Earth Day 2020

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23 APR 2020

Wednesday 22nd April marked the 50th anniversary of Earth Day, a global initiative that aims to educate people about the environment, spread optimism and hope for the future, and drive positive action so that we can help to protect our beautiful planet for years to come.
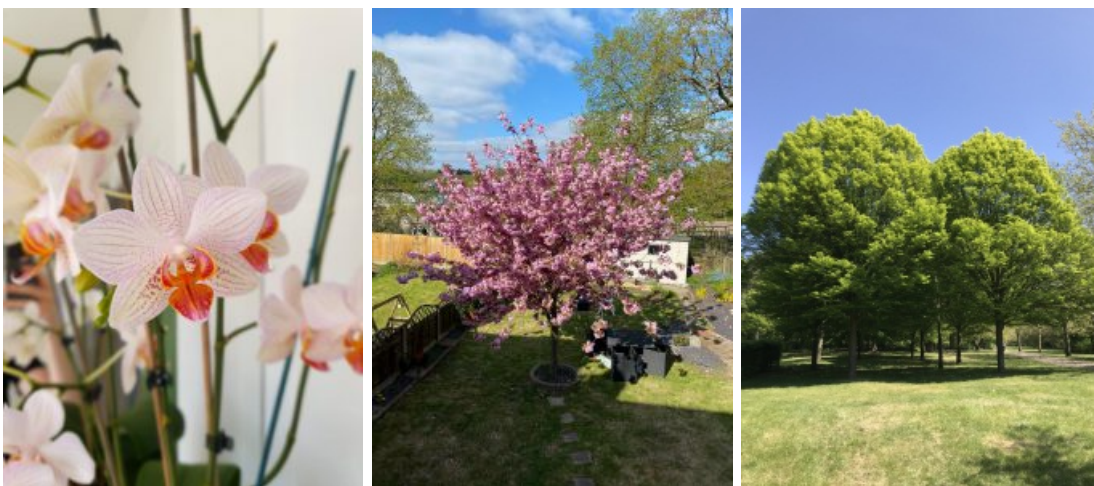
The theme for this year's Earth Day was climate action. Experts say that this decade must be a 'decade of change' if we are to put the brakes on impending climate crisis. If these requirements aren't met, the consequences for the future of humanity and the ecosystems that surround us will be devastating. However although the task at hand may seem daunting, if we all make small changes, we can achieve significant results.

MediaCom's Green Team worked hard behind the scenes to come up with ways we could still celebrate Earth Day together despite working remotely, including the MediaCom Switch Off over Wednesday lunchtime. Between 1pm-2.15pm, MediaCom encouraged everyone to turn off all electronic devices and head outside to enjoy some fresh air, reducing our carbon footprint. Throughout the day, we also 'brought the earth indoors' by sharing photos of the nature around us on Yammer and Instagram.

MediaCommers got involved by using this time for their daily exercise (with social distancing rules in mind!), picking up a book, watering plants, or enjoying an hour in their garden watching the world go by. WPP also ran Earth Day events, including a cook along, book club and a special 'around the world' challenge.

Events like this are so important to spread awareness about climate change – plus it gives us a rare opportunity to take time to ourselves, relax, reflect, and benefit from the healing powers of nature. Although our climate action challenge may seem great, by working together and making little changes, we can change the future for the better.

Here are come examples of the brilliant photos that MediaCommers shared…

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