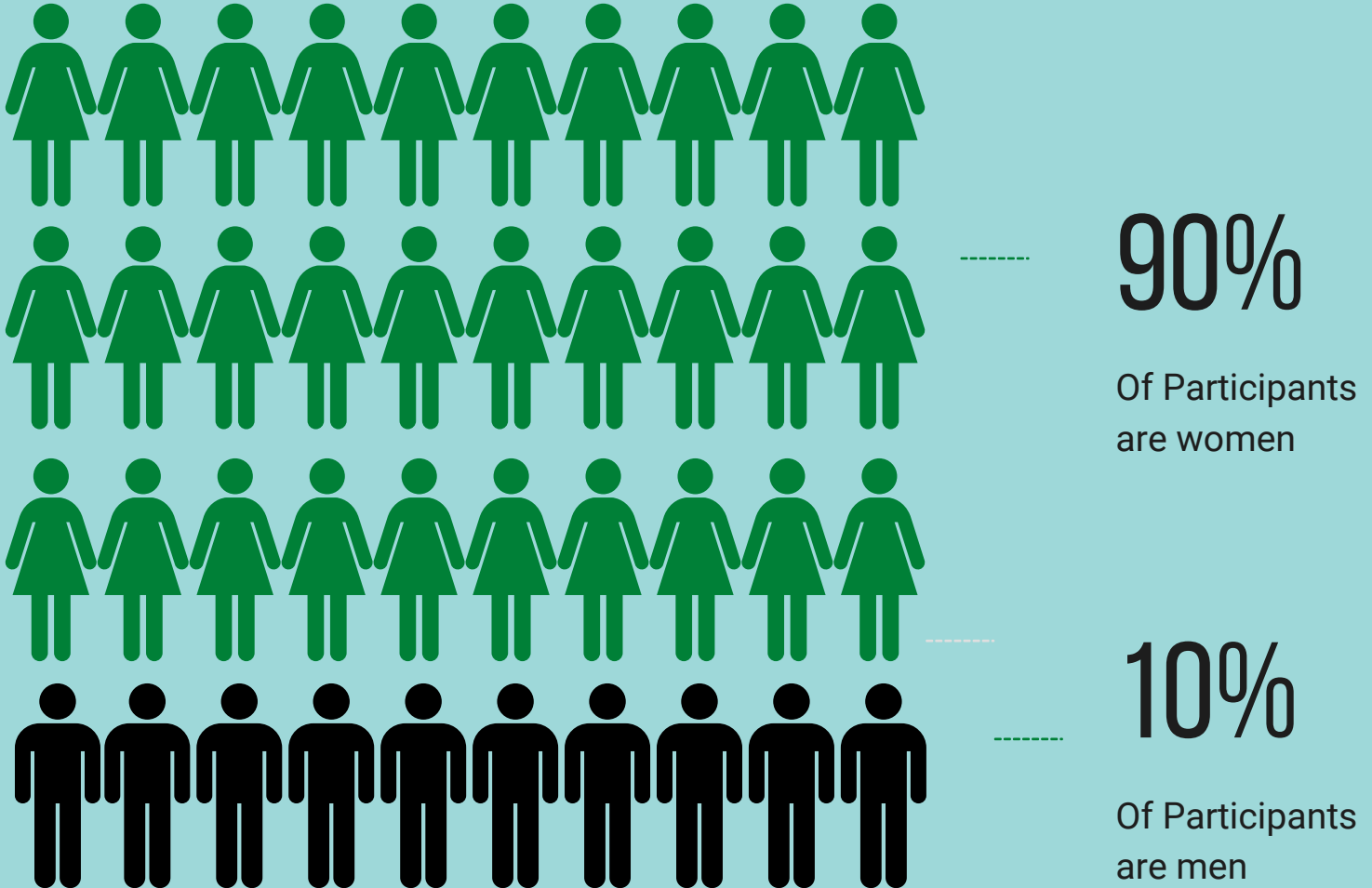
OCCUPATION?



- Health and Wellness: 17%
- Education: 13%
- Retired: 10%
- Mother: 9%
- Student: 7%
- Entrepreneur: 5%
- Retail: 5%

MOTHER EARTH'S EMOJI CHALLENGE

WHO PARTICIPATED?



Participation was 90% female for our Mother Earth's Emoji Challenge 2021.

While we can't be together in person this year, we could still collectively build a more sustainable world from home.

REFERENCE: *RAOG 2021 APRIL FIGURES

MOTHER EARTH'S EMOJI CHALLENGE

GREEN ACT HIGHLIGHTS



Eat Food That Must Go
@digin905



Grow it. Own it.
Jessica Correa



Volunteer.
Gague & Christina McNeil



Choose Secondhand!
@countrylivingkent



Swap 2 Wasteful Products
Alannah Hardcastle



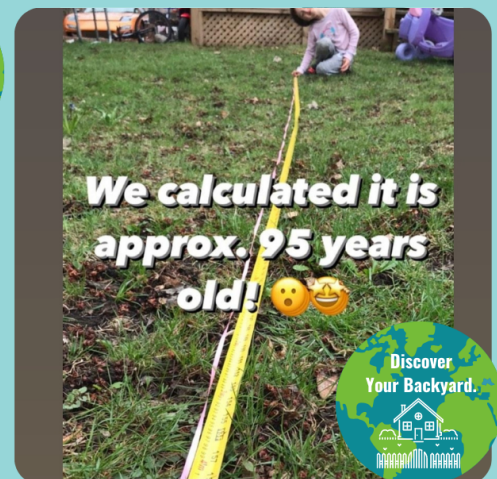
Repair 1 Item.
@digin905



Choose Secondhand!
Ardent Earth



Eat Food That Must Go.
Alannah Hardcastle



Discover Your Backyard.
Theresa Bodnar

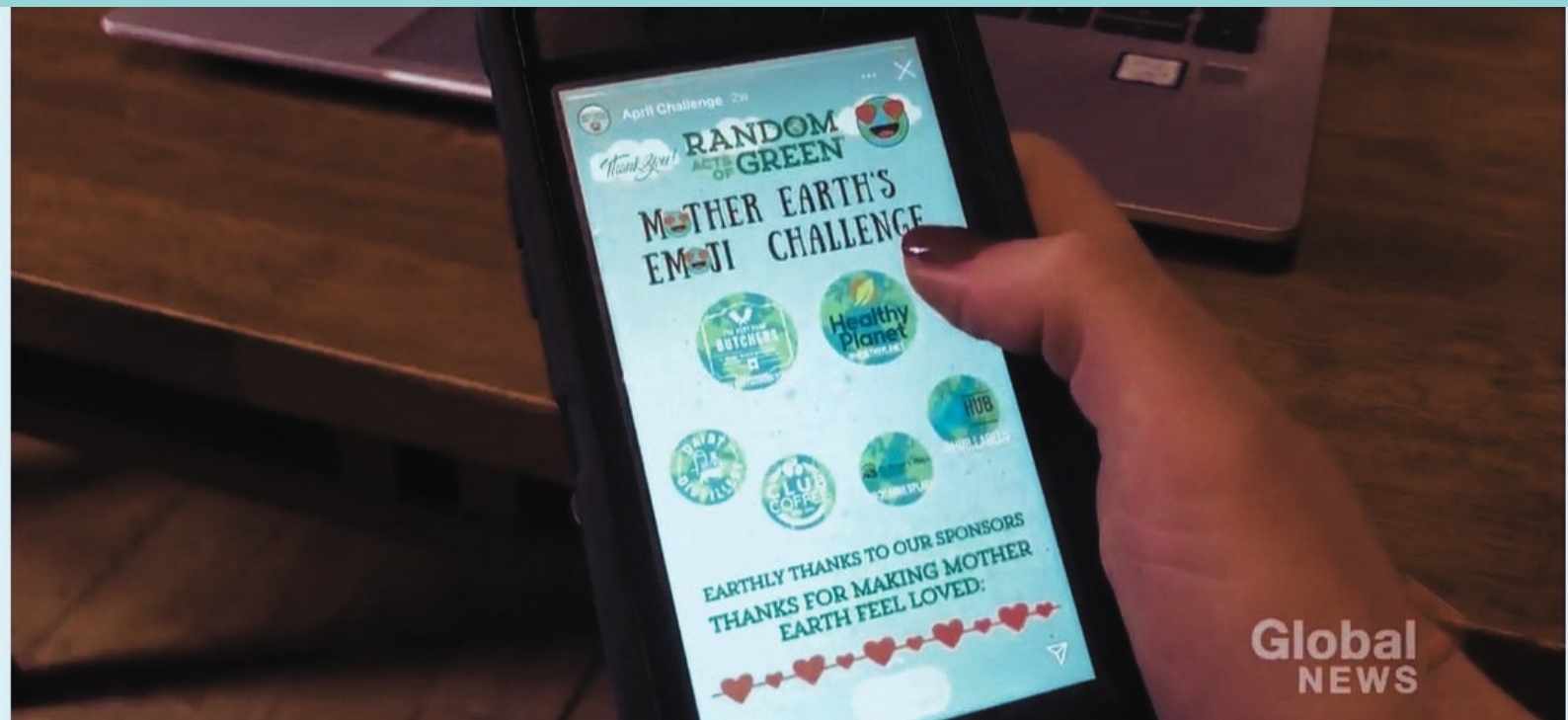
MOTHER EARTH'S EMOJI CHALLENGE

IN THE NEWS

Thank you Global News!

Watch Online:

<https://globalnews.ca/news/7762669/earth-month-green-tips-april/>



COMPLETED CHALLENGES



EARTHLY THANKS TO OUR SPONSORS

Thank You!

RANDOM
ACTS
OF **GREEN**[®]



MOTHER EARTH'S
EMOJI CHALLENGE



THANKS FOR MAKING MOTHER
EARTH FEEL LOVED.

