

Scotland's Climate Week Partner Toolkit

26 September – 02 October 2022

[#ScotClimateWeek](#)



Scotland's Climate Week 2022

#ScotClimateWeek

Delivered annually since 2016, Climate Week is a Scottish Government initiative with support across Scotland's communities and organisations, celebrating and encouraging climate action throughout the country. It aims to raise awareness of how people, businesses and organisations can adapt to a low carbon lifestyle and promote some of the initiatives organisations have already undertaken in order to tackle the climate emergency.

The climate crisis is already significantly impacting countries around the world, including Scotland. But collectively we can do more to reduce our emissions to net zero and limit any further damage. Everything we do can help Scotland achieve net zero greenhouse gas emissions by 2045 and become climate ready.

Climate Week 2022 will run from 26 September to 2 October and the focus will be on promoting local climate conversations. We want to encourage everyone - family, friends, colleagues and communities up and down the country to get involved and we've created tailor made content including our [climate conversations pack](#), [resources](#) and [take action guides](#) to assist you in making Scotland's Climate Week successful in your organisation.

With your help we'd like to get everyone involved in Climate Week 2022. Holding a climate conversation is a simple, free and effective way to build understanding and awareness, share concerns, and empower people to get involved and take action. Once you know where to start, starting a conversation about climate change doesn't have to be hard.



1. Like, comment and share our social posts

We're promoting Scotland's Climate Week on our Net Zero Scotland Scottish Government channels across [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#). If you don't already, please follow these channels and share our posts.

2. Raise awareness by sharing key messages (p.4)

Increase awareness of climate change and promote Climate Week. Use the key messages on the next page and the assets provided in the Toolkit to show your support via social media channels, newsletters, websites, intranet and workshops.

3. Start a conversation on your digital channels (p.5-6)

Showcase actions your organisation has taken to make a difference and brand them with the #ScotClimateWeek banner. Or use our digital assets to start a conversation online. Don't forget to use the hashtags #ScotClimateWeek #LetsDoNetZero.

4. Run an event or climate conversation (p.7)

Run an online or in-person event with staff and stakeholders to discuss how they can take action on climate change and your organisation's role in supporting this.

Climate Week resources you can use

Visit our [Climate Week Toolkit](#) to access resources to drive the conversation with your networks. You will find:

A Climate Conversation Pack

Everything you need to know to support your conversations and events. The pack includes a discussion guide and lots of useful facts.

Helpful Resources

Use our evites, posters, social media and online assets to promote your event or enhance your online conversations.

Other resources

Visit netzeronation.scot for more resources including tips on how businesses can [take action](#) on climate change.

Share key messages

#ScotClimateWeek

Use these messages and assets to direct your organisation's support and communications.

- Climate Week celebrates and showcases climate action, with support across Scotland's communities and organisations. Starting on 26 September, it will raise awareness of how people, businesses and organisations can adapt to a low carbon lifestyle.
- It's an opportunity to showcase collective actions in response to the climate crisis and to encourage further action to help Scotland achieve net zero greenhouse gas emissions by 2045. National and local government, businesses and organisations, communities, families and individuals are all part of this effort.
- This Climate Week, we are asking everyone to get involved by having conversations on climate change with colleagues, families and friend and within their own communities.
- Taking part is simple and free, and there is a [conversations pack](#) to help those who want to get involved with **#ScotClimateWeek**.
- Starting just one conversation can create a ripple effect of positive actions that could help Scotland make the changes needed to reach net zero and become climate ready.
- This year builds on the activities that took place during Climate Week 2021 and COP26. Everyone can get involved. So, look out for events and activities in your area and not just during Scotland's Climate Week - community and third sector organisations will be holding events throughout September as part of Scotland's Climate Fringe Festival.
- There is a significant role for the whole of Scottish society to support the transformational change needed to meet our climate change targets. Collectively, we can all work together to reduce our emissions and limit any further damage creating a fair and thriving net zero nation by 2045. So, let's take the journey together and leave no one behind.
- Further information, resources and suggestions for Climate Week are available on the [NetZeroNation website](#).

Resources to promote Climate Week

Use the [toolkit](#) to badge your own social assets with the #ScotClimateWeek banner. Or use our ready made image.

#ScotClimateWeek



Prompt discussion on social media

#ScotClimateWeek

Lots of organisations around the country are getting involved in Scotland's Climate Week to encourage their employees and stakeholders to have climate conversations both inside and outside the workplace.

To aid these discussions we've developed digital assets that feature interesting facts and stats about climate change in general and cover specific topics such as nature, how we travel, food waste, what we buy and how we heat our home.

Pick from the [social assets](#) available and share online to drive discussions on your own channels. And remember to use the hashtags when sharing on social media **#ScotClimateWeek #LetsDoNetZero**

Suggested post copy:

Tag a friend and start a conversation on [e.g. how you can support nature]. Knowledge is power 🤝 and spreading the word can help change the world.

For facts and tips and on how to feel more confident having conversations about climate change with others, check out the Scottish Government's Climate Conversations pack.

#ScotClimateWeek #LetsDoNetZero

Nature-based solutions could meet at least **30%** of global net-zero targets.

Source: nature.scot

Around **one third** of the food we produce worldwide is wasted every year.

Source: UN Environment Programme

The weight of the potatoes wasted in Scotland each year is the same as **63 Kelpies**.

Prompt discussion on social media

#ScotClimateWeek

We've also developed social media assets that feature actions people can take to help tackle climate change in general and cover specific topics such as travel, food waste, consumption and home energy.

You can pick an asset or topic you'd like to focus on in your own organisation and share online, via newsletters or on your website to drive discussions on your own channels and among staff. And remember to use the hashtags when sharing on social media **#ScotClimateWeek #LetsDoNetZero**

Also, don't forget to share what your organisation is doing to tackle climate change – people want to know. Use our **#ScotClimateWeek** banner to brand your assets and communications.

All of these assets will be available to download [here](#) from the 24th August.

Suggested post copy:

Tag a friend and start a conversation on [e.g. how you can reduce your car travel]. Sharing your plans and ambitions to tackle climate change can motivate and help others.

For facts and tips and on how to feel more confident having conversations about climate change with others, check out the Scottish Government's Climate Conversations pack: [Climate Conversation Pack | Net Zero Nation](#)

#ScotClimateWeek #LetsDoNetZero



#ScotClimateWeek

Run an event

#ScotClimateWeek

We'd love you to set up your own Climate Week events to start a conversation. You can showcase your commitments and plans for net zero with your customers, stakeholders, or employees. Or you can use the climate conversations pack to help build awareness of climate change and encourage people to take action – the opportunities are endless. You can also signpost to netzeronation.scot for more information on tackling the climate emergency.

There are many ways to set up an event: you could host it online with colleagues as part of a team meeting or meet in person over a coffee.

We have a discussion guide which can aid the conversation and there are lots of useful facts in our [Climate Conversations Pack](#). We've developed customisable invites and posters to help you promote your event [here](#). Or you could share this invitation on your social channels using the hashtags **#ScotClimateWeek #LetsDoNetZero**

Just starting one conversation on climate change can create a ripple effect of positive actions, so we've armed ourselves with facts and questions to help understand how we each can play our part. Join us on XX at XX and let's have a climate conversation #ScotClimateWeek #LetsDoNetZero



Join the conversation on

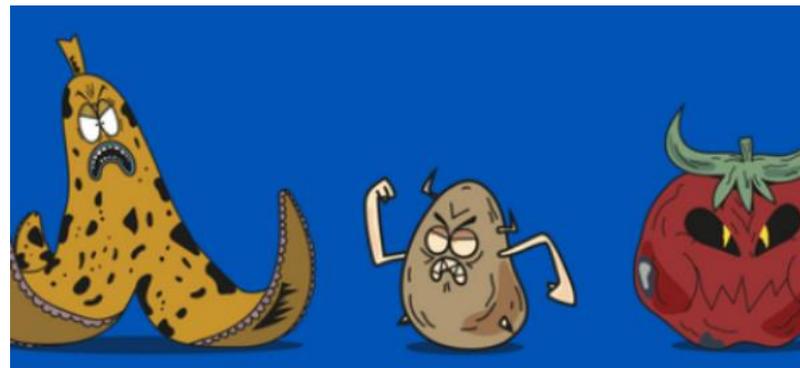
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Additional Resources – Online quizzes

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We have a number of additional resources which you can use to run your events and share with colleagues as part of your Climate Week activity and outreach.

Our [online quizzes](#) can teach people more about climate change and the impacts of certain behaviours on the environment. So encourage staff to test their knowledge on everything from electric vehicles to food waste and share.



Additional Resources - backgrounds

#ScotClimateWeek

There are 2 x Zoom/ Teams background designs available for video calls and online events, as shown on the right.

[Zoom/ Teams backgrounds can be downloaded via the Let's Do Net Zero website here.](#)

We also have a range of [social media](#) and [newsletter headers](#) which you can use for your own channels and communications to highlight your support for climate week in your organisation.

For information on all the different ways people can adapt their behaviours and lifestyle to tackle climate change, people can visit the [Take Action](#) section of our website.



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Thank You

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