COMMS PACK

The Great Big Green Week is the UK's biggest call for action on climate change, and will take place from 18 to 26 September 2021. There are more than 4,500 events and local festivals in over 700 locations.

Together we will show decision makers that people from all walks of life are stepping up to take action on climate change - and we need them to step up too.

www.greatbiggreenweek.com

QUICK LINKS

Great Big Green Week Film - Great Big Green Week Action Graphics

HASHTAGS: #GreatBigGreenWeek
TAGS: Please tag @theccoalition on Twitter and @theclimatecoalition on Instagram and Facebook so we can share and engage with your content
CALENDAR OF ACTIVITY: here

WHAT IS THE GREAT BIG GREEN WEEK?

The Great Big Green Week will be the biggest celebration of action on climate change that the UK has ever seen. From 18-26th September, communities across the UK are hosting **over 4500 events and local festivals**. These will celebrate what people up and down the country are doing to take action to tackle climate change and protect green spaces, and encourage others to get involved too.

Great Big Green Week community hubs will celebrate local activity, raise the profile of climate change and show why it is relevant to the community and local decision makers. Ranging from community stalls to concerts; activities will be hosted at the heart of the community by teachers, bus drivers, sport clubs, artists, builders, local groups, places of worship and anyone who cares about climate change.

Ahead of the UK hosting the UN Climate Summit in November (COP26) we will show decision makers that people from all walks of life are stepping up to take action on climate change - and want them to step up too. Organisations big and small, including some household names will join

in, getting more people involved up and down the country, and putting pressure on the UK Government to up its game on climate change.

THE GREAT BIG GREEN WEEK WRAP UP FILM -

Suggested copy

- What a week! During the #GreatBigGreenWeek communities showed up for the planet at more than 5000 events all with a clear message:
  Climate change is #TheFightThatUnites. And we need politicians to step up and take action.
- Thank you for making the #GreatBigGreenWeek the biggest week for climate and nature the UK has ever seen! Here's a snapshot of the week - can you spot your event?

Facebook or IGTV caption

Title: The #GreatBigGreenWeek 2021

Thank you for making the #GreatBigGreenWeek the biggest week for climate and nature the UK has ever seen! Communities showed up for the planet at more than 5000 events all with a clear message: Climate change is #TheFightThatUnites. And we need politicians to step up and take action. Here's a snapshot of the week - can you spot your event?

THE GREAT BIG GREEN WEEK FILM - **Do not share before 9am on 17/09/21**

Our Great Big Green Week film is voiced by Chris Packham and is a powerful call for people to join #TheFightThatUnites and call for climate action. The film is 1:39 and created for sharing across Twitter, Facebook and IGTV



Download the film

Suggested copy - Twitter

- The time for watching has passed. It's time to act. Share this film, voiced by @chrisgpackham, to show that you want a healthier, greener, fairer world. Join #TheFightThatUnites greatbiggreenweek.com

- The time is now to stop imagining a cleaner, greener, fairer world, and work together to make it a reality. This is #TheFightThatUnites. Share this film, voiced by @chrisgpackham, and join the UK's biggest ever call for action on climate change #GreatBigGreenWeek

- People from all walks of life are stepping up this September to join #TheFightThatUnites us and tackle climate change, from faith groups and football teams, to theatre groups and gardeners. Will you join them? Get involved in the #GreatBigGreenWeek! Greatbiggreenweek.com

- The time is now to stop imagining a cleaner, greener, fairer world, and work together to make it a reality. This is #TheFightThatUnites. Join @TheCCoalition's #greatbiggreenweek this September 18th-26th and visit greatbiggreenweek.com to get involved

Suggested copy - Instagram (upload to IGTV as the film is 1:39 long)

- Keeping our planet safe is #TheFightThatUnites us all, like nothing else ever has. Share this film, and join @ChrisgPackham2 and the thousands of people taking action to tackle climate change and call on our leaders to do the same by taking part this #GreatBigGreenWeek

- The time for watching has passed. It's time to act. Share this film, voiced by @chrisgpackham2, to show that you want a healthier, greener, fairer world. Join #TheFightThatUnites today. Greatbiggreenweek.com

Suggested copy - Facebook (Please email bethany@theclimatecoalition.org to set up crossposting)

- Share this film if you agree the time is now to stop imagining a cleaner, greener, fairer world, and to start making it a reality. Come together with your community to be part of the UK's biggest ever call for action on climate change this September. #GreatBigGreenWeek greatbiggreenweek.com

- The UK needs to up it's game on climate action. We need to cut emissions, protect nature, and ensure people on the frontline and those most vulnerable can protect themselves against the worst effects of climate change. Get involved in the #GreatBigGreenWeek and send a message to politicians that the time for watching has passed - it's time to act. Greatbiggreenweek.com

- The time for watching has passed. It's time to act. Because we all know where climate change ends if we don't. Share this film, voiced by @ChrisGPackham if you want to see urgent action to tackle climate change and protect nature.

THE GREAT BIG GREEN WEEK HIGHLIGHTS FILMS

The Great Big Green Week has begun
Wrap up of the activities from the first weekend



Download the film

The Great Big Green Week in full flow
Highlights from across the country so far



Download the film

DURING GBGW SOCIAL MEDIA CONTENT



[Download Sign the Declaration assets]

COPY QUICK LINK



[Download Tweet your MP assets]

COPY QUICK LINK



[Download Share the Video assets]

COPY QUICK LINK



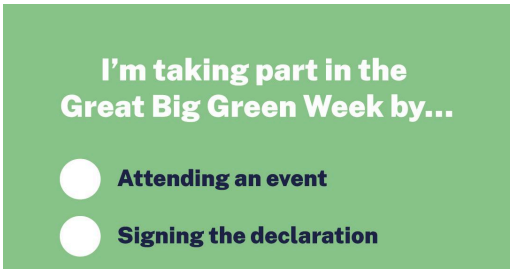
[Download Change Your Profile Picture assets]

COPY QUICK LINK



[Download Colouring in Poster assets]

COPY QUICK LINK



[Download the Instagram Story Quiz asset]



[Download the Profile Picture]

Digital actions for supporters during the Great Big Green Week

There are a number of digital actions your supporters can take throughout the Great Big Green Week. Use the above assets and template copy below to share these with your supporters.

COPY FOR DIGITAL ACTIONS

Share the film - ask supporters to share the video on their social media to show their support for climate action

- **Twitter**
    - This September, join the thousands united in taking action to stop the worst effects of climate change by getting involved in the #GreatBigGreenWeek. Share the film to get your friends and family involved too!

    - The time is now to stop imagining a cleaner, greener, fairer world, and come together to make it a reality. Join the UK's biggest ever call for action on climate change this September #GreatBigGreenWeek

- **Longer copy**
    - This September, join the thousands united in taking action to stop the worst effects of climate change by getting involved in the #GreatBigGreenWeek. Share the film to get your friends, family and community involved too.

    - The time is now to stop imagining a cleaner, greener, fairer world, and come together to make it a reality. Send a message to politicians and come together with your community for the UK's biggest ever call for action on climate change this September #GreatBigGreenWeek

Profile pictures - Ask followers to change their profile picture or share the graphic on their social media to show support for climate action

- **Twitter**
    - When we work together, small actions have big impacts. Show your support for taking action on climate change during the #GreatBigGreenWeek by sharing one of @theccoalition graphics! https://greatbiggreenweek.com/take-action/

    - Shake up your social media for the #GreatBigGreenWeek and change your profile picture to show your friends that you care about protecting the planet! Choose from any of the images from @theccoalition here 👇
      https://greatbiggreenweek.com/take-action/

    - Want to join thousands of people across the UK calling for action on climate change? Share one of @theccoalition graphics during the #GreatBigGreenWeek
      https://greatbiggreenweek.com/take-action/

- **Facebook**
    - When we work together, small actions have big impacts. Join thousands of people across the UK calling for action on climate change during the #GreatBigGreenWeek by sharing one of @theclimatecoalition graphics, or changing your profile picture.

https://greatbiggreenweek.com/take-action/

- Been a while since you updated your Facebook profile pic? Why not change your profile picture to show your support for taking action on climate change during the #GreatBigGreenWeek! Choose from a range of different options that @theclimatecoalition have created. https://greatbiggreenweek.com/take-action/

- **Instagram**
  - When we work together, small actions have big impacts. Join thousands of people across the UK calling for action on climate change during the #GreatBigGreenWeek by sharing one of @theclimatecoalition graphics. Head to https://greatbiggreenweek.com/take-action/ to choose!

  - Want to shake up your instagram feed? Why not share a post to show your support taking action on climate change during the #GreatBigGreenWeek! Choose from a range of different graphics that @theclimatecoalition have created for you to share. Head to https://greatbiggreenweek.com/take-action/ to choose!

Tweet or Facebook your MP asking them where they stand on climate action

- **Twitter**
  - For our government to act with ambition on climate change, politicians need to hear that you want them to act. Tweet your MP today to ask them where they stand on climate action, and what they're doing to create a cleaner, greener future 👉 https://tymp.uk/3nSfHMv

  - The #GreatBigGreenWeek is a chance to show our politicians that the whole country wants them to take urgent action on climate change. Tweet your MP today to ask them what they're doing to create a cleaner, greener future 👉 https://tymp.uk/3nSfHMv

- Facebook
  - For our government to act with ambition on climate change, politicians need to hear that you want them to act. Send a message to your MP today to ask them where they stand on climate action, and what they're doing to create a cleaner, greener future.

  - The #GreatBigGreenWeek is a chance to show our politicians that the whole country wants them to take urgent action on climate change. Send a message to your MP today to ask them what they're doing to create a cleaner, greener future.

Sign the Declaration (thetimeisnow.uk/declaration)

- **Twitter**

- Want to be part of the UK's biggest call to action on climate change? Sign and share @thecccoalition's declaration for a cleaner, greener future during the #GreatBigGreenWeek thetimeisnow.uk/declaration

- If you're looking for action to take during the #GreatBigGreenWeek, sign and share @theccoalition's declaration to Prime Minister @BorisJohnson for a cleaner, greener future thetimeisnow.uk/declaration

- **Facebook**
  - Do you want to be part of the UK's biggest call to action on climate change? Sign and share @thecccoalition's declaration to Prime Minister @BorisJohnson for a cleaner, greener future during #GreatBigGreenWeek thetimeisnow.uk/declaration

- **Instagram**
  - Want to be part of the UK's biggest call to action on climate change? Sign @thecccoalition's declaration to the prime minister for a cleaner, greener future during the #GreatBigGreenWeek. Don't forget to share with friends and family, too! Head to thetimeisnow.uk/declaration to sign.

Download colouring in posters

- Are you taking part in the #GreatBigGreenWeek?
  Download a poster featuring illustrations from some of the UK's best loved illustrators, put it in your window to let friends & neighbours know you're involved in the UK's biggest action on climate change. greatbiggreenweek.com/get-involved/poster

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PRE-GBGW SOCIAL MEDIA CONTENT



[Download assets to promote event attendance]
[COPY QUICK LINK]



[Download Write To Your MP action assets]
[COPY QUICK LINK]



[Download the recruitment film]
COPY QUICK LINK



[Download general assets]
COPY QUICK LINK

Use our social graphics and film to help galvanise supporters to host an event or Green Week in September, and to get their communities involved too to make this the greatest, biggest, greenest week our country has ever seen.

Want to make your own assets? Templates are available to use on Canva and Adobe Illustrator files are available for your design team to use in line with our brand guidelines

For detailed information about our digital call for actions for during Great Big Green Week available click here

COPY TO ENCOURAGE EVENT ATTENDANCE

- Join the wave of action sweeping across the nation this September 🌊Over 4500 events are taking place as part of the #GreatBigGreenWeek to show decision makers that your community wants to see a cleaner, greener future. Find out what's happening in your neighbourhood here: greatbiggreenweek.com/find-an-event/

- From climate talks to nature walks - there is something for everyone during the #GreatBigGreenWeek. Find an event near you: greatbiggreenweek.com/find-an-event/

- The #GreatBigGreenWeek has arrived, with over 4500 activities planned! 🎉 Search for an event near you and join the explosion of climate action ahead of the UN climate summit in November #COP26 greatbiggreenweek.com/find-an-event/

- Over 4500 Events for the #GreatBigGreenWeek are popping up all over the UK - from a festival in Jersey to @climatecymru's electric car tour of Wales to @climatefringe Week in Scotland! greatbiggreenweek.com/find-an-event/

GOOD NEWS DAY: MONDAY 20TH SEPTEMBER

Ask: Share the amazing things you're doing to tackle climate change on social media!

Info: Any news, from great projects to success stories to commitments you've made. You can share this graphic, but we'd love you to use your own images. Just use #GreatBigGreenWeek

COPY FOR FILM

In-depth comms pack also available here

- The Great Big Green Week is coming and we'd love you to be part of it! Let's make the 18th - 26th September the greatest, biggest, greenest week our country has ever seen. Together. #GBGW ⭐ greatbiggreenweek.com ⭐

- We've planted a seed and we need you to help it grow. Let's make the Great Big Green Week the greatest, biggest, greenest week our country has ever seen. #GBGW ⭐ greatbiggreenweek.com ⭐

- Bring your community together to show up for our planet this September. From a litter pick to a climate coffee morning, whatever your idea, go to greatbiggreenweek.com and get involved today. #GBGW

About sharing the film

We have a full version of the film to share on your social channels, and a short 15 second clip for instagram stories.

On Facebook, please crosspost our video if you can to help accumulate views on a single video and help us to see the engagement metrics. To find out more about crossposting, please visit this link on Facebook's help centre. If you don't already have a crossposting relationship with us please email bethany@theclimatecoalition.org

Are subtitles available?

Yes, there are versions of both the full film and short clip with subtitles in this folder.

GENERAL COPY

TWITTER-FRIENDLY LENGTH

- We're In. Are you? Join us in September for the Great Big Green Week. greatbiggreenweek.com
- Do you want to be part of the UK's biggest call for action on climate change?👉 greatbiggreenweek.com 👈

- Join the wave of action sweeping across the nation this September and host an event in your community as part of the Great Big Green Week! From a litter pick to a climate coffee morning, whatever your idea, go to greatbiggreenweek.com and get involved today.

#GBGW

- We need your help to show @BorisJohnson how much we want him to protect our planet ahead of the big global climate summit, #COP26, this November. Join an activity in your local community as part of the Great Big Green Week! #GBGW ⭐ greatbiggreenweek.com ⭐

LONGER LENGTH

(great for giving your supporters more information on Instagram or Facebook)

- The Great Big Green Week is coming and we'd love you to be part of it. From litter picks to climate coffee mornings, you can get involved by finding an activity that suits you and your local community. Whatever your idea, head to greatbiggreenweek.com today to get started! #GBGW

- We need your help to show @BorisJohnson and the world's leaders how much we want them to protect our planet ahead of the big global climate summit, #COP26, this November. Join an activity in your local community as part of the Great Big Green Week! #GBGW ⭐ greatbiggreenweek.com ⭐

- Join the wave of action sweeping across the nation 🌊 Find an event in your community as part of the Great Big Green Week to show decision makers that your neighbourhood wants to see a cleaner, greener future. Head to greatbiggreenweek.com and get involved today. #GBGW

COPY TO PROMOTE MP ACTION

In depth Comms Pack available here

- Want to make your voice heard? Tell your MP why it is so important that they support action to tackle climate change, reverse nature's decline and protect the most vulnerable abroad. https://greatbiggreenweek.com/get-involved/write-to-mp/ #GreatBigGreenWeek

- The #GreatBigGreenWeek hs arrived! We're calling on MPs to step up on tackling climate change, protecting nature and supporting the most vulnerable around the world. Will you join us? https://greatbiggreenweek.com/get-involved/write-to-mp/

- One of the most important things we can all do to tackle climate change is speak to our political representatives. Will you email your MP as part of the #GreatBigGreenWeek this September?https://greatbiggreenweek.com/get-involved/write-to-mp/

- It has never been more important to make your voice heard. Write to your MP today to ask them to take action on climate change, and meet with you as part of the Great Big Green

Week #GBGW https://greatbiggreenweek.com/get-involved/write-to-mp/

URL

If you would like to track the total number of supporters referred to our website, please use our form to build your unique tracking URL

PROMOTING ON EMAIL

If you can, please send a dedicated email to your supporters telling them about Great Big Green Week encouraging them to organise activities in their communities. If you send newsletter-style emails, please add a short paragraph inviting your subscribers to get involved

EMAIL COPY

RE: Be part of the UK's biggest ever call for action on climate change

Dear [name],

The Great Big Green Week has arrived. We hope you are as excited as we are to be part of the biggest call for action on climate change the UK has ever seen.

Will you show decision makers that your neighbourhood wants to see a cleaner, greener future by hosting your own activity during the week?

From litter picks to wildlife-friendly gardening, climate coffee mornings to sustainable street parties, whatever your idea, you can find something that suits you and your local community.

[I'M IN]

Ahead of world leaders coming together in November as part of the global climate summit, we have an opportunity to show Boris Johnson and the UK government that we want them to be climate leaders and deliver urgent and ambitious action to tackle climate change.

The Great Big Green Week is a chance for us to come together as one big voice for change in a way that works for your community .

Let's make the Great Big Green Week the greatest, biggest, greenest week our country has ever seen.

share film

[JOIN AN EVENT]

Thank you,
[sign off]

NEWSLETTER COPY

JOIN THE UK'S BIGGEST EVER CALL FOR ACTION ON CLIMATE CHANGE

We are joining with other members of The Climate Coalition to organise the Great Big Green Week - a huge call for action on climate change. And we need you to help us make it the greatest, biggest, greenest week of action the UK has ever seen! The Great Big Green Week will take place from the 18th to 26th September [or next week], and we're inviting people like you to host events and activities across the UK. This will be an opportunity to raise the profile of climate change and how it is impacting the people and places we love right here in the UK and across the world.

Together we will show our communities, local decision makers and the UK government that it's time to step up. Find out more and sign up at greatbiggreenweek.com

