

GREEN GB WEEK 2018 TOOLKIT



GREEN GB WEEK
POWERING THE UK'S CLEAN ECONOMY



FOREWORD

Our goal is to leave our environment in a better state than we inherited, and I'm proud to say that the UK has led the world in tackling one of the greatest threats – climate change.

In 2008 we were the first country globally to introduce legally binding emission reduction targets through the Climate Change Act and in 2015 we played a leading role in the historic Paris Agreement.

Clean growth is a true British success story. Since 1990, we have reduced our emissions by over 40% while growing our economy by over two thirds. Our low carbon sector supports almost 400,000 jobs all across the country, and the sector is still growing. This is why we put clean growth at the heart of our modern Industrial Strategy.

From designing and constructing mighty offshore windfarms to building and exporting electric cars across the world, seizing the opportunities of clean growth will require real ambition and real action from individuals across

this great country. Industry has a huge role to play but for us to truly make this a success we also need to enthuse our communities and businesses in the opportunities from clean growth. This is why I'm thrilled that we're holding our first Green GB Week. In the year that marks the 10th birthday of the Climate Change Act, Green GB Week will bring the whole country together to celebrate UK leadership and look forward to the next ten years, where we can seize the opportunities of clean growth.

I hope that you and your community will get involved in the week and pledge to take action on climate change. I cannot wait to see what you do.



The Rt Hon Claire Perry MP
Minister of State for Energy and Clean Growth





FOREWORD

CONTENTS

ABOUT GREEN GB WEEK

GET INVOLVED

WHAT IS CLEAN GROWTH?

WHY ACT ON CLIMATE CHANGE?

10 YEARS OF THE CLIMATE CHANGE ACT

RUNNING YOUR OWN EVENT

SAFETY AND ACCESSIBILITY

BRANDING YOUR EVENT

TAKING ACTION ON SOCIAL MEDIA

USEFUL LINKS



CONTENTS

ABOUT GREEN GB WEEK

About Green GB Week	4
Get involved	6

ABOUT CLEAN GROWTH AND CLIMATE CHANGE

What is clean growth?	7
Why act on climate change?	8
10 years of the Climate Change Act – progress so far	10

RUNNING YOUR OWN EVENT

Running your own event or activity as a:	
• Business	11
• School	12
• College or university	13
• Community group	14
• Individual or family	15
Safety and accessibility	16

PROMOTING YOUR EVENT OR ACTIVITY

Branding your event	17
Promoting your event or activity on social media	18

USEFUL INFORMATION

Useful links	19
Our partners	20





GREEN GB WEEK

FOREWORD

CONTENTS

ABOUT GREEN GB WEEK

GET INVOLVED

WHAT IS CLEAN GROWTH?

WHY ACT ON CLIMATE CHANGE?

10 YEARS OF THE CLIMATE CHANGE ACT

RUNNING YOUR OWN EVENT

SAFETY AND ACCESSIBILITY

BRANDING YOUR EVENT

TAKING ACTION ON SOCIAL MEDIA

USEFUL LINKS



WHY GREEN GB WEEK?

Climate change is one of the most urgent and pressing challenges we face today. Yet, as countries act to tackle it the global move to cleaner economic growth with new low carbon technologies and the more efficient use of resources. It represents one of the greatest industrial opportunities of our time.

This is why clean growth is at the heart of the Government’s modern [Industrial Strategy](#) and the [Clean Growth Strategy](#).

Shifting to a low carbon economy, driving new economic growth, creating businesses and jobs while cutting our emissions and reducing the impact on our natural environment must be a shared endeavour. We need all to act. We want you to pledge to take action to drive the UK’s future clean economy.

WHAT IS GREEN GB WEEK?

A week of events and activity bringing together businesses, schools, colleges, universities, community groups, and charities to explore how clean growth will change our futures and others can contribute to action on climate change.

Green GB Week will introduce the scale of the opportunities to reduce emissions, grow the low carbon economy and create a better environment. Find out where you can get involved on our [website](#).



Glossary

Clean growth The act of growing the economy while reducing greenhouse gas emissions.

Low-carbon economy Goods, services, technologies and infrastructure that enable the shift to a cleaner, lower carbon and more energy efficient economy.

Green finance Investment in environmental technology, infrastructure and services that can create jobs and drive cleaner, more climate resilient, economic growth.



GREEN GB WEEK

FOREWORD

CONTENTS

ABOUT GREEN GB WEEK

GET INVOLVED

WHAT IS CLEAN GROWTH?

WHY ACT ON CLIMATE CHANGE?

10 YEARS OF THE CLIMATE CHANGE ACT

RUNNING YOUR OWN EVENT

SAFETY AND ACCESSIBILITY

BRANDING YOUR EVENT

TAKING ACTION ON SOCIAL MEDIA

USEFUL LINKS



THE WEEK

OCTOBER 2018



MONDAY 15

UK leading the world

Celebrating UK leadership on climate action

Explaining the latest science on climate change



TUESDAY 16

Technologies of the future: clean growth and innovation

Showcasing new technologies, solutions and a new generation of innovative low-carbon firms

Providing a platform for innovative British businesses of the future



WEDNESDAY 17

Financing the low-carbon economy

Setting out the role of the finance sector in delivering clean growth

Careers of the future



THURSDAY 18

Clean growth as a business opportunity

Exploring how clean growth presents a business opportunity and new business models

Considering the actions businesses can take on climate change



FRIDAY 19

Climate action in communities

Connecting with community groups across the UK

Connecting with people on clean growth and climate action



Throughout the week

Promoting the UK as an international destination for clean growth

Taking action on social media



GET INVOLVED

We are inviting everyone to get involved in Green GB Week

YOU COULD



Organise an event or activity



Attend an event or activity



Spread the message on social media

IDEAS FOR YOUR EVENT

We're encouraging businesses, community groups and the general public to organise events that:

- Improve understanding about climate change and its present and future impacts
- Raise awareness of the actions everyone can take in tackling climate change in the UK
- Increase understanding of clean growth
- Demonstrate the economic opportunities from the shift to low carbon energy sources
- Showcase the strong low carbon sector and businesses that we have already built in the UK

For event ideas

click below if you are a:



[Business](#)



[School](#)



[College or University](#)



[Community Group](#)



[Individual or family](#)



WHAT IS CLEAN GROWTH?

WHAT IS CLEAN GROWTH AND WHY IS IT AN OPPORTUNITY FOR THE UK?

Clean growth means growing our national income while cutting greenhouse gas emissions.

The UK is well placed to take advantage of this economic opportunity. Our early action on clean growth means that we have nurtured a broad range of low carbon industries, with some in world leading positions, which is why the [Clean Growth Grand Challenge](#) is at the heart of our modern Industrial Strategy.

5 REASONS TO BE EXCITED ABOUT CLEAN GROWTH

- 1 Over 86% of the projected \$11.5 trillion investment in global power generation over the next three decades is expected to be in **low carbon resources**.
- 2 Over 50% of global car sales are projected to be electric vehicles by 2040.



Find out more about clean growth and the Clean Growth Grand Challenge on our [Facebook](#) page and [website](#)

LINKS TBC



WHY ACT ON CLIMATE CHANGE?

When holding your event, you may want to share some facts on climate change with your audience.

WHAT IS CLIMATE CHANGE?

Rising levels of carbon dioxide, and other gases such as methane, trap the sun's energy in the atmosphere and cause the planet to heat up – the greenhouse effect.

The higher the amounts of greenhouse gases, the warmer the Earth becomes. As the climate changes, the frequency of some extreme weather events, such as heatwaves and floods in the UK, is increasing.

AROUND THE WORLD

Ecosystems

The Intergovernmental Panel on Climate Change says a **1.5°C average rise** may put **20-30% of species at risk of extinction**. If the planet warms by **more than 3°C**, most ecosystems will struggle

Economic

Globally, extreme weather events caused an estimated **\$660 billion of economic damage** between 2001 and 2010; **54% higher** than the previous decade

CHANGE IS HAPPENING...

Average temperatures at the Earth's surface have **risen by more than 1°C** since the pre-industrial period.

Overwhelmingly **scientists agree** that climate change is happening with human activity as the main cause.

UK

Extreme Weather

Between November 2015 and January 2016 we had the most **extreme and severe floods on record**, due to extremely high amounts of rain leading to an estimated **£1.6 billion of damage**

Health

Heat related deaths in the UK are projected to **increase by 45%** by the 2020s and by **167% by 2050**

Food

Climate change will **impact food availability** through reductions in crop yield due to increased temperatures, changes in rainfall patterns, and an increased risk of drought and flooding



THE UK'S LOW CARBON ECONOMY

The growth in the UK's low carbon economy has taken place across the country with centres of excellence in many parts of the UK

NORTHERN IRELAND

The value of the low carbon economy was almost **£1 billion** in 2016, supporting **6,000 jobs** and **9,000 businesses**

MIDLANDS

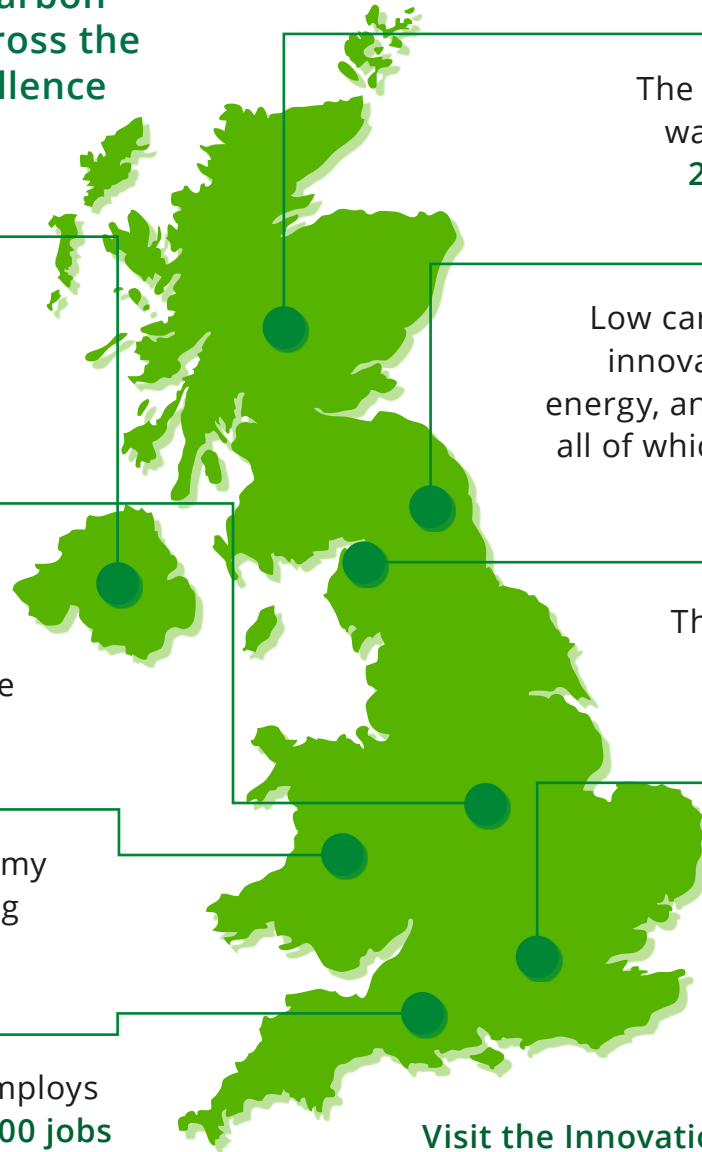
Leading region for the design and manufacture of low carbon vehicles, with more than **£1.5 billion** (over 60%) of UK automotive R&D carried out in the region

WALES

The value of the low carbon economy was **£2.4 billion** in 2016, supporting **13,000 jobs** and **9,000 businesses**

SOUTH WEST

The low carbon sector in Bristol employs over **13,000 people** with over **34,000 jobs** in the whole of the West of England



SCOTLAND

The value of the low carbon economy was **£5.8 billion** in 2016, supporting **24,000 jobs** and **9,000 businesses**

NORTH

Low carbon investment has encouraged innovation and the generation of clean energy, and developed local supply chains, all of which has helped drive regeneration

NORTH WEST

The low carbon economy supports **80,500 jobs** in the region


SOUTH EAST


The low carbon economy in Oxfordshire has a turnover of **£1.15 billion** supporting **8,800 jobs** and represents **7%** of the local economy


Visit the Innovation portal on our [website](#) to find out more about British low carbon innovation





10 YEARS OF THE CLIMATE CHANGE ACT – PROGRESS SO FAR


- 

2008
The UK was the first country to introduce legally binding emission reduction targets through the Climate Change Act
- 


2009
The Government publishes the Low Carbon Transition Plan
- 


2011
The government publishes the carbon plan
- 


2012
The UK overachieves its emissions target and reduces its greenhouse gases by 25% against 1990 levels
- 


2013
Electricity Market Reform introduced, driving the £110 billion of investment needed by 2020 to ensure reliable, diverse and low carbon power
- 

2015
The UK played a leading role in securing the agreement of 195 countries to sign up to the historic Paris Climate Agreement

- 

2017
For the first time in history, low carbon energy sources supplied 50% of the UK's electricity
- 

The UK publishes the Clean Growth Strategy
- 

2018
The UK produces electricity without burning coal for a record 76 hours
- 

First ever annual Green GB Week

Glossary

Climate Change Act The Climate Change Act 2008 is an Act of the Parliament of the United Kingdom. The Act sets up a framework for the UK to achieve its long-term goals of reducing greenhouse gas emissions and to ensure steps are taken towards adapting to the impact of climate change.



EVENT AND ACTIVITY IDEAS AS A BUSINESS



Speak to your **Local Enterprise Partnership** and see what they are doing for Green GB Week – check out our [website](#) for more information



If you are a small business who pays your energy bills, **contact your energy supplier** to see if you are eligible for a smart meter



Showcase your business' clean growth successes through an event or online communications during Green GB Week



Explore the long-term risks and opportunities of climate change/clean **energy transition** using TCFD's framework and [knowledge hub](#)



Make a pledge on the Green GB Week virtual pledge wall on [Edie.net](#) to reduce your business' environmental footprint



If your energy bills are included in your rent for your premises, you can **ask your landlord** about getting a **smart meter** for your building

› Don't forget to add your event to the [Green GB Week Eventbrite page](#)



EVENT AND ACTIVITY IDEAS AT SCHOOL



Have an **assembly** on the risks of climate change and opportunities of clean growth



Look at the **impacts of climate change** on the world and your local community in class



Look at the **2050 Calculator** to explore how you would meet the UK climate targets



Understand your own and your school's **carbon footprint** and how it can be reduced



Hold a '**wear green to school**' day during Green GB Week



Check out the STEM Learning Polar Explorer Resources and lesson plans on **Climate Change**

› Don't forget to add your event to the [Green GB Week Eventbrite page](#)



EVENT AND ACTIVITY IDEAS AT COLLEGE OR UNIVERSITY



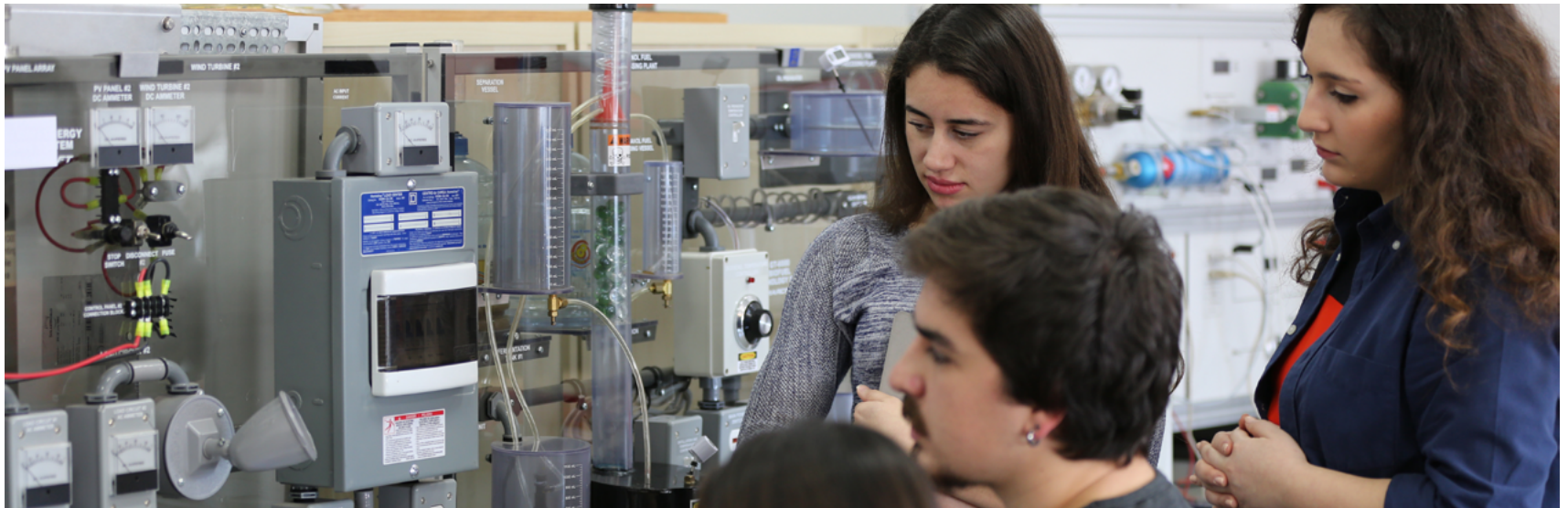
Understand what **research** your university is doing on climate change and low carbon innovation



Discuss with your **Students' Union or Association** about planning activities and events during Green GB Week



Host a **lecture or panel discussion** on the risks of climate change and opportunities of clean growth.



› Don't forget to add your event to the [Green GB Week Eventbrite page](#)



EVENT AND ACTIVITY IDEAS AS PART OF A COMMUNITY GROUP



Get in touch with your **local Community Energy group** to see if you could benefit from renewable energy



Visit the **Community Energy Hub**, an online free resource which provides information on community energy and supports information sharing amongst other organisations



Host a **Climate Change and Cake** afternoon to discuss the risks and opportunities in your community or your group



› Don't forget to add your event to the [Green GB Week Eventbrite page](#)



EVENT AND ACTIVITY IDEAS AS AN INDIVIDUAL OR FAMILY



Contact your [energy supplier](#) or visit their website for more information about how you can get a smart meter, helping you to save money and take control of your energy use



Spread the message on social media, and hashtag [#greengb](#)



Visit eachhomecountsadvice.org.uk and see what action you can take today to cut your energy bills and make your **home greener**



Learn more about **Climate Change** and the UK's actions to mitigate it. See our [Useful Links](#) page for a good place to start!



Check out our [website](#) and attend a **Green Great Britain Week** event



Write to your **Local MP or Councillor** to ask them to get involved in activities in your area or support clean growth

› Don't forget to add your event to the [Green GB Week Eventbrite page](#)

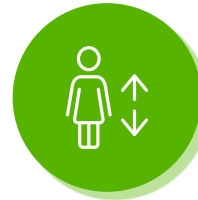


SAFETY AND ACCESSIBILITY

Here are some tips to help you make sure events are safe and accessible:



Ensure attendees at your event know where the **fire exits** are



Consider whether your venue has **stair free access** and **adequate toilets**



If your event involves Audio Visual presentations, check if your venue has an **induction loop facility for hearing aid users** or if you are posting a video online, put **subtitles** on your video!



Use an **event management tool**, such as Eventbrite to organise your attendees and make sure your event isn't overcrowded



Avoid using **jargon and complicated language** and encourage people not to speak over each other



Ask attendees beforehand whether they have any **accessibility requirements**, so you can best cater for their needs



GREEN GB WEEK

FOREWORD

CONTENTS

ABOUT GREEN GB WEEK

GET INVOLVED

WHAT IS CLEAN GROWTH?

WHY ACT ON CLIMATE CHANGE?

10 YEARS OF THE CLIMATE CHANGE ACT

RUNNING YOUR OWN EVENT

SAFETY AND ACCESSIBILITY

BRANDING YOUR EVENT

TAKING ACTION ON SOCIAL MEDIA

USEFUL LINKS



PROMOTING AND BRANDING YOUR EVENT

We've created a logo to help you brand your event or activity.

You can access all branding and logo on our [website](#). Please check our [Terms and Conditions](#) before you use the branding





TAKING ACTION ON SOCIAL MEDIA

Social media is a great way of spreading the message about Green GB Week and clean growth, and for promoting your event to a wider audience.

Make the most of your social media:

- **Don't forget to hashtag!** Include #GreenGB #Cleangrowth or #cleanuk and tag [@beisgovuk](https://twitter.com/beisgovuk) on Twitter
- Tag Green GB Week [[Link: TBC](#)] and Building our Industrial Strategy [[LINK: facebook.com/industrialstrategyuk](https://www.facebook.com/industrialstrategyuk)] page on Facebook
- Make sure you add your event onto the Green GB week Eventbrite so that you can share it with the world
- **Think about accessibility:** Make sure your videos have captions and avoid using acronyms in your posts.
- **Want more?** Like Green GB Week on Facebook and #GreenGB on Twitter so you can share the latest updates!

WRITE YOUR OWN!

Use your own voice and share your own reasons to be excited about #GreenGB and #CleanGrowth. To the right are some examples of what you could post.

CLEAN GROWTH

- Did you know that there's almost 400,000 jobs in low carbon businesses and their supply chains? #GreenGB #CleanGrowth
- Promoting your event: Come to [Your event name] as part of #greengb week
- Thanks to innovation, electric vehicle (EV) battery pack costs have fallen by 70% since 2010. #GreenGB #CleanGrowth #cleanuk
- As part of #greengb week I pledge to: [add your pledge]

CLIMATE LEADERSHIP

- The UK's Climate Change Act turns 10 this year – the first piece of legislation in the world to introduce legally binding emissions targets! #GreenGB
- Did you know that the UK reduced its domestic emissions by 22% 2010-2016 #GreenGB





USEFUL LINKS

CHALLENGE

[Met Office Climate guide](#)

Comprehensive resource covering all aspects of climate change

[Royal Society](#) - climate change: evidence and causes

[climate change explained](#)

[Six graphics](#) that explain climate change

ACTION

[UK Climate Act 2008](#) - Summary of the climate change Act 2008

[Paris Agreement](#) - Details on the Paris Agreement and the deal to limit global warming to below 2°C

[2050 Calculator](#) - Interactive Tool to see the pathways the UK can take to meet its targets

[The Committee on climate change](#) - Details on the Government's independent advisors on climate change

[Carbon Footprint Calculator](#) - Work out your own footprint

OPPORTUNITY

[Clean Growth Strategy](#) - Summary of the Government's Clean Growth strategy

[Industrial Strategy](#) - Sets out a long term plan to boost the productivity and earning power of people throughout the UK

[Shape our Future](#) - Work with people across the UK to find innovative solutions to global Grand Challenges and shape our future

[Green GB Week](#) - Find out more about the week here including events and activities



GREEN GB WEEK

FOREWARD

CONTENTS

ABOUT GREEN GB WEEK

GET INVOLVED

WHAT IS CLEAN GROWTH?

WHY ACT ON CLIMATE CHANGE?

10 YEARS OF THE CLIMATE CHANGE ACT

RUNNING YOUR OWN EVENT

SAFETY AND ACCESSIBILITY

BRANDING YOUR EVENT

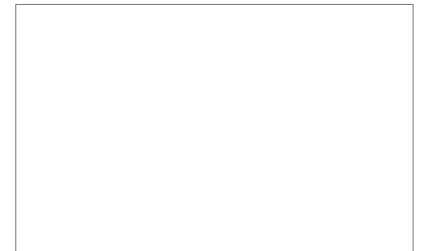
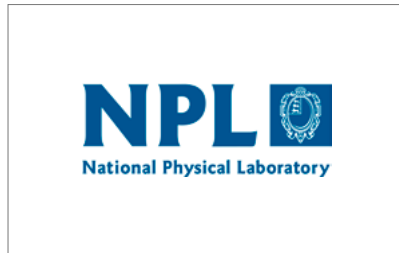
TAKING ACTION ON SOCIAL MEDIA

USEFUL LINKS



PARTNERS

See our website for a full list of partners.



Find out more about what is going on in the week
and more information about clean growth
greengb.campaign.gov.uk


GREEN GB WEEK

