

# Make a Difference Week

## General Fact Sheet

This document provides information about ecological restoration, the Society for Ecological Restoration, and the *Make a Difference Week* event. If you have questions about any of the information presented here, please contact [info@ser.org](mailto:info@ser.org).

### What is Ecological Restoration?

**Ecological restoration** is the process of assisting the recovery of an ecosystem that has been degraded, damaged, or destroyed.

Restorative activities include: removing invasive species or reintroducing lost species, removing detritus to give native plants the space to grow, planting native vegetation, daylighting streams, or adding nutrients to degraded soil, among many others.

The goal of ecological restoration is to put the ecosystem back on a path to recovery that reflects its natural cycles, how humans are using it, and climate change.

### What is the Society for Ecological Restoration?

The Society for Ecological Restoration (SER) is an international non-profit organization that advances the science, practice, and policy of ecological restoration.

SER advances ecological restoration through developing policy, publications and guidance documents, knowledge-sharing opportunities, and the certification of restoration projects and practitioners. SER has an international membership base of over 5,000 individual and institutional members from an incredible range of backgrounds.

**Interested in joining the Society?** Find out more about membership with SER [here](#).

### What is Make a Difference Week?

SER's *Make a Difference Week* is an annual week of global restoration action where individuals and organizations from around the world host and participate in local volunteer restoration events to achieve a tremendous global collective impact.

Through Make a Difference Week, everyone, everywhere has a chance to positively impact their local communities by engaging with restoration projects. This is your chance to contribute to the well-being of your ecosystems!

Local individuals and organizations host ecologically-focused events, which are open to volunteers. After the week, SER gathers information from the event hosts and combines it to show the total collective impact that the Week has had. **Watch out for the results of Make a Difference Week!**

### Are you interested in hosting a MADW event?

Learn more at: [makeadifferenceweek.org](http://makeadifferenceweek.org)

### When is Make a Difference Week?

Make a Difference Week will run from **Saturday May 31 - Sunday June 8, 2025.**



## What kind of events make up Make a Difference Week?

Make a Difference Week events are volunteer events that focus on ecological restoration activities. Events are organized locally by our Event Host partners and activities are dependent on local conditions and needs. They may include: restorative plantings, seed collection and seedball making, invasive plant pulls, citizen science monitoring of restoration sites, garbage clean ups, or any other restorative activity that positively impacts the ecology of your site, community, or region.

## Why volunteer during Make a Difference Week?

Make a Difference Week volunteer events are wonderful opportunities to reconnect with your local ecosystems, connect and engage with local restoration projects, activities, and organizations, and **make a significant positive impact on the environment!**

By participating in Make a Difference Week, you will be joining other volunteers from all over the world in a collective restoration initiative with a global impact!

Look out for our report on the collective global impact of Make a Difference Week 2025!

This opportunity is also your chance to participate in the UN Decade on Ecosystem Restoration. Participating in a local Make a Difference Week event is a phenomenal way to support the UN Decade and help achieve its crucial goals.

### Are you interested in hosting a MADW event?

Learn more at: [makeadifferenceweek.org](https://makeadifferenceweek.org)



## Working Together

Make a Difference Week is planned every year to align with **World Environment Day**. We encourage all Make a Difference Week Event Hosts and volunteers to consider this year's theme when planning and engaging with local volunteer events.

This year's World Environment Day theme is: **accelerating land restoration, drought resilience and desertification progress.**

SER is also a **Global Partner on the UN Decade on Ecosystem Restoration**. The UN Decade encourages everyone to help reverse the degradation of ecosystems on every continent. This can help to end poverty, combat climate change, and prevent mass extinction. It will only succeed if we all play a part.

## Resources

**International Principles and Standards for the Practice of Ecological Restoration, 2 ed.**: This groundbreaking publication provides updated guidance on the practice of ecological restoration.

**Make a Difference Week digital toolkit**: This kit contains logos, images, and text that you can share through your social media accounts or website.

**SER Website**: Information about SER's activities, membership with the Society, and more!

**World Environment Day Website**: World Environment Day is taking place on June 5th! Visit this website to learn more. All *Make a Difference Week* events can be registered as WED events as well!

**The UN Decade Guiding Principles on Ecosystem Restoration**: Principles to underpin restorative activities in support of the UN Decade.

**IUCN Community Organizing Toolkit on Ecosystem Restoration**: This toolkit provides valuable guidance to community organizers.

**UNDP Learning for Nature Ecosystem Restoration Course**: A free, online course on how to plan and apply ecological restoration solutions.