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LET'S GO ZERO
COMMS TOOLKIT

THANKS FOR BEING A #LETSGOZERO SUPPORTER

We're thrilled you've chosen to get behind the #LetsGoZero campaign, joining the UK-wide movement for zero carbon schools. Together we can support our schools to become cleaner, healthier and sustainable learning environments that can lead the way in their communities towards a zero carbon future.

What is the campaign?

Let's Go Zero is uniting schools working together to be zero carbon by 2030. Led by a powerful coalition of sustainability organisations, the campaign supports UK schools to set zero carbon targets, develop roadmaps for delivery, share their learnings with staff, students and families, and work together with local councils and government to make it happen. It provides a powerful route for schools to drive impact-led action and unite behind a call for much-needed funding to help all schools become zero carbon by 2030.

Why schools?

With 42% of all UK households home to school-aged children, schools can be **trailblazers for sustainability**. At the very center of our communities, they can respond to young people's calls for action and encourage local families and businesses to join them in taking on the climate crisis. From car-free school runs and plant-based canteens, schools across the UK are already inspiring entire communities to think and act differently. Let's Go Zero helps amplify these achievements, inspiring others with examples of how we can do things differently in our daily lives and sparking a whole society response to the climate crisis.

Sharing the campaign

- **on social media - click here**
- **by email or on your website - click here**

Don't forget to download and share the Let's Go Zero logo.

on social media

Getting our schools to zero carbon by 2030 is a huge challenge. But by working together and inspiring others, we can show the overwhelming support for zero carbon schools across the UK.

Follow and tag us here:
Twitter: @LetsGo_Zero
Instagram: @letsgo_zero

We've created a series of posts for you to help share the campaign, organised by themes:

- Generic campaign information - jump to this theme here
- Young people and social justice - here
- Net zero transition, communities and cities - here

All the visual assets you'll need to start sharing are here.







Theme	Social post	Visual
Generic campaign 1	This is a great step that schools can take right now in the fight against #ClimateChange. We're excited to support the @LetsGo_Zero campaign, harnessing the power of schools to drive change in communities across the UK. Sign your school up today https://letsgozero.org/	Twitter - Here Instagram - Here

Generic campaign 2	Across the UK, schools are declaring their aim to be zero carbon by 2030 with @LetsGo_Zero, working together with local councils and national government to make it happen. Sign your school up today and join the movement https://letsgozero.org/	Twitter Here Instagram - Here
Generic campaign 3	10 million people walk through the gates of the UK's 32,000 schools every day. @LetsGo_Zero enables schools to take action to become zero carbon by 2030, demonstrating a commitment to #ClimateAction that will ripple through society. Sign your school up today https://letsgozero.org/	Twitter - Here Instagram - Here
Generic campaign 4	By joining the @LetsGo_Zero campaign and declaring their aim to become zero carbon by 2030, schools are taking a positive step on a local level to help combat the climate issues we all face globally. Join them today: https://letsgozero.org/	Twitter - Here

Theme	Social post	Visual
Young people & social justice 1	Young people are demanding action on #ClimateChange and leading the way on climate action. We can support them now by taking action with @LetsGo_Zero to ensure their schools become cleaner, healthier and sustainable learning environments. Sign your school up https://letsgozero.org/	Twitter - Here Instagram - Here
Young people & social justice 2	By bringing the #ClimateCrisis. to the heart of their everyday school life, @LetsGo_Zero enables all young people across the UK to respond to climate issues that directly impact their own communities. Sign your school up https://letsgozero.org/	Twitter - Here Instagram - Here
Young people & social justice 3	As part of their school's commitment to #LetsGoZero, young people across the UK are: ♻️setting up Eco Clubs 💡carrying out energy audits	Twitter - Here Instagram - Here

	🌱creating green corridors in their school grounds 🎙️hosting Q&As with their local MPs https://letsgozero.org/	
Young people & social justice 4	📣The @LetsGo_Zero school campaign empowers all young people to: 🌍respond to the climate emergency in their everyday lives 💪take action within their communities 🌱see the impact of their action right now. Join them https://letsgozero.org/	Twitter - Here Instagram - Here

Theme	Social post	Visual
Net zero transition, communities & cities 1	Schools will play a critical role in helping the UK achieve net zero emissions. By reducing their carbon footprint, UK schools could prevent 625,000 tonnes of CO2 from entering the atmosphere. Is your school taking action? Sign up today https://letsgozero.org/	Twitter - Here Instagram - Here
Net zero transition, communities & cities 2	Schools will play a central role in getting to #NetZero in our towns and cities by: 💡reducing school energy consumption 🚴reducing traffic congestion ♻️increasing use of local recycling facilities 📝committing to a sustainable procurement policy. Sign up https://letsgozero.org/	Twitter - Here Instagram - Here
Net zero transition, communities & cities 3	From car-free school runs and plant-based canteens, schools across the UK are already inspiring entire communities to think and act differently. @LetsGo_Zero provides a powerful route for schools to drive impact-led action now that will reach far beyond the school gates https://letsgozero.org/	Twitter - Here Instagram - Here

by email or on your website

Here's some text you can use to tell others about the Let's Go Zero campaign. Just copy-paste it into your newsletter or onto your website, tweaking as needed:

We're proud to support the Let's Go Zero campaign, uniting UK schools working together to be carbon zero by 2030.

Led by a powerful coalition of sustainability organisations, the campaign supports schools to set zero carbon targets, develop roadmaps for delivery, share their learnings with staff, students and families, and work together with local councils and government to make it happen.

By joining the Let's Go Zero campaign and declaring their aim to become zero carbon, schools are taking a positive step on a local level to help combat the climate issues we all face globally. It sends a strong message to their whole school and community that together we can safeguard our planet for future generations. Plus, school climate action brings instant benefits – such as lower energy bills and healthier school food.

We know that schools can be trailblazers for sustainability. At the very center of our communities, they can respond to young people's calls for action and encourage local families and businesses to join them in taking on the climate crisis. From car-free school runs and plant-based canteens, schools across the UK are already inspiring entire communities to think and act differently. Let's Go Zero helps amplify these achievements, inspiring others with examples of how we can do things differently in our daily lives and sparking a whole society response to the climate crisis.

Find out more about the Let's Go Zero campaign here and encourage your local school to sign up: https://letsgozero.org/