

teamearth

we>me

First we ignored the situation.
Then we argued about it.
We have talked about the health
of the planet for years.

Frankly, we have wasted enough time.
Earth, our home, is in trouble.
And it's affecting us all.

Team Earth recognizes the consequences
of inaction, and we're not going to wait for
someone else. We are starting a movement.

It's time to **DO**.

transformative

action

Team Earth is an unprecedented cross-sector collaboration that will galvanize leading companies, powerful brands, non-profits, teachers, students and others to take collective action at a global scale. It will unite millions to address the most pressing issues facing people and our planet.

Guided by the wisdom of a blue-ribbon panel of the world's leading scientists, Team Earth will harness the power of social media and global outreach to incite action and drive meaningful impact against these challenges.

collaborative

global outreach



are you in?

impact

innovation

Ensuring the sustainability of Earth's essential resources while maintaining economic growth is the defining challenge of the 21st century.

These resources – a stable climate, fresh water and abundant oceans, and fertile soils for food – are essential to the well-being of humanity and all life on Earth, but our planet is experiencing a stark drawdown of the natural systems that support us all. Especially those that nature provides for free.

Team Earth's collective action challenges will address five major issues facing humanity:

- Climate Change
- Fresh Water + Oceans
- Food
- Health
- Sustainable Consumption

Our first actions will focus on protecting forests and saving energy to address climate change.

responsibility

strategic outreach



sustainability

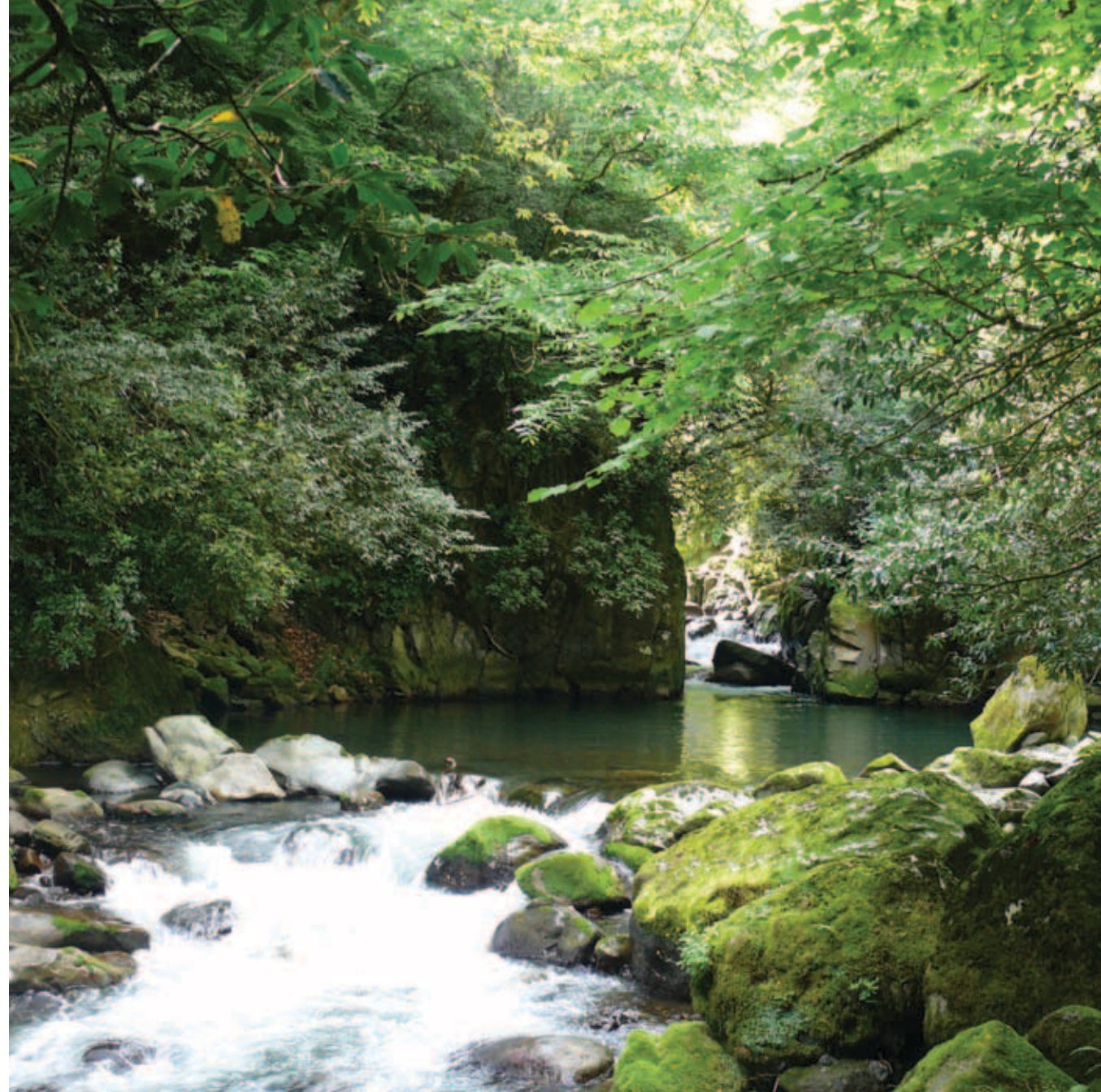
core principles

Team Earth members are committed to taking leadership action on a set of guiding sustainability principles and beliefs:

- A stable climate, freshwater resources, a reliable food supply, and a healthy environment are vital for our survival; therefore we must all take specific actions towards their protection.
- Economic growth must be based on environmentally responsible and sustainable practices.
- Environmental leadership, education and engagement must be fostered in every sector of society, so that everyone has the opportunity to live a healthy and prosperous life.

commitment

leadership



choices

greener

Our goal is to have every company and brand possible join Team Earth. We will use the internet to showcase the power of collective action while highlighting the important work that each company is doing on its own.

By building the impact and recognition of Team Earth globally, we can make sustainable choices and actions accessible and relevant for millions of consumers, employees, teachers, and students.

However, this is not a one-size fits all approach. Team Earth allows businesses and brands to create programs that compliment each company's marketing and communications goals.

Team Earth will help every person on Earth make better choices, every day.

more responsible

smarter



Our intent is to inspire a movement – one that creates relevant, sustainable solutions; encourages innovation; drives responsible consumption; and transforms the way societies manage Earth's natural resources for the benefit of everyone, everywhere.

Join Team Earth

Official Launch: November 2009

Contact: Julie Blackwell, Senior Director, Team Earth

Email: jblackwell@conservation.org

