



THE GREAT BIG GREEN WEEK

8th - 16th June 2024

Organisers' Guide

Let's **swap** **together** for **good**

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

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What is the Great Big Green Week?

The Great Big Green Week is the UK's biggest ever celebration of community action to tackle climate change and protect nature. Every year, people come together to unleash a wave of support for action to protect the planet.

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, with national organisers, institutions, businesses and media outlets joining in.

In 2023, Great Big Green Week took place in June, with a quarter of a million people taking part in over 4,000 events across the country, ultimately putting pressure on the government to up its game on climate change.

Great Big Green Week is back for 2024, and we're inviting people like you to host events and activities in your local area from 8th to 16th 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.

Why take part?

We believe we can create a country and a world where parents think about the future with hope instead of fear. Where our children walk to school breathing fresh air instead of dangerous fumes and enjoy healthy, sustainable food. Where the natural landscapes and wildlife we love are protected and thriving. Where all communities have the resources to build back from floods, fires or droughts. Where our homes are cosy, warm and powered by affordable, clean energy.

Across the country, people are already making swaps for a greener, fairer, safer society, and we need politicians to do the same. The decisions we make now - like swapping expensive, polluting energy sources for clean, more affordable ones - mean we can hold our heads high in the knowledge that the UK is doing its fair share to address climate change, protect nature and help the hardest-hit in communities around the world who are on the front lines of the climate crisis.



By taking part in Great Big Green Week, we will show decision makers the public want to see action from the Government that creates a cleaner, greener, fairer future. The solutions already exist: we need to protect and restore nature in the UK and abroad, swap polluting fossil fuels for affordable renewables, and support those hit hardest by climate change around the world. And these same solutions will help tackle the cost of living crisis and create a safer, stronger economy.

We need to get back on track to a world that works for everyone.



Let's swap together for good

Our theme for Great Big Green Week 2024 is **Let's swap together for good**. From neighbours swapping skills in repair cafes or allotments, to businesses swapping fossil fuels for solar panels, to friends swapping fast fashion for second-hand finds - every swap will add together to make a big difference. Swaps will be used in local events, by businesses, in schools, on social media and online. By having a single, unifying theme, we'll show that communities across the UK are making swaps every day to help create a better tomorrow - and now we urgently need politicians to step up and play their part.

The more action happening at a local level, the bigger the national impact Great Big Green Week will have. Communities, national organisations and institutions, celebrities and more will be joining the Great Big Green Week this year to show their support for a safer, greener future. Join them by hosting an event in your area and be a part of this national movement!



This guide will help you organise an event or a local Green Week in your community, alongside the [host of resources on our website](#) to help bring your events to life. There are other ways you can get involved in Great Big Green Week too - head to greatbiggreenweek.com/take-action to find out more!

Organising activity in your community

Great Big Green Week sees people across the country **organise events** in their local area. You can organise a stand alone event, a few events across the week, or a **whole programme of activity in your community** - known as a **local Green Week**.

Since 2021 we've seen a range of activity during Great Big Green Week, from music sessions to eco fairs, repair cafes to allotment tours, swap shops and skill shares, different kinds of events take place up and down the country.

Whether you want to organise a standalone 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. We've broken this up into planning an event, and coordinating a Green Week.

Planning an event

Decide on the type of event



The first step is to think about the type of event or events you want to host. **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.**

The theme for Great Big Green Week is **Let's swap together, for good**. Many people are already making swaps in their own lives and in their communities to help create a better tomorrow. Could you use the Great Big Green Week to showcase these swaps? For example, host a local fair where people can demonstrate these swaps and help others to make them, such as swapping to renewable energy options in their homes, swapping skills for growing your own veg or upcycling clothes.

You could consider any key local landmarks, industries, important geographical features, and the hobbies and interests of people in your community - like renewable energy or sustainable transport.

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? What great work is already being done in your community, and could a Great Big Green Week event help them to showcase that work and inspire others to get involved?

For example, if people in your community want to see more renewable energy infrastructure, you could host a talk for people to learn more about swapping to renewable energy, tour a local windfarm, or even arrange an open house that features solar panels and a heat pump for people to see it in action.

TOP TIP: Local Intelligence Hub

Use the Local Intelligence Hub to do some research on your local area to find out what issues people care about, what groups are already taking action on, and use local statistics to tailor your Great Big Green Week event. For example, if most people in your area care about protecting and restoring nature, could you host events that focus on this? You can find out more about the Local Intelligence Hub [here](#).

Also consider whether you want to host an **in person or online event**. Some events may naturally have to happen in person, like a seasonal veg growing session, but some may work better as an online event and could be accessible for more people.

For example, The **Heart of England Forest and Warwickshire Wildlife Trust** hosted an online session about Careers in Conservation, sharing advice for those wanting to work in the sector. **Parents For Future Dacorum** hosted an online event, 'Climate Concerned Parents Online Intro Meeting', which was a chance for parents to find out more and get involved with the group. **Campaigners in Scotland** connected Fairtrade farmers in Rwanda and Uganda with local crofters in Scotland to talk about the future of sustainable growing in their areas.



A - Z List of event ideas


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



Join the **Great Big Green Community Facebook group** to ask for some ideas there!

Getting help - who else could be involved in organising the event?

Organising events can be a big task, so consider whether friends, colleagues or others in your community might be interested in helping you host your events and activities.



Consider:

- Who has an interest in the event you'd like to hold? Who might have knowledge on the subject you're focusing on?
- 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 or local businesses

You can find resources to help you reach out to others in your community about Great Big Green Week at greatbiggreenweek.com/resources



Pick a date - how long do you have to organise the event?

This year, the Great Big Green Week is taking place from 8th to 16th June, so pick a date for your event(s) that falls within the week.

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. You can find a general checklist at the end of this guide that you can use as a starting point, but you may need to develop this and add in your own steps.

If you're inviting your MP to attend, they're more likely to be available in your area on a Friday. You can find more information on inviting your elected officials to your Great Big Green Week at greatbiggreenweek.com/resources.



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, for example, 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.

You don't need to call the event anything too complicated - the simpler the name, the better! Does it tell your community what you're doing and why?

Using Great Big Green Week branding at 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 here](#), including how you can receive a physical branding pack featuring posters, flyers, and more.

Onto the practical bit: what budgets/venues/equipment/materials do you need?

Where will your event take place? If you're hosting an event relating to a specific location, like on a nature reserve or at a local wind farm, you won't need to consider finding a venue. However, if you're planning a local market or a talk, you'll need somewhere to host it.

- Could you partner with a local organisation, school or group? For example, the local library might have a space you could use if you're hosting a talk, or you may be able to rent a local school hall for a market.
- Is the venue accessible? If it's a building, are there ramps, and parking spaces near the door? Consider if it's within reaching distance for people who don't drive.

What resources will you need?

- You may need equipment, resources or materials for people to use at the event. For example, litter picking equipment, gardening tools, crafting materials. You could buy or rent these, ask people to bring their own, or partner with another group or organisation who may be able to provide them.
- To ensure people know it's a Great Big Green Week event, feature some **Great Big Green Week branding** at your event. When you add your event to the Great Big Green Week website, we'll send you a **FREE branding pack for your event**, full of materials such as Great Big Green Week posters, stickers, flyers and more. You can find the Great Big Green Week logo and promotion materials in our **communications pack here**.

There could be many aspects of your event that you need to fund - the venue, equipment or resources, part time staff, and more. Depending on your event, have a think about if you need a budget and how you could fund it:

- Are there other ways to source what you need for your event? Maybe there are groups or people within your community that can donate or lend you materials? Could a local group lend you their venue? A partner organisation may be able to provide funding for certain aspects of your event.
- If you need funding for your event, visit greatbiggreenweek.com/funding for information on funding opportunities, and resources to support you to find and apply for funding for your activities.



Increase your political impact: invite local politicians

This year, we are expecting a UK general election. Whoever is elected will be responsible for the urgent action needed over the next five years to at least halve emissions and restore nature by 2030. Politicians need public support for this to happen, but we know that a lot of MPs say they don't hear from their constituents on climate issues.

That's where Great Big Green Week can come in. Face-to-face meetings and events are one of the most effective ways to communicate with politicians. By inviting your MP, political candidates or councillors to your event, you can showcase what is already happening in your community, and let them know that you want to see more action from them.

You can find support for engaging with MPs and other local elected officials at greatbiggreenweek.com/resources, including 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!

Great Big Green Week is organised by [The Climate Coalition](#). With over 130 member organisations, and lots of partners - you may find that there are local branches or members of other coalition member organisations already thinking about organising locally.

If you're not sure where to start connecting with your community and networks, join our [Great Big Green Community Facebook Group](#), and check to see if any events have been submitted in your area on our [Find An Event page](#).



Credit: Combourn Green Fest 2023



TOP TIP: Local Intelligence Hub

Take a look on the [Local Intelligence Hub](#) to find other community groups in your local area and reach out to them to see if they are organising anything, or would like to join together to organise one or multiple events.

Organise 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. A Green Week is a great chance for your community to build lasting connections, kickstart local activity and really get the attention of local decision makers. 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 Great Big 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 four main steps to help you get started.

1

Get inspired!

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

Sustainable St Albans SustFest



"At Sustainable St Albans we timed our traditional 'SustFest' to coincide with Great Big Green Week, making the most of the national outreach.

We had events going on each day, including being part of St Albans Community Showcase which hosted numerous eco-friendly groups.

We supported an event on food security with the local MP, held a Meet a tree session, organised an evening of cooking with The Cobbled Kitchen (learning to 'cobble' together bottom of the fridge food to make a meal) and there was a women's only bike ride – the list goes on."



Stratford-upon-Avon Great Big Green Week

Local organisations, coordinated by Net Zero Stratford, put on over thirty different events for their local Green Week. These events ranged in scale, from working with the Royal Shakespeare Company working with local groups to create a performance and sculpture trail, to a Green Business Panel and Sustainability Fair, a visit to a local Solar Farm, workshops in the town centre and a Creative Writing activity.

Working with the Planetarium Café, they organised a vegan cookery demonstration and shared meal. The idea was to encourage people who may be new to plant-based cookery and who might be struggling to think of suitable recipes to make at home.



A chef demonstrated a number of recipes, with some participants helping out, and then all participants were able to try the dishes. At the event, people shared advice and swapped tips, and after the event all participants were sent the recipes, to help people continue to develop their plant-based cooking skills.

There is growing collaboration between community groups and an awareness that we need to take practical steps. There was brilliant collaboration between community groups, and the events have had lasting impact - for example, five different groups worked together to put on the weekend of nature events with a focus on swifts, and since the end of Great Big Green Week, a new nature group (Stratford Wildlife Friends) has emerged from the "swifts" team with the aim of carrying out projects to enhance biodiversity in the town. We're looking forward to making 2024 even bigger!

A - Z List of event ideas

You can 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 at the other festivals and events that usually happen in your area. Reach out and tell them about what you're planning - explain that your activities are part of the national Great Big Green Week, and see if there are ways in which you can collaborate. They may want to be involved, or have the skills and resources that can make your week bigger and brighter.



2

Get a co-ordinating 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 café can swap to hosting a plant-based lunch on offer all week or swap to using Fairtrade coffee, a library can organise a second-hand book swap.

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.

Reach out to groups outside of the climate and environment sphere, too. Local neighbourhood networks, arts and culture groups, and Rotary clubs and WI groups, just to name a few, have large networks and may want to get involved.

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** to oversee planning, coordinate the subgroups, etc.
- Assign subgroups or individuals to lead on different areas, for example:
 - **Promotion** in your local area and online - creating content for social media, creating a programme for your events, etc. This could also include media and press, but you might want this as a separate role
 - **Events lead** to keep track of all the activity listed under your Green Week, and if organisers need any support/branding/etc.
 - **Outreach** to different groups (faith, business, community groups, arts, sport, schools etc).
 - **Logistics** including health and safety
- 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 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? We've seen a local football ground hold 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. Many councils already have ethical environmental commitments - if they have a net-zero commitment or status as a Fairtrade Community, for example, reference the great work they do as a positive way to get them on board. 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. The council can also get involved in other ways:
 - Running events - they could arrange a tour of the local recycling centre, a tour of the local leisure centre which has swapped fossil fuels for solar panels, or 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.

You can find support on how to reach out to your local community to get them involved in a dedicated resource on our website, greatbiggreenweek.com/resources

Other things to consider

Promoting your activity

Getting the word out there about your events is really important. 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.

Events across the country will use the theme 'Let's swap together for good'. By incorporating swaps into your events, you'll help to show the volume of activities taking place in every corner of the UK.

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?

When you add your event to the Great Big Green Week website, we'll send you a **FREE** branding pack for your event, full of materials such as Great Big Green Week **posters, stickers, flyers** and more!

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 event's listing and design templates for promotional materials, but there may be other things you need to find funding for.

There are three main ways that you can get funding:

Grants

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

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.

Fundraising

- You could provide a suggested donation amount for people attending or signing up for your events to cover the cost.

We know that funding is a big aspect of event organising, and we have lots more information about funding your events in a dedicated resource.

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

Health & 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 two to seven 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 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. We recommend reading through this guide before uploading your events.

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.

In 2023, one third of participants who attended local events told us they found out about them from the Great Big Green Week website. So, by adding your event to the website, you'll attract more attendees to your events.

And if that's not enough of a reason, we have exciting news - for every organiser who adds an event to the website, we'll send a **FREE** pack of materials including Great Big Green Week posters, stickers, flyers and more.

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

