



**22 April 2014 – Today, the UN observes [International Mother Earth Day](#) . Through this, we promote a view of the Earth as the entity that sustains all living things found in nature. 2015 marks a special occasion: the event's 45th anniversary.**

“The word ‘mother’ holds great power. It evokes memories of the women who gave us life, nurtured us as infants and helped mould us into who we are today. The Earth is the ultimate mother – an astounding planet that has, since time immemorial, supported life in myriad forms,” Ban Ki-moon, UN Secretary-General, said in a statement.

### **The most exciting year in environmental history**

2015, Earth Day's 45th anniversary, could be the most exciting year in environmental history. The year in which economic growth and sustainability join hands.

Mr Ban says: “This year, the world aims to finalize the post-2015 sustainable development

agenda and reach a new and meaningful universal climate change agreement. These processes have the potential to redefine our future for the better, by eradicating extreme poverty in all its forms and resetting our relationship with this planet and every living being it sustains.”

He emphasizes that decision-making in redefining our future is not only the responsibility for world leaders and policy-makers.

This year, it's our turn to lead.

“Not everyone is able to make sustainable choices, but for those who can, simple decisions such as switching to energy-efficient lighting or buying only what you will consume – when accumulated across billions of people – can transform our world. The power to change begins with you,” the Secretary-General asserts.

### Take action

On Earth Day we need you to take a stand so that together, we can show the world a new direction.

Why? So our world leaders can follow by example.

In a [UNEP-led Q&A](#), Kathleen Rogers, President of Earth Day Network, says: “Earth Day comes at a great time because the leaders will feel pressure if citizens ask them to work on solving climate.”

Then, what can you do?

“Petition drives, town hall meetings, community organizing, events with elected officials, even in

small cities, would be very helpful. We know that the real action is at the local level," Ms Rogers asserts.



MOTHER EARTH DAY

22, APRIL



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## **Green Cities Campaign**

A key area for change are cities, where more than half of the world's population now lives, the Earth Day Network reports.

Furthermore, “Our struggle for global sustainability will be won or lost in cities”, Ban Ki-moon emphasized in a message to the [UN-Habitat Governing Council](#) this week.

In this context, the Earth Day Network is operating its pivotal [Green Cities Campaign](#) , aimed at spurring on the transition to renewable energy in cities.

### **More information**

For more information, visit the Earth Day Network [Facebook](#) or [website](#) .

You can also contribute to their [A Billion Acts of Green®](#) campaign.