



MEDIA RELEASE

## **ICLEI partners with EARTHDAY.ORG to launch the EARTH DAY GLOBAL CONVERSATION, inviting local leaders world-wide to embrace the benefits of renewable energy: job creation and environmental sustainability**

**Bonn, Germany (November 20, 2024) – [ICLEI - Local Governments for Sustainability](#) (ICLEI) is excited to announce a new global campaign with [EARTHDAY.ORG](#) (EDO): the Earth Day Global Conversation. This partnership will help activate mayors and city governments worldwide to host public dialogues on how renewable energy can benefit their communities. With 'Conversations' kicking off in April 2025 and running throughout the end of the year.**

ICLEI is the largest global network of local and regional governments committed to sustainability. EDO is the global leader in Earth Day advocacy, observed by over one billion people every April 22.

*"We know that talking is often the very first step on the road to change, EARTHDAY.ORG wants to help spark a million new conversations across the globe about how local communities can investigate, invest and integrate renewable energy to their own advantage," said Kathleen Rogers, President, EARTHDAY.ORG.*

Renewable energy - be it wind, solar, geothermal, hydro or tidal - mitigates climate change but can also lower electricity bills, create jobs and generate local revenue. It also has the potential to attract inward investment that local communities so desperately need. We are in talks with Miami (Florida), Louisville (Kentucky) and Irving (Texas) to host a 'Conversation', and thousands more are expected to follow in the next 6 months.

*"Local governments have an increasingly important role to play in caring for the well-being of their constituents, and renewable energy is a win - win situation: it brings prosperity and tackles climate pollution, all at the same time," said Kale Roberts, Deputy Director, ICLEI.*

This initiative will showcase leadership at the municipal level and EDO and ICLEI will work with mayors and local leaders to invite business, parents, schools, unions and



faith groups - the entire community - to come together to discuss their route to renewable energy.

Each 'Conversation' is a chance to explore how cities can take the lead in renewable energy and make a real difference in their communities. By advocating for local investment in clean energy and climate solutions, we can unlock new jobs and economic opportunities. Take [Melbourne, Australia](#), for example – a wind project there powers the city's infrastructure with renewables but also created 140 new jobs. Or [Boa Vista](#), in Brazil, where a solar energy plant is set to save the city \$1 million each year. These are real examples of how renewable energy can drive change at a local level.

Globally, the world stands to save a gargantuan [\\$12 trillion](#) from the renewable energy transition. In the last decade, [solar panel costs have dropped by 90%](#), and onshore wind costs dropped by 70%. Renewable energy has become the [world's most affordable](#) source of power; there has never been a better time than now to make this transition.

"This really is a way for local communities to come together, from business to families to unions to schools, faith groups, schools and students to learn about how renewable energy can benefit their town or city in a meaningful way," said Evan Raskin, National Campaign Manager, EARTHDAY.ORG

The partnership announcement was made at the Multilevel Action & Urbanization Pavilion, at an ICLEI-hosted event titled Town Hall COPs in the New Era of Local-Global Climate Action and Advocacy, held during COP29's thematic day for urbanization, which highlighted the crucial role that cities play in implementing the international community's vision for climate action.

To learn more about the Earth Day Global Conversation and how your city or community can get involved, contact Evan Raskin, National Campaign Manager, at [raskin@earthday.org](mailto:raskin@earthday.org) or +1 781-686-5513.

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## NOTE TO THE EDITORS

### **About ICLEI - Local Governments for Sustainability**

ICLEI – Local Governments for Sustainability (known as "ICLEI") is a global network working with more than 2500 local and regional governments committed to sustainable urban development. Active in 125+ countries, we influence sustainability policy and drive local action for low emission, nature-based, equitable, resilient and circular development. Our Members and team of experts work together through peer exchange, partnerships and capacity building to create systemic change for urban sustainability. For more information about ICLEI, please visit: <https://iclei.org/>.

**About EARTHDAY.ORG:** Founded in 1970 by the organizers of the first Earth Day, EARTHDAY.ORG has grown into one of the world's largest environmental movements, mobilizing over one billion people annually on Earth Day and every day to protect the planet and its people. Our mission is to diversify, educate, and activate the environmental community globally. As the largest recruiter to this movement, EARTHDAY.ORG partners with more than 150,000 organizations in nearly 192 countries to promote environmental democracy. Learn more at [EARTHDAY.ORG](https://earthday.org).

The [Our Power, Our Planet](#) Toolkit will be made available in January 2025!

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