

# Scotland's Climate Week Partner Toolkit

25 September – 01 October 2023

#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 reduce their emissions and promote success stories of the action already undertaken to tackle the climate emergency.

**The climate crisis** is already significantly impacting countries around the world, including Scotland. But by working together, we can reduce our emissions to net zero and limit any further damage. So, let's all take climate action and help Scotland achieve net zero greenhouse gas emissions by 2045 and become climate ready.

**Climate Week 2023** will run from 25 September to 1 October and the focus will be on taking action in the areas that can make the most difference. In Scotland, travel and heating are the two biggest contributors to individual emissions. So, making changes to the way we travel and heat our homes could make a big difference to climate change. Actions like using our cars less or improving our home heating are also not only good for the planet, but can feel good for you as well – by helping you to save money and live a healthier and happier life.

**During Climate Week 2023**, while the weather in Scotland is still relatively warm, we're focusing on encouraging everyone to reevaluate their relationships with their cars and experience more of what matters to them. Reducing our car travel can have so many benefits. Whether it's clearing your head by cycling, spending less money on fuel by walking or wheeling to the shops, catching up with a colleague on a car share to work or avoiding traffic by joining a meeting virtually if possible.

**World Car Free Day** takes place on 22 September, when we'll be launching a new national **Let's Do Net Zero marketing campaign**, which will expand on the messaging from Climate Week to an even wider audience.

**We want to encourage everyone** - family, friends, colleagues and communities up and down the country to get involved in Scotland's Climate Week and we've created tailor made content including our [take action pages](#), [resources](#) and [climate conversations pack](#) 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 2023 by taking action in the areas that have the most impact and sharing success stories with using **#ScotClimateWeek**.

### 1. Like, comment and share our social posts

We're promoting Scotland's Climate Week on our Net Zero Scotland 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. Spotlight successes on your digital channels (p.5)

Showcase actions your organisation has taken to make a difference and tag the Net Zero Scotland channels so we can reshare. Don't forget to use the hashtags [#ScotClimateWeek](#) [#LetsDoNetZero](#).

### 4. Run an event or climate conversation (p.6)

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 [Take Action pages](#) to access resources to encourage action within your networks. You will find:

### Guides

Everything you need to know about what actions can make the most difference, and what support and funding is available to make taking those actions easier.

### Helpful Resources

Use our evites, posters, social media and online assets to promote your event or support your network in taking action.

## Other resources

Visit [netzeronation.scot](https://netzeronation.scot) for more resources, including tips on how businesses can [take action](#) on climate change and more information on how we can all [travel less by car](#).

# Share key messages

#ScotClimateWeek

Please share relevant messages with your audiences via your internal and external channels.

- Scotland's Climate Week is an annual event that encourages individuals, communities and businesses to come together to show our support for tackling the climate emergency.
- It's also an opportunity to share success stories which can inspire others to take action to help Scotland reach net zero by 2045. National and local government, businesses and organisations, communities, families and individuals are all part of this effort.
- This Climate Week is about us all taking action in the areas that have the most impact and sharing success stories with colleagues, family, friends and our communities using #ScotClimateWeek.
- In Scotland, travel and heating are the two biggest contributors to emissions by individuals. So, making changes to the way we travel and heat our homes could make a big difference to climate change.
- Actions like using your car less or [improving your home heating](#) are not only good for the planet, but can feel good for you as well – by helping you to save money and live a healthier and happier life.
- Around one fifth of greenhouse gas emissions come from heating our homes and workplaces.
- Transport accounts for around a quarter of Scotland's greenhouse gas emissions, making it the largest sectoral emitter, with cars making up 41% of transport emissions. Reducing car use is essential if we are to reach net zero by 2045, whether that's travelling less, staying local, switching mode of transport and/or car sharing.
- This Climate Week, we're specifically encouraging everyone to reevaluate their relationships with their cars and experience more of what matters to them.
- Reducing our car travel can really benefit you. Whether it's clearing your head by cycling, spending less money on fuel by walking or wheeling to the shops, catching up with a colleague on a car share to work or avoiding traffic by joining a meeting virtually if possible.
- Taking part in Climate Week is simple and free, and there are [Take Action](#) pages on [netzeronation.scot](#) to tell you more about the actions that will have the most impact and what help is available to make taking action easier.
- This year builds on the activities that took place during Climate Week 2022. Everyone can get involved. So, look out for events and activities in your area and not just during Scotland's Climate Week.
- Further information, resources and suggestions for Climate Week are available on the [NetZeroNation website](#).

# Prompt discussion on social media

#ScotClimateWeek

We've developed social media assets that feature the actions people can take to help tackle climate change, along with some key facts which highlight why it's important for everyone to get involved and take action.

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.

These assets will be available via the [SG Marketing Resource Centre: Climate Week Social Assets](#).

## Suggested post copy:

*We're taking climate action by encouraging and supporting our employees to [e.g. reduce their car travel]. Sharing your plans and ambitions to tackle climate change can motivate and help others this #ScotClimateWeek.*

#LetsDoNetZero



#ScotClimateWeek

# Run an event

#ScotClimateWeek

**We'd love you to set up your own Climate Week events** to encourage people to start taking action. You can showcase your commitments and plans for net zero with your customers, stakeholders, or employees.

You can also consider running an event with your staff on heat and energy efficiency through the [Home Energy Scotland Employee Engagement programme](#).

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 also 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 evites and posters to help you promote your event. [You can access these here](#). Or you could share this invitation on your social channels using the hashtags **#ScotClimateWeek #LetsDoNetZero**

*In Scotland, travel and heating are the two biggest contributors to emissions by individuals.*

*Actions like using your car less or improving your home heating are not only good for the planet but can feel good for you as well – by helping you to save money and live a healthier and happier life.*

*Join us on XX at XX and let's have a climate conversation about how we can all take action this #ScotClimateWeek*

#LetsDoNetZero



Join the conversation on

at

# Run a workplace challenge

#ScotClimateWeek

**Run your own workplace challenge.** Encourage colleagues to set up a 'sustainable journeys' competition. Encourage teams of colleagues to log the journeys they make by foot, bike, public transport and car-share, or the difference in miles by going digital or staying local to climb up the leader board.

Encourage them to blog/message on internal staff platforms about the key benefits to their health, wellbeing and environment. Bonus points can be added for the best commute image.

Provide an incentive, a prize or similar, if you can for taking part to encourage as many staff to participate as possible.



# Support employees to reduce car use

#ScotClimateWeek

**Access support** through the numerous Transport Scotland funded programmes and initiatives for businesses:

- Sustrans' [Way to Work](#) identifies how you can further support your staff to transform their commuting and business travel.
- Contract Sustrans to see what [Sustrans Business Engagement](#) can do for you.
- Use [Travel Know How | Welcome \(travelknowhowscotland.co.uk\)](#) to access information and hands-on support to aid the development, implementation and communication of sustainable travel measures.

If you are a local authority, public sector agency, higher education institution, active travel hub, or community group, you could also be eligible to **apply to for [support](#) for large-scale adoption of e-bikes.**

**Promote your hybrid working models and the use of online/digital meetings** as an alternative to business travel where possible for your organisation.

**Create and promote your own car sharing scheme.**

**Visit Cycling Scotland** to see how [Cycling Friendly Employers](#), an award scheme and funding to help organisations make it easier for their staff to cycle to work, can help you.

**Promote employer support** to assist with switching their mode of transport away from cars e.g. cycle to Work Schemes or season ticket schemes.

**Promote governmental support** to employees to assist with switching their mode of transport away from cars, including:

- Governmental [loans](#) for e-bikes (also available for Scottish [businesses](#))
- [Young people](#) and [over 60s/disabled free bus passes](#)

**Create and promote travel plans for employees** ([knowhow can help you do this](#)), and encourage people to use the best travelling option during the week.

For those operating hybrid working models, **encourage staff to stay local** during the working day.

**Promote improvements to active travel or public transport infrastructure** around the location of your work to help your staff stay local.

**Promote any reduction in staff parking** by showcasing the benefits to staff including environmental benefits to local area and [the benefits of sustainable travel to high streets and town centres.](#)



# Highlight your support

#ScotClimateWeek

We 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.**

**During Climate Week, an interactive stand** demonstrating how using the car less can benefit both you and the planet, will be appearing in a number of key locations around Scotland. Check out our Net Zero social channels for further information on locations and dates.

**You can help us promote the stand by sharing these posts on your social media**, and if you're in the area, please do pay us a visit to get your chance to play You Win, Planet Wins! Not only are there some fantastic prizes on offer, but tips and information on funding and support to make changes to the way we travel will be available too. And remember to use the hashtags when sharing on social media **#ScotClimateWeek #LetsDoNetZero**

Please note that Scottish Government and other public body employees are not eligible to win prizes but are still encouraged to visit the stand and play You Win, Planet Wins.



# Additional Resources

#ScotClimateWeek

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.

On [netzeronation.scot](https://netzeronation.scot) you can read about the benefits of [travelling less by car](#) and the actions people can take to reduce their car use such as, living more locally, switching their mode of transport away from cars, car-sharing and doing more online where possible to reduce their need to travel. There's also information about the support available to help people reduce their car journeys such as [young persons' free bus travel](#).

Our [Climate Conversation Pack](#) contains everything you need to know to support climate conversations. The pack includes a discussion guide and lots of useful facts.

**Small to medium sized enterprises (SMEs)** can also use the [Business Energy Scotland Resource Hub](#) for tools, guides and training to become more sustainable.



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# Thank You

For further information please contact:  
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