



**THE GREAT
BIG GREEN
WEEK**  **2022**

A celebration of climate and nature

24th September - 2nd October

The UK's biggest celebration of climate and nature

Great Big Green Week 2022 will mobilise tens of thousands of people across the UK in an explosion of activity celebrating the heartfelt, brave, everyday actions being taken to stand up for nature and protect our climate.

There'll be a flagship national moment and thousands of local gatherings, festivals, workshops, discussions, supper clubs and celebrations. Public engagements that will all help to influence local MPs and ultimately drive political change.

This is cooperation on a scale and with a breadth that no single organisation could achieve alone.

We would love to work with you to make 2022 huge!



Supported by The Climate Coalition

We are the UK's biggest group of people dedicated to action on climate change.

The Climate Coalition has over 100 members, and together we are 22 million voices strong. We bring people, business and organisations across the UK together to be a united voice on tackling climate change.

Our work has resulted in landmark changes to curb emissions and tackle climate change. We work with partners big and small - from Premier League football clubs to grassroots community groups.



Friends of the Earth



Why do we have a Great Big Green Week?

A recent Green Alliance study found that:

“politicians understand the need for action on climate change [but] feel under very little pressure to act. They report limited interest from their constituents, and indicate that they need to find ways to make climate action relevant to the daily lives and concerns of the electorate” - *Green Alliance study*



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What can we do?



Great Big Green Week generates a mass, visible and mainstream public engagement moment demonstrating action on climate and nature.

It will communicate **positive public support** for action from audiences across the UK, highlighting the changes that individuals, communities, charities and businesses are already making, and enable public advocacy to their MP.

Great Big Green Week's events, political engagement, and communication campaigns will result in more political space and stronger will for ambitious action on climate and nature.



2021 was a Great Big Success: The Headlines

5000 events and 202 local festivals - watch our wrap up film [here](#)

GBGW 2021 generated:

- 885 pieces of news coverage
- 35 national pieces of news coverage, across newspapers TV and radio.
- 27,000 social media posts about Great Big Green Week

GBGW had political impact:

- 57 MPs engaged with GBGW
- **#GreatBigGreenWeek** was one of the top 3 hashtags used by MPs for three days during the week

GBGW succeeded in engaging new audiences:

- 45% of organisers had not previously organised a climate-related event
- 40% of participants had not previously taken part in a climate activity.

We need your support to make Great Big Green Week 2022 even **GREATER, BIGGER AND GREENER**



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Our ambition for GBGW 2022

Consolidate and expand local community activity:

- 7000 events and 250 local festivals
- Local organisers to make new connections locally and increase their capacity and likelihood to organise future events.
- Increase the diversity of participants.

Increase reach, quality and targeting of media and social media, with national coverage in publications featuring our key messages.

Double our support from big business and like minded brands

Increased awareness of mainstream public concern for climate and nature among MPs with over **150 MPs engaged** in Great Big Green Week events.



Key Messages for GBGW 2022



We all have hopes and dreams for ourselves and for the next generation

For the next generation to have the future we want and they deserve, we have a duty to tackle the climate crisis and protect nature today.

This fierce hope is why people are stepping up to take part in Great Big Green Week all over the UK to show their support for a safer, greener future.

Now government needs to follow suit and deliver on their promises to protect us and the next generation.



How you can take part in GBGW

- Put on public-facing activities, promotions or events during GBGW (get in touch if you'd like a copy of our 'Ideas Bank').
- Help to promote GBGW activity by sharing content through your communication channels in the lead up to and during GBGW.
- Join us on Good News Day on Monday 26th September to celebrate the amazing work you are doing as an organisation to protect nature and our environment.



Some example partner activity from 2021

9 SEPTEMBER 2021

Waitrose Weekend Magazine article

Green Week calls country to climate action

From playground litter picks to climate-themed cabaret nights, the UK's first Great Big Green Week will see hundreds of events take place across the country to spotlight the plight of the planet.

Taking place from 18 to 26 September, the Climate Coalition-backed awareness week aims to set the stage for COP26 which, billed as the most ambitious climate summit ever, opens in Glasgow on 1 November.

Many events have been seed-funded by a £100,000 grant from the Coalition, whose 100-plus member organisations include the National Trust, the Women's Institute and the World Wide Fund for Nature (WWF). Celebrities, led by actor Col Spillman and model Georgia May Jagger, have also pledged their support.

"In this millennium year for environmental action, it's fantastic to see thousands of people from across the UK ready to take positive action during Great Big Green Week," says WWF UK's Katie White. "As host of the crucial COP26 climate summit, our country must now match its ambition with action – and you can help by showing your leaders that you care."

Great Big Green Week follows a YouGov survey, commissioned by the Climate Coalition, which revealed that 67% of adults



GO GREEN: A Life on Our Planet (top); Col Spillman (left); pupils at a Climate Coalition event (right)

felt the government should be doing more to combat climate change, versus 16% who thought it was doing all it reasonably could.

Groundwork Greater Manchester – which has been running green community projects for 35 years – hopes to screen David Attenborough's *A Life on Our Planet* as part of its Green Week activity.

"We support communities who are

disconnected from climate change but are often most vulnerable to its effects," says Deborah Murray, deputy chief executive. "Great Big Green Week is the perfect way to celebrate grassroots environmental social action, and a fantastic opportunity to inspire others to make positive changes."

Alice Ryan

The Climate Coalition retweeted



With 2 in 5 plants at risk of extinction, the planet is facing a critical time 🌍

This #GreatBigGreenWeek join others across the UK to support a greener, healthier future. Here are just some of the small changes you can do to make a difference: ow.ly/J9MO50Gfet5



ALT



ALT

19:01 · 23 Sep 21 · Hootsuite Inc.



BT Tower & Wembley Arch went green

The Climate Coalition retweeted



"It's massively important for the next generation to be on board and realise what change they can make in the future."

During Big Green Week, @TimKrul explains how Norwich City have become more sustainable!



canaries.co.uk
Big Green Week: How Norwich City is becoming more sustainable

19:00 · 23 Sep 21 · Twitter for Advertisers.

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Some example events from 2021

5000 events, 202 local festivals, including:

- Plastic Free Picnics
- Electric Bike Trial
- Community Singing
- Art Trail
- Tree Walk & Treasure Hunt
- Theatre Performances & Film Screenings
- Community Market

We need your help to make it **Greater, Bigger & Greener!**



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What do we expect from GBGW partners?

- That they promote GBGW on their social media channels & include it in at least one email/mailer to in the lead up to GBGW.
- That they consider running events & list any they do on the GBGW website.
- That they be open to doing press about GBGW and the work their organisation is doing to protect nature and our environment.



Next steps

To take part in Great Big Green Week, please contact mary@theclimatecoalition.org to find out more and discuss your ideas.

Toolkits:

A social media toolkit and brand pack is available after signing up to take part in Great Big Green Week, along with additional resources.

