

CLIMATE FRINGE FESTIVAL 2023

COMMS PACK



Key Information

- Climate Fringe Festival is a **community-led and community-organised** series of events taking place across the whole of Scotland
- It will be taking place between **10th - 18th June**
- It's Scotland's **call for action on climate change**, as we show strong support for meaningful action now – for a greener, low carbon, more sustainable future
- Find out more at www.climatefringe.org/cff
- This pack includes:
 - [Social media assets](#) to help you spread the word and get others in your community involved
 - How to share your event photos with us
 - Templates for Social Media, WhatsApp, Newsletters, and Email content
 - Breakdown of the Climate Fringe Festival

Key Asks

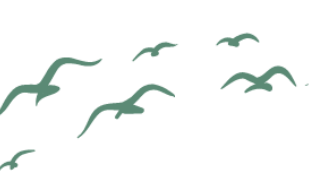
- Help us promote the Climate Fringe Festival via Social Media, WhatsApp, Newsletters, Email or in-person

Only have a minute?

Share our posts

- [Facebook](#)
- [Instagram](#)
- [Twitter](#)





Comms Pack Content

[GRAPHIC ASSETS](#)

[SHARE YOUR EXPERIENCE](#)

[SOCIAL MEDIA](#)

[SOCIAL MEDIA TEMPLATES](#)

[PROMOTE THE CLIMATE FRINGE FESTIVAL](#)

[PROMOTE YOUR EVENT](#)

[STAY IN TOUCH](#)

[WHATSAPP](#)

[PROMOTE THE CLIMATE FRINGE FESTIVAL](#)

[PROMOTE YOUR EVENT](#)

[EMAIL / NEWSLETTER](#)

[FLYERS](#)

[WHAT IS THE CLIMATE FRINGE FESTIVAL?](#)

[WHO CAN JOIN THE CLIMATE FRINGE FESTIVAL?](#)



GRAPHIC ASSETS

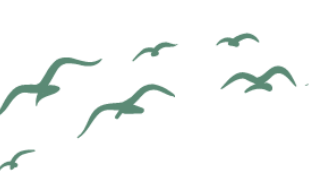
You can find our [graphics and logos here](#) to use in your social media posts and newsletters.

Use them to help promote your event and the Climate Fringe Festival, and inspire others to get involved too.

Need help creating graphics for your Climate Fringe event? Get in touch with bruno@climatefringe.org and we can support you.

Here are some examples of the graphics and formats available:





SHARE YOUR EXPERIENCE

Are you planning to attend any Climate Fringe Festival events?

We'd love to see any photos or videos you might take! You can share them with us in two ways.

1. Share on Social Media!

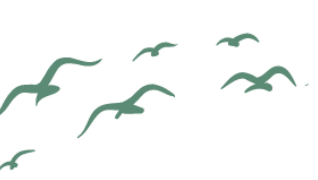
Share your photos and videos on Facebook, Instagram or Twitter. Make sure to tag us @ClimateFringe and use #ClimateFringeFestival in your posts. This could be during or after the event!

2. Share them directly with us!

After the events, share your photos, videos and thoughts with us, either using this [quick survey](#) or through email at info@climatefringe.org

We look forward to seeing your amazing photos!





SOCIAL MEDIA

SOCIAL MEDIA TEMPLATES

You can find templates and customisable copy for social media posts below, but please feel free to write your own to help promote your event or the Climate Fringe Festival.

PROMOTE THE CLIMATE FRINGE FESTIVAL

Copy 1

📣 Join us this #ClimateFringeFestival!

📅 Find Climate, Nature & Sustainability events across Scotland from 10th until 18th June!

climatefringe.org/cff-calendar

Copy 2

👏 The #ClimateFringeFestival is back.

Find out what amazing work centred around Climate, Nature, and Sustainability is happening in your local area

Find events near you at climatefringe.org/cff-calendar

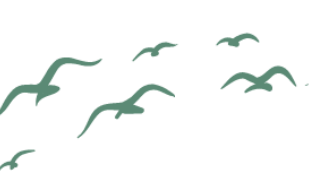
Copy 3

🌱 Let's bring **[our community/insert your local town]** together to show up for our planet this June.

Join **[a litter pick to a climate coffee morning – edit to fit your organisations' aims and audience]** and get involved with the #ClimateFringeFestival!

Find what climate, nature and sustainability events are happening near you at climatefringe.org/cff-calendar





PROMOTE YOUR EVENT

Copy 1

We're taking part in the #ClimateFringeFestival and would love for you to be a part of it too!

Let's make this June a time to demand climate action, making Scotland's call louder than ever. 🌍🇪🇸

[climatefringe.org/your-event-link]

Copy 2

👏🌍 We're excited to be hosting an event as part of Scotland's #ClimateFringeFestival, happening from 10th to 18th June.

Together, we will show decision-makers that Scotland demands meaningful action now!

[climatefringe.org/your-event-link]

Copy 3

🌱 Don't miss out on our **[your event]** happening as part of the #ClimateFringeFestival, from 10th to 18th June.

Join us in calling for a greener, low carbon, and more sustainable future.

[climatefringe.org/your-event-link]

STAY IN TOUCH

HASHTAG:: #ClimateFringeFestival

TAGS: Please tag @climatefringe on [Twitter](#), [Instagram](#) and [Facebook](#) so we can share and engage with your content.

LOCATION TAGGING: Set a location on your social media posts and let people know what's happening in your area.





WHATSAPP

PROMOTE THE CLIMATE FRINGE FESTIVAL

The Climate Fringe Festival is back! 🌻

Climate, Nature, and Sustainability events from 10th to 18th of June – Save the date!

- 🌱 Already organising an event for those dates?
- 🌱 Have a campaign planned for that time?
- 🌱 Want to organise an event with a focus on climate, nature, or sustainability?

Find out how to get involved at <https://climatefringe.org/cff>

PROMOTE YOUR EVENT

- 🌱 Don't miss out on our [**your event**] happening as part of the Climate Fringe Festival!

Join us on [**date, venue, time**] for a greener, low carbon, and more sustainable Scotland.

Find out more at: <https://climatefringe.org/cff> / **your event link**

We hope to see you there!



EMAIL / NEWSLETTER

The Climate Fringe Festival will be back this June for its 2023 edition.

The Climate Fringe Festival is a community-led and community-organised series of events taking place across the whole of Scotland. **It's Scotland's call for action on climate change, and will take place between 10th and 18th of June!**

- *Already organising an event for those dates?*
- *Have a campaign planned for that time?*
- *Want to organise an event with a focus on climate, nature, or sustainability?*

The Climate Fringe would love to hear from you! For more information, go to <https://climatefringe.org/cff>.

Together we will show decision-makers, from local government to Holyrood and Westminster, that **we demand meaningful action now – for a greener, low carbon, sustainable future.**

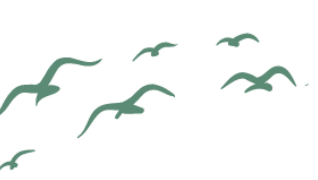


FLYERS

Use our flyers to promote the Climate Fringe Festival in your community. You can find a [printable version here](#).

If you'd like us to send you printed versions of the flyer by mail, get in touch with info@climatefringe.org





WHAT IS THE CLIMATE FRINGE FESTIVAL?

The Climate Fringe Festival is a community-led and community-organised series of events taking place across the whole of Scotland.

It's Scotland's call for action on climate change, and will take place between the 10th and 18th of June!

Building on the momentum achieved over COP26 in Glasgow, last year the Climate Fringe Festival saw over 160 events across the country, bringing together people from Orkney to Dumfries, from Uist to Kelso. It highlighted the diversity of the Scottish climate movement and the many ways people can and already are taking action in their communities.

Groups from the full breadth of the climate movement have taken part, from environmental groups, faith groups and migrant justice groups, to community farms, artists and local associations.

This year, we want to keep building on this momentum and show that the movement is stronger than ever and people from all walks of life are committed to take action on climate change.

Together, we will show decision-makers – including the new First Minister – that your community is **coming together with others across Scotland to call for strong action to tackle the climate and nature crises.**

WHO CAN JOIN THE CLIMATE FRINGE FESTIVAL?

Anyone wanting to make a difference! **Join us this June**, whether you are a small local community group or a large organisation working across Scotland. A focus on **Climate, Nature, & Sustainability** is key – from talks to workshops, performances to community festivals, conferences to repair shops.

- *Already organising an event for those dates?*
- *Have a campaign planned for that time?*
- *Want to organise an event with a focus on climate, nature, or sustainability?*

We'd love to hear from you! Get in touch with us at info@climatefringe.org.

Support, resources, and funding will be available – more information coming soon!

Find out more at <https://climatefringe.org/cff>

