

Earth Overshoot Day

By the Numbers 2018



3 Billion

Media impressions from 2,871 websites

102

Countries covered
Overshoot Day, with
coverage by top-tier
media in 45 countries

3,386

Steps to
#MoveTheDate

14

Days of Overshoot
“ad” in New York’s
Times Square

38

Media stories generated
by HSBC investment
update on Overshoot

27,304

Views of Earth Overshoot
Day video

20+

Sustainability leaders
in #MoveTheDate
live streams

21

Days we could #MoveTheDate,
if efficiency technology, as
promoted by Schneider Electric
was applied universally

221,000

Views of video by then-French Environment
Minister Nicolas Hulot, retweeted by French
President Emmanuel Macron

50+

NOGs, corporations, and
government agencies
promoted Overshoot Day

Earth Overshoot Day is an initiative of Global Footprint Network, an international nonprofit whose mission is to end ecological overshoot by making ecological limits central to decision-making.

