

20 Years Transforming Societies towards a more Just, Sustainable and Peaceful World

Earth Charter+20 (2020)

The Way Forward 2020 -2030 Concept Paper

Introduction

2020 marks the 20th anniversary since the official launch of the Earth Charter on 29 June 2000. This provides an opportunity to look back to see what has happened over the past two decades, celebrate the Initiative efforts and enhance synergies and collaborative efforts towards the realization of the Initiative's goals. This will also be an opportunity to provide new impetus for the Initiative and to expand the outreach and impact of the Earth Charter.

This Concept Paper outlines a proposal for activities that should take place throughout 2020 (and 2019) under the framework of the 20 years anniversary of the Earth Charter. ECI Secretariat invites friends, affiliates, partner organizations, governments, young leaders and volunteers to join forces in using this opportunity as a momentum to further scale up the outreach and impact of the Earth Charter.

ECI Secretariat plans to launch the year celebration in a special On-line Forum in January 2020, and invites affiliates, partner organizations and EC youth to consider organizing local or national gatherings and special events throughout the year to celebrate 20 years of working together with the Earth Charter as our ethical framework.

ECI Secretariat plans to organize, in partnership with an EC partner and sponsor organization, an in-person major event on 29 June (the actual day the Earth Charter was launched) and will invite EC Champions from around the world to take part in this. It will also provide space for the International Young Leaders gathering. The location for this event is still to be decided depending on the offer and funding possibilities.

The celebration of this anniversary should make a special effort to link the Earth Charter to major events and themes also happening in 2020 such as the Earth Day 2020 (50th Anniversary), the Global Action Programme on Education for Sustainable Development (GAP), the 2030 Agenda for the SDGs, the 2020 World Expo (October 2020 to April 2021, Dubai), the SDG World Tour (16 August 2020, Amsterdam), 75th anniversary of the Charter of the United Nations (June 26th 1945 / October 24th 2020), the High-level Political Forum on Sustainable Development (ECOSOC, July 2020), Post 2020 global biodiversity framework (Convention on Biodiversity COP 15, October 2020, China), the IUCN World Congress (11 – 19 June 2020, Marseille, France) and the University for Peace 40th anniversary (December 2020).

Purpose

The general purpose of the 20 years Earth Charter celebration is to advance the Vision, Mission, Goals, and Strategic Objectives of the Earth Charter Initiative. This effort should advance the purpose of the global Earth Charter Movement which is (a) to ensure that the vision expressed in the EC becomes a reality everywhere; (b) to inspire, engage, train and empower individuals and groups everywhere to contribute to the building of a more just, peaceful and sustainable world; and (c) to contribute with social transformation and the transition to sustainability at the global scale.

Purpose of the 20 Years Earth Charter Anniversary Celebrations	
	Strengthen a sense of community, belonging and co-responsibility.
	Inspire and increase hope.
	Re-engage, renew the commitment and motivate innovation.
	Assess 20 years of Earth Charter; learn & adapt.
	Highlight the relevance of the Earth Charter Document + Initiative to the 2020 context.

In a consultation dialogue planned to take place during the second semester of 2019, ECI and affiliates/partners can assess (look back) the Initiative and look forward and as such create a vision and strategy on how to enhance the Earth Charter Initiative's vision and accomplish its goals in the coming decade. It is an opportunity to change gears and revamp. It can also be used to strengthen the sense of community among EC Champions and re-engage and re-inspire.

Events and projects of this celebration will focus special attention on:

- Promoting understanding and inclusive dialogue around the essence of the Earth Charter.
- Actions to further enhance the global Earth Charter Initiative; The Way Forward 2020 -2030
 - Consultation dialogue to visualize the next 10 years of the Earth Charter Movement.
- Inviting people to design/envision "The Way Forward for the EC Movement" for realizing the EC vision.
- Showing the relevance of the Earth Charter (such as to the SDGs, the UNESCO Global Action Programme on Education for Sustainable Development - GAP - and the Post 2020 Biodiversity Framework).
- Sharing experiences and forging collaboration: the Earth Charter in Action 2020 – 2030.
- Showing gratitude to everyone that put forth the Earth Charter in to Action.
- Providing space for Earth Charter Young Leaders to share and contribute.

Theme and Slogan (to be determined)

The common theme and slogan for the Earth Charter 20 year's celebration (in line with the Communication Strategy) will be identified by November 2019.

The communication activities will use the theme, image and slogan mainly as part of the overall communication strategy. The purpose for a common theme and slogan is to ensure a common message in the efforts that will be self-organized and emerge in different parts of the world.

Potential Products to be developed

1. Highlights of the past 20 years - A concise summary report (in written and video format) by the ECI Secretariat, on key accomplishments of the EC Initiative over the past decade (analyzing them to highlight the legitimacy of the Earth Charter).
 - a. Report featuring examples of experiences and projects with the Earth Charter from around the world.
 - b. Report on EC endorsements during these past 20 years.
2. An edited publication, building on the EC in Action Book and the Heart of the Matter, which collects on the relevance of the Earth Charter in 2020 based on the B. Mackey relevance document.
3. Gathering featured stories and opinions about the EC relevance from different parts of the world to be published in 'EC Storymap'.
4. Campaign to gather over 100 one-minute videos of EC Champions from around the world sharing their view of the EC and what they have done with it over the years.

Each one of these projects need to be initiated in the second semester of 2019.

Process January to December 2020

1. **Local and national events** - Partners and affiliates are invited to organize and host meetings and discussions related to the Earth Charter and its relevance in relation to the common theme and slogan. These efforts are recommended to be organized on 22 April (Earth Day), 5 June (World Environment Day), and/or on 29 June 2020 (the day of the EC launch). Later in the year is also possible, f.i. on International Day of Peace on 21 September or during the COP15 on Biodiversity.
2. **Webinars** - The ECI Secretariat will organize a number of open webinars around the different themes of the Earth Charter relating to relevant/current issues.
3. **Activities in educational institutions** – EC prominent schools and universities are encouraged to organize activities that involve examining, reflecting and putting to action the Earth Charter. An online space will be provided to share the content produced, such as through activities that involve pictures, paintings, music, and/or short videos.
4. **Art Contest** – ECI Secretariat invites the Earth Charter Initiative network to engage in an Art Contest (photography, filming and painting) on the Earth Charter. The outcome of these will be digitally showcased at the end of the celebration year 2020.
5. **Major Event** – Although it is recommended to have many Earth Charter meetings taking place in different countries throughout the year, ECI envisions to have one major event on 29 June 2020. ECI Secretariat is inviting proposals from partner organizations that would be willing and able to host it. Ideally the event could take place in Europe to make the international flights access easier for people coming from different continents.
6. **EC Young Leaders global reunion**: Organize a gathering of “Earth Charter Young Leaders” to take place in conjunction with a major celebration of the Earth Charter 20 Years Anniversary.

Budget: ECI will need to find at least US\$150,000 to organize most of these activities including one major EC event, in addition to a sponsored location. Sponsor organizations are invited to financially contribute to this.