

The background is a light green gradient. It features several white, fluffy clouds of different sizes. Scattered throughout are small blue birds in flight. At the bottom, there is a row of stylized green trees in various shades of green, with small yellow butterflies fluttering around them.

THE GREAT BIG GREEN WEEK

10th - 18th June 2023

ORGANISER'S GUIDE



WHAT IS THE GREAT BIG GREEN WEEK?

The Great Big Green Week is a national celebration of community action to tackle climate change and protect nature. The first Great Big Green Week took place in September 2021, and was the largest event for climate and nature ever seen in the UK. Communities came together once more in September 2022 to show how people everywhere are ready and willing to take action to tackle climate change.

Over a quarter of a million people got involved, putting pressure on the government to up its game on climate change.

In 2023, we're inviting people like you to host events and activities in your local area from 10th to 18th June and make this the greatest, biggest, greenest week of the year. Your event or local Green Week will celebrate how your community is taking action to tackle climate change and protect green spaces, and encourage others to get involved, too.

National organisations and institutions, celebrities, businesses and the media will be joining the Great Big Green Week to show their support for a safer, greener future. Together we will call on politicians to up their game and take rapid action to tackle climate change, protect nature and bring down bills.



**THE GREAT
BIG GREEN
WEEK** 

HOW TO GET INVOLVED

The more action happening at a local level, the bigger the national impact Great Big Green Week will have. By engaging your community on climate, nature and environment alongside people from all over the country, you can be part of a call to action that is impossible for decision makers to ignore.

There are lots of different ways you can be a part of the Great Big Green Week. You can...

- Organise a local Green Week
- Organise an event (or two, or three...)

This guide will help you organise an event or a local Green Week in your community, and you can find more resources to help you bring your events to life at greatbiggreenweek.com.

ORGANISE AN EVENT OR ACTIVITY

Whether you want to organise a stand alone event, multiple events, or an activity as part of a larger local Green Week, here are some things to think about when you start to organise your event.

1. What type of event do you want to hold?

- Think about the people in your community and what sort of event or activity will encourage them to join in and take further action on climate change.
- You could consider any key local landmarks, industries, important geographical features, and the hobbies and interests of people in your community.
- You could also consider the present needs of your community - what event could help your community connect and support each other in the face of current cost of living and nature loss challenges?
- Host a Letters To Tomorrow event in a local library or other community hub - find out more about Letters To Tomorrow and a full event guide on our [resources page](#).
- You could host an event specifically to engage your MP on climate and nature. Hope for the Future have put together a helpful guide to support you to do this, which you can access at greatbiggreenweek.com/resources
- If you need some further inspiration on what event to run, it's a good idea to ask other local community groups what they would like to do or get involved with, or take a look at our [A-Z event ideas guide](#) for some inspiration.



2. Who can help you organise your event?

- Who has an interest in the event you'd like to hold?
- Who has the resources to help you?
- How can you best include your community and who has the power to help you do it? This could be an individual, community groups, local businesses or even some of your local elected representatives.

3. On to the practical bit: what budgets/venues/equipment/materials do you need?

- Depending on your event, have a think about if you need a budget and how you could fund it:
 - What venue/equipment/materials would you need? Maybe there are groups or people within your community that can donate/lend materials? Could a local group lend you their venue?
 - Do you need funding for your event? Visit greatbiggreenweek.com/funding for support and information on funding opportunities.
- When choosing a venue, choose somewhere that is accessible for as many people as possible.
 - Consider if it's within reaching distance for people who don't drive
 - If it's a building, are there ramps, and parking spaces near the door?

4. Pick a date: How long do you have to organise the event?

- Think about how much time you have to plan your event. Developing a timeline of all the steps you'll need to take will help you see whether you have enough time.
- Next, decide on a date and time for your event between the 10th and 18th June, when the Great Big Green Week will take place.
- If you're inviting your MP to attend, they're more likely to be available in your area on a Friday.

5. What do you want to call your event?

- Think about names that are likely to appeal to your community, or just include your town's name in the event, e.g. Huntingdon Great Big Tree Tour. Avoid language that could be divisive or confusing, and make sure it will be easy to find in a search.
- Branding your event will also be important to draw people to your event and to ensure your event is part of a national moment. You can find more on branding in page 9 of this guide.
- You don't need to call the event anything fancy - it's often the case that the simpler the name, the better! Does it tell your community what you're doing and why?



6. Increase your political impact: invite local politicians

- MPs and councillors need to know that there is support in their area for ambitious action on climate, so use your event to show them that your community wants to see more from them. Invite them to attend the event, or even be a part of it. Great Big Green Week is an opportunity to demonstrate the scale of support for climate action across the country - if everyone invited their MP to their events, it would be a message that's impossible to ignore.
- You can find support for engaging with MPs and other local elected officials at greatbiggreenweek.com/resources, including training sessions and other resources. to see more from them. Invite them to attend the event, or even be a part of it.
- You can find a guide on engaging your local politicians at greatbiggreenweek.com/resources, as well as training sessions and other resources.

Check in with your community

If you're just getting started, or in the planning stages, it's a good idea to check in with your community to see if anything else is happening, or if someone wants to get involved with your event. You might be able to team up with another community group or local business to help run your event, come together with other groups organising events under the banner or your town's local Green Week, or include your event as part of an existing local Green Week!

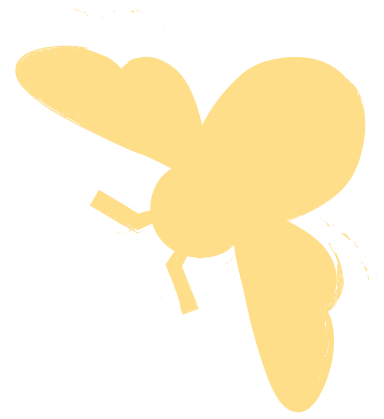
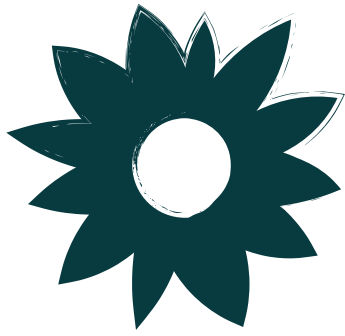
If you're not sure where to start connecting with your community and networks, join our [Great Big Green Community Facebook Group](#) or our [regional mailing lists](#).



ORGANISING A LOCAL GREEN WEEK

Hosting a Local Green Week is a chance to celebrate how your community is taking action to tackle climate change and protect green spaces, and encourage others to get involved too. It can be anything from a few, to a few hundred, local activities, such as a sustainable market on one day during the week with local community groups hosting different stalls, or a whole week of events at different locations across your town.

But remember: you will know best what will work in your community. You could build lasting local connections, get more people active in your community and really get the attention of local decision makers by hosting a Green Week in your area. So if you've ever considered hosting a local Green Week or festival, this is the year to do it!



How to coordinate your local Green Week

To set up a local Green Week in your area, your job won't be to organise the events themselves (though you may want to organise some of course). Your job will be to encourage others to host events - here are 4 main steps to help you get started.

1. Get inspired!

We've seen some brilliant activity during Great Big Green Week over the last two years that may prompt some ideas for what you could do in your area - here are a couple that we love:

Coast & Vale Community Action: Yorkshire Coast Green Week

Coast and Vale Community Action hosted 38 events and activities over the week from beach sweeps to energy advice talks. During the week they asked local people to pledge 'random acts of greenness' to reduce their impact on the environment either as one off activities to 'try things out' during green week, or permanent lifestyle changes they chose to make. Local businesses were also invited to take part in the "Green Deal: - offering special green-themed offers to local residents.

Waste Stops Here!

From a converted milk truck selling plastic-free refills to artisan goods made from waste materials, Waste Stops Here! showcased the inventive ways people are already promoting the circular economy. The event was organised by Union Chapel, Islington Environmental Emergency Alliance and Islington Climate Centre.

Community groups and independent businesses across Islington came together to share ideas for reducing waste and to inspire people to be greener. A Subversive Catwalk challenged the exploitative fast fashion system, while a Not Fast Fashion Show spotlighted ordinary Islington residents who make or upcycle their clothes. The clothes swap was particularly popular for people to refresh their wardrobe sustainably, while a raffle raised money for a homelessness charity based in Union Chapel.

You can also take a look in our A-Z event ideas guide at greatbiggreenweek.com/resources for some more inspiration.

What's already happening where you are?

Look to the other festivals, carnivals and big events that usually happen in your area. Try to make contact, explain what you are planning and that this is part of the national Great Big Green Week, and see if there are ways in which you can collaborate. They may have the skills and resources that can make your week bigger and brighter.

2. Get a coordinating team together

As a coordinator of a local Green Week, you won't be responsible for organising the events (but you can if you want to!). Your task will be to encourage others to host all sorts of events which link to, and celebrate what they're doing already. You're not asking others to organise something out of reach, but something linked to their core activity: a residents association organises a community litter pick, a cafe can host a plant-based lunch on offer all week, a library can organise a Letters To Tomorrow reading.

Your role is to keep track of what's happening and where, and then promote them widely so your whole village, town or even city can get involved. Start by talking to other active community groups or networks to gauge interest, establish which of them can be part of the core team, and who can support by promoting. If you already have a local climate action network, start with them.

3. Make a plan: Think about the big jobs involved in coordinating the local green week.

Once you know who's in your core coordinating team, you can agree on roles and responsibilities. You'll need a chair or Green Week lead, and you'll need people or subgroups to lead on promotion and outreach to different groups (faith, business, community groups, arts, sport, schools etc). You might also want to identify a lead for liaison with the local council or your MP. Develop a time plan, identifying key areas of work and milestones. Decide what budget you'll need. Much of your budget will be for local promotion, and may include paid contracts for coordination of the events and communications.

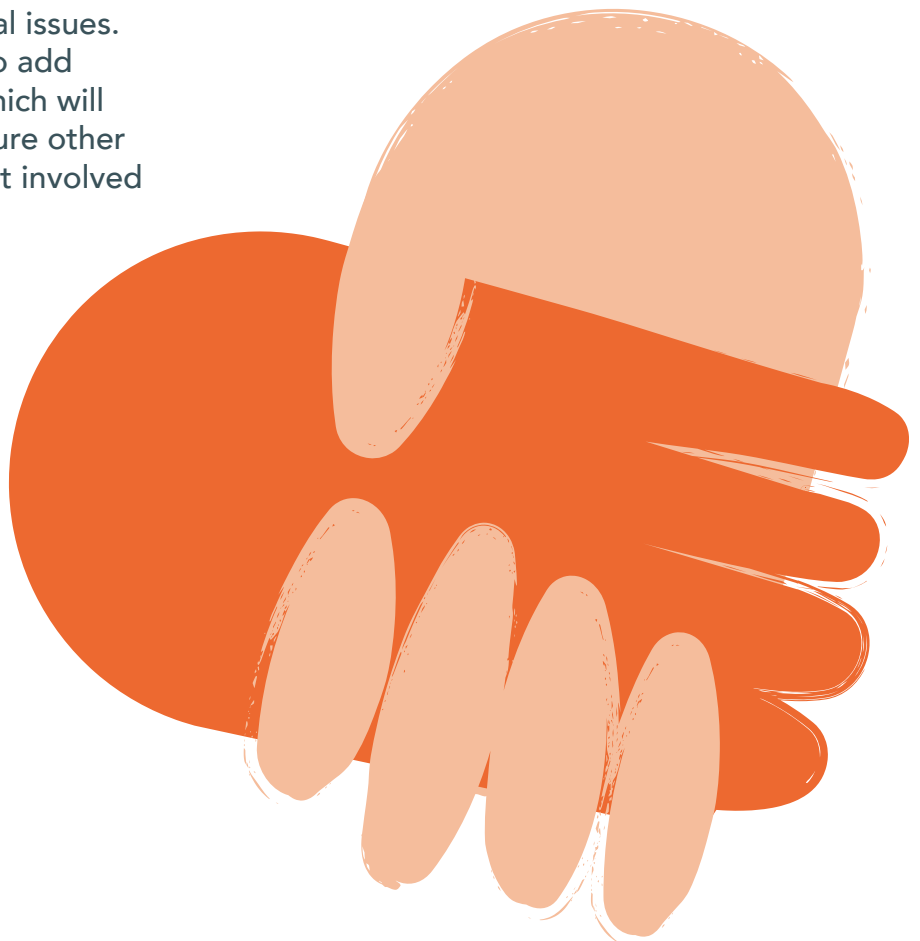
4. Who can you get on board?

Start reaching out to partners as early as possible, invite other local groups, schools, businesses, clubs and venues to organise events for your local Green Week. Create a standard outreach email, which your team can then tailor to each organisation.

- **Start with people you already know.** Talk to them early on, and help them understand it can be an easy win: they just need to do something that they're probably doing already and tie it in with the dates of the Green Week: cafes do food, schools do lessons, allotments show food-growing. Of course some groups might be inspired by the opportunity and want to initiate something new.



- **Widen your circle.** Once you've reached out to those you know, ask them who else you should be inviting. Think about who else you don't yet know, but would love to be involved. Could a local sports ground get involved? For #SustFest, a local football ground, held a tour of festival events that were connected to the football club. This engaged people that wouldn't usually get involved in climate activity. Are there local networks that could get even more local initiatives on board? Your local Rotary or Lions Club could encourage local businesses to join in for example. Will your local radio station host a talk show about climate change? Could your local cinema show a film about the environment during the week?
- **Get the local council on board.** It's worth getting in touch with the local council (or councils) about your local Green Week early on. Your contact could be an environment officer or councillor that you already have a relationship with, or that you know is interested in environmental issues. The council may be willing to add their name to your event, which will add credibility, help you secure other partners and funders and get involved in other ways:
 - **Running events** - Arranging a tour of the local recycling centre, tour of renewable energy installed at the local leisure centre, host guided walks in local parks.
 - **Help with promotion** - they may have newsletters, banner sites or be able to promote your local Green Week in letters to residents.
 - **Securing permission** for using public spaces, and potentially free access to venues.
 - **Provide funding** - this may not always be the case, but some councils may be able to provide some funding for your Green Week or events.



OTHER THINGS TO CONSIDER

Promoting your activity

To spread the word about your activity and get your community involved, here are some things to consider:

- Who are the key individuals or groups that need to know about your event? E.g. If you're arranging a litter pick, you may need to notify your local council/body in charge of waste disposal.
- Who will make your event impactful? MPs and influential businesses can be key in helping you attract media attention.
- Have you created an events programme for your local Green Week so your community knows what's going on during the week?
- How can you utilise media? Social media and local media, such as newspapers and radio, is a great way to spread the word about your event and reach people outside of your usual audience.

You can find more information in our promotion guide and resources to help you get the word out at greatbiggreenweek.com/resources.

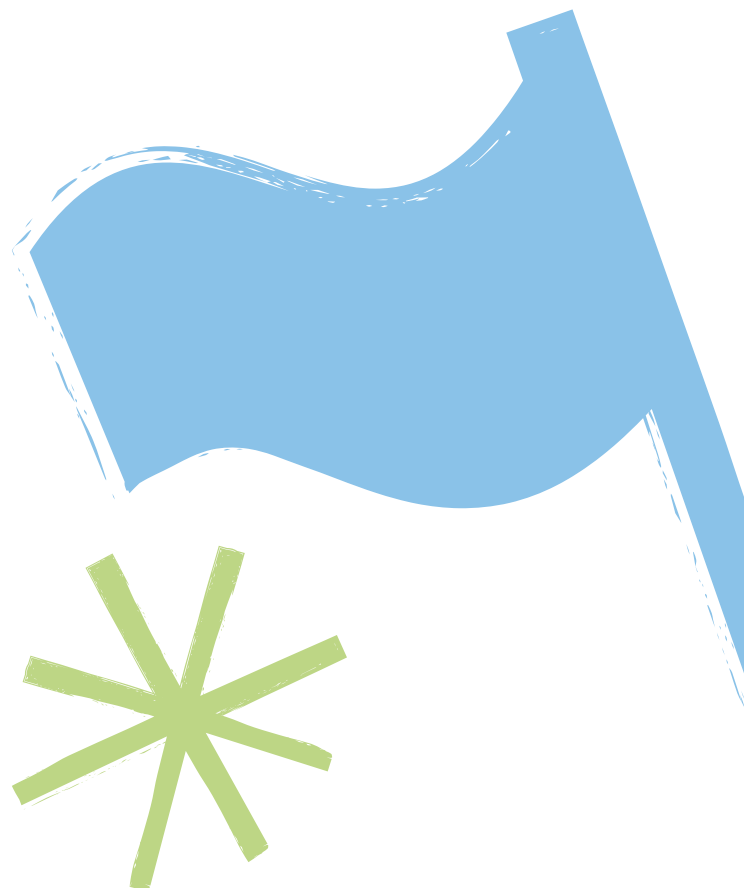
Branding

To ensure that all your activities taking place during Great Big Green Week are linked to the national moment, it's important that your events feature the correct branding.

For example, if you set up an online sign-up page for your event, you can include the Great Big Green Week logo alongside any other partner logos, and your own. When promoting your event, you can easily create a Great Big Green Week-branded poster using our templates. And, if you design a programme for your Green Week, you can incorporate the Great Big Green Week branding throughout.

The green heart is a unifying symbol of people taking action on climate change. Think about how you can incorporate green hearts at your event - could you create some green heart bunting? Or hang crafted green hearts from a stall at your climate festival?

You can access branding resources and guidelines at greatbiggreenweek.com/resources.



Sponsorship and fundraising

We hope that we can help you reduce the costs of your local Green Week and events by providing the technology for your events listing and design templates, but you still might want to think about a budget. This could be a couple of hundred pounds to cover promotion costs or, if you take on paid freelancers and go big it can cost £20,000 plus.

There are two main ways that you can get funding:

1. Grants:

- Funders like the National Lottery have local climate action grants, and there may be funding opportunities specific to your area.

2. Sponsorship:

- You could ask local businesses for sponsorship of the festival, offering to put their logo on posters, flyers and other promotional materials, like a programme if you produce one.
- Action Funder connects community groups with relevant funders for free.

3. Fundraising:

- Could you provide a suggested donation amount for people attending or signing up for your events to cover costs?

Visit greatbiggreenweek.com/funding for more information on potential sources of funding for your activities.

Health and Safety

As an event organiser, you will have to take responsibility for the safety and welfare of those attending your event(s), including providing public liability insurance cover as appropriate. For some guidance on health and safety, insurance and more, check out [parts 2 to 7 in this helpful guide](#).

Resources

There are a whole host of resources available at greatbiggreenweek.com/resources you can access to help you plan and carry out your events, including a guide on getting local media coverage, customisable promotional materials, and tips on engaging your local decision makers.



OK, I'M IN. WHAT DO I DO NOW?

GREAT!

As soon as you have a plan for your local Green Week or event, sign up and add it to our events calendar at greatbiggreenweek.com. You can add a local Green Week, in-person or virtual event. You will need to fill in information about the name, description, location and date of the event but if anything changes you can login and change it.

Registering your event on our website is a really important step to help show the breadth and depth of activity taking place across the country, and helps us understand what is during the week so we can show decision makers how many people care and want them to take more action.

Alongside this, the events calendar is a one stop shop for people to find out about activities in their area, and the event itself can be used for your digital promotion. Many of The Climate Coalition's member organisations will be promoting the website to their supporters, potentially advertising your local events to thousands of people who wouldn't otherwise see them.

We look forward to hearing about your local Green Week and events! If you have any questions please get in touch at: contact@greatbiggreenweek.com

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GreatBigGreenWeek.com
[#GreatBigGreenWeek](https://twitter.com/GreatBigGreenWeek)