2020
50TH ANNIVERSARY

Leveraging Citizen Science for Social and Environmental Good

EARTH CHALLENGE 2020

In recognition of the 50th anniversary of Earth Day, Earth Day Network, the U.S. Department of State, and The Wilson Center are launching Earth Challenge 2020 as the world's biggest ever coordinated citizen science campaign. EC2020 will collaborate with existing citizen science projects as well as build capacity for new ones as part of a larger effort to grow citizen science worldwide. We will become a nexus for collecting billions of observations in areas including air quality, water quality, biodiversity, human health, and pollution to strengthen the links between science, the environment, and society.

In preparation for April 2020, we will crowdsource the world's most pressing environmental questions, organize research advisory teams to ensure scientific rigor, launch global hackathons to mobilize the development of new Earth Challenge 2020 technologies, and develop education and action toolkits to empower communities and make the data meaningful.

The final Earth Challenge 2020 website will offer resources such as apps for data collection, access to a cloud-based database with APIs and visualization tools, and supporting information on participating projects, data collection protocols, developer libraries, and toolkits to facilitate education and action. The Earth Challenge 2020 platform will also integrate with a range of social media, allowing people to share data, photographs, and stories with their existing personal networks.

KEY IMPACTS
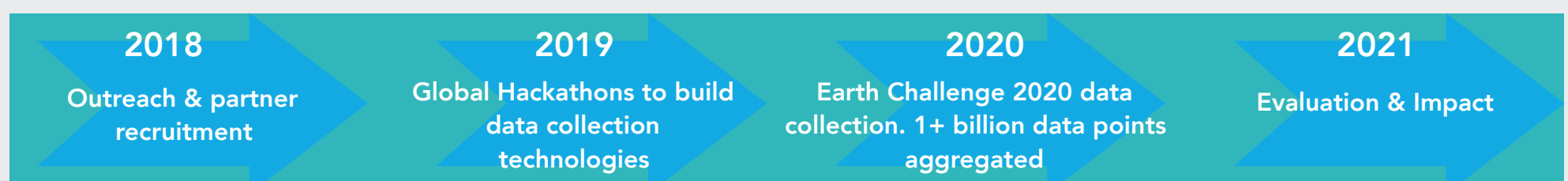
1,000+ citizen science projects' data spanning the globe

1.5 million citizen scientists

1+ BILLION data points collected

SPONSORSHIP OPPORTUNITIES & BENEFITS

- Host or sponsor global hackathons at corporate headquarters or local universities
- Underwrite development of Earth Challenge technologies and reward winning technologies
- Develop Earth Challenge 2020 docking app and database
- Collaborate on convening global public and private sector stakeholders summits to maximize policy impact
- Sponsor academic conference sessions for researchers using Earth Challenge 2020 data
- Sponsor developer toolkits, education toolkits, or country-by-country "what you can do" manuals
- Host launch events, including receptions
- Underwrite Earth Challenge multimedia documentation, PR, and media
- Support development of Earth Challenge 2020 website, APIs, and visualization tools

2018
Outreach & partner recruitment

2019
Global Hackathons to build data collection technologies

2020
Earth Challenge 2020 data collection. 1+ billion data points aggregated

2021
Evaluation & Impact

Contact EarthChallenge2020@earthday.org or visit www.earthday.org/earthchallenge2020 to learn more.