

# EARTH DAY

FILMS FOCUSED ON THE ENVIRONMENT

kanopy  
stream smarter



Salt and Fire (2016)  
Directed by Werner Herzog

Celebrate Earth Day with Kanopy! Explore films that showcase the beauty of nature and inspire action for a more sustainable world. From documentaries to narratives, these titles make it easy to learn, reflect, and take part in protecting our planet.

By sharing these films with your community, you can help promote awareness about conservation and the importance of protecting our world. We encourage you and your patrons to explore Kanopy's collection, which offers an easy and meaningful way to participate in Earth Day while providing valuable educational resources.

Explore our Earth Day collection, film synopses, and more details at [kanopy.com/category/17330](https://kanopy.com/category/17330)

*All images provided must be used for direct promotion of that specific film or collection.*

## List of Toolkit Items

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### General Announcements

Print materials that showcase our Earth Day collection, which can be printed and displayed throughout your library.

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### Digital Graphics

Graphics sized for various social media platforms and email, showcasing the Earth Day collection content.

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### Suggested Copy

Three ready-to-use copy options for your social media posts and email campaigns.

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## Programming Ideas

- Create an in-library display that teaches patrons about the importance of “Reduce, Reuse, Recycle.” Highlight your own sustainability efforts and promote proper waste sorting by clearly labeling what items can go into recycling bins versus trash bins.
- Host a Freecycle or “Free to Me” Day! Encourage patrons to bring in gently used items in good working condition that they no longer need, so those items can find a new home and stay out of landfills.
- Share simple ways patrons can make small, meaningful changes to reduce their environmental footprint, such as participating in “Meatless Mondays,” learning what recycling symbols on plastics mean, and using reusable bags and water bottles to cut down on waste.
- Invite local speakers to engage patrons in conversations about sustainability, from recycling best practices to environmental projects happening in your community. Consider featuring representatives from local conservation groups, recycling centers, or city sustainability offices to share insights and inspire action.

## Social Media and Newsletter Copy Suggestions

### Option 1

This Earth Day, learn how small actions make a big difference. Stream powerful documentaries and films on Kanopy that explore our planet, sustainability, and the fight for a greener future, all FREE with your library card! Stream now:

[kanopy.com/category/17330](https://kanopy.com/category/17330)

### Option 2

Our planet deserves to be celebrated. This Earth Day, explore Kanopy’s film collection highlighting the beauty of nature. Free to stream with your library card:

[kanopy.com/category/17330](https://kanopy.com/category/17330)

### Option 3

Ready to celebrate Earth Day? Discover Kanopy’s inspiring collection that showcases the beauty of our planet. Stream the collection now, with your library card: [kanopy.com/category/17330](https://kanopy.com/category/17330)

## Campaign Start and End Dates

Our Earth Day collection will go live on **April 1, 2026**. We encourage our library partners to use these materials to spread the word to your community. If you have any questions about the toolkit, feel free to email us at [marketing@kanopy.com](mailto:marketing@kanopy.com).