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## **COP26 Engagement Pack for Local Authorities** **For use by Councils and Elected Mayors**

The UK has a lot to be proud of when it comes to acting on climate change. We have shown that climate action can go hand-in-hand with economic growth. Since 1990 our economy has grown by more than three-quarters, while at the same time we have cut emissions by over 40%.

Ahead of COP26 in November, this pack provides information, resources and ideas of ways that Local Authorities and local people might like to get involved with COP26.

### **Contents:**

- 1 [Talking about COP26](#)
  - [Explaining COP26](#)
    - [What is COP26?](#)
    - [What happens at a COP?](#)
    - [Together for our Planet](#)
  - [How to write about COP26](#)
    - [Talking about COP26 on your website and social channels](#)
      - [Blogs, websites and more](#)
      - [Emails, newsletters, Instagram and more](#)
  - [Other useful explanations](#)
    - [What is net zero?](#)
    - [What does 'net zero' mean for me?](#)
    - [What makes a Climate Leader?](#)
- 2 [COP26 participation ideas](#)
  - [Road to COP26 calendar](#)
  - [Participation ideas](#)
    - [One Step Greener](#)
    - [Green Pledge](#)
    - [Green Surgery](#)
    - [Climate-friendly small business visit](#)
    - [Support the Together for our Planet small business campaign](#)
    - [Climate Leaders](#)
    - [Business of the month](#)
    - [Climate Leaders debate with primary schools](#)
    - [Promise To The Planet](#)
    - [Hold a model COP with a local secondary school](#)
    - [Great Big Green Week](#)
    - [Art Competition](#)



UN CLIMATE  
CHANGE  
CONFERENCE  
UK 2021

IN PARTNERSHIP WITH ITALY



TOGETHER  
FOR OUR  
PLANET

- [Face to face or online panel events](#)
  - [Video opportunities](#)
- 3 [#OneStepGreener Climate Leaders](#)
  - [What makes a Climate Leader?](#)
  - [How to highlight your area's Climate Leaders](#)
  - [#OneStepGreener Climate Leaders resources](#)
    - [Social Media](#)
    - [Video Script](#)
    - [Email Template](#)
    - [Celebrating Climate Leaders](#)
- 4 [Resources for you to use](#)
  - [Web and Social Media platforms](#)
  - [Introduction Video from the COP President](#)
  - [Social Media templates](#)
  - [Zoom backgrounds](#)
  - [Together for our Planet brand guidelines](#)
  - [Reading and Watching List](#)



**UN CLIMATE  
CHANGE  
CONFERENCE  
UK 2021**  
IN PARTNERSHIP WITH ITALY



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PLANET**

## 1 – Talking about COP26

What is COP26?

COP26 is the 2021 United Nations annual climate change conference. COP stands for Conference of the Parties. Parties are the signatories of the United Nations Framework Convention on Climate Change (UNFCCC) – a treaty agreed in 1994 which has 197 Parties (196 countries and the EU). The 2021 conference, hosted by the UK, together with our partners Italy, in Glasgow, will be the 26th meeting of the Parties, which is why it's called COP26.

United Nations climate change conferences are among the largest international meetings in the world. The negotiations between governments are complex and involve officials from every country in the world as well as representatives from civil society and the global news media.

What happens at a COP?

Activity at a COP takes place in two different zones – the Blue Zone and the Green Zone.

The Blue Zone is for people registered with the UN body tasked with coordinating the global response to the threat of climate change – the United Nations Framework Convention on Climate Change (UNFCCC). In the Blue Zone you might be part of a national delegation, work for the United Nations and related organisations & agencies or be a member of the media or not-for-profit observer organisation.

In the Blue Zone, delegates from countries meet for both formal negotiations and informal consultations. They may also take part in meetings with other delegations to clarify their position and interests with the aim of reaching agreement or overcoming a negotiating deadlock. The UNFCCC will also host a range of events, including technical briefings, to support the negotiations process.

The Green Zone is for the general public. There will be a wide range of events, including workshops, art exhibitions and installations, as well as presentations, demonstrations of technology and musical performances for everyone to attend.



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CONFERENCE  
UK 2021**

IN PARTNERSHIP WITH ITALY



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## **Together for our Planet**

Together for our Planet is the government communications partnership campaign to promote and build engagement with COP26 across the UK. Through activations and partnerships we will build momentum towards COP26, building awareness and encouraging and stimulating dialogue on climate action and participation in the run up to COP26.

## **How to write about COP26**

### **Talking about COP26 on your website and social channels**

Below are some helpful blocks of copy and assets you may want to use to update your website and social channels ahead of COP26.

### **For blogs, websites and more**

#### **A pivotal year for our climate**

In November, the UK hosts COP26 in Glasgow, bringing world leaders together to tackle climate change.

The UK is aiming to secure a global plan to reduce greenhouse gas emissions, such as from cars and factories, to zero by 2050. It should be the moment we turn climate change around.

#### **Celebrating everyday people making a difference**

To build momentum for this pivotal event, we're asking you to help us find local Climate Leaders – the community groups, individuals, businesses and others who've found meaningful ways to take positive environmental action because they show us that we can all act now for a greener future. For more information on #OneStepGreener Climate Leaders, [see here](#)



**UN CLIMATE  
CHANGE  
CONFERENCE  
UK 2021**

IN PARTNERSHIP WITH ITALY



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## **The UK is greener than you know**

We're tackling climate change better than you might think. A lot of that is down to people leading the way in their day-to-day lives.

In the run-up to COP26 – the UN Climate Change Conference – we want to shine a light on the people and stories that are making a difference. The UK's Climate Leaders.

## **For emails, newsletters, Instagram and more**

All over the UK, everyday people are doing their part to tackle climate change – in unexpected ways. They're not politicians, or activists, just people who live life with the planet in mind.

In the run-up to COP26 – the UN Climate Change Conference – we want to shine a light on the people and stories that are making a difference.

In November, the UK hosts COP26 in Glasgow, bringing world leaders together to tackle climate change.

To build momentum for this pivotal event, we're asking you to help us find local Climate Leaders – the community groups, individuals, businesses and others who've found meaningful ways to take positive environmental action.

## **Other useful explanations**

### **What is net zero?**

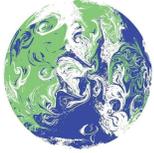
Net zero means finding a balance between the greenhouse gases that an individual or organisation puts into the atmosphere, and those that are 'taken out'. The first step to achieve this is to reduce your emissions.

In other words, it's making sure that for all the gases emitted, you are removing the same amount from the atmosphere, making yourself carbon 'neutral'.

Achieving net zero is necessary if we are to tackle climate change and protect people, the planet and our natural world.

The UK has set a target of being net zero by 2050.





**UN CLIMATE  
CHANGE  
CONFERENCE  
UK 2021**

IN PARTNERSHIP WITH ITALY



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## **What does 'net zero' mean for me?**

The first step to becoming net zero is to avoid emitting greenhouse gases in the first place. This could mean using less energy at school, walking or cycling and reducing your food waste.

The second step is to find ways to neutralise or 'offset' any remaining emissions that can't be avoided, as it's impossible to reduce emissions completely. Offsetting can be done in a variety of ways, including planting trees (which absorb excess greenhouse gases from the atmosphere).



## 2 - COP26 participation ideas

Below are outlined some of the activities we're planning to promote between now and COP26. We'd encourage you to get involved to showcase the individual and collective actions that Local Authorities are taking on climate change, and we will share more details as these develop.

### Road to COP26 Calendar

Date	Item / Activity / Launch
June launch for use in Sept/Oct	<b>Launch of WWF COP26 Schools Pack</b> , as part of the Together for our Planet campaign. These secondary schools packs will help schools run their own "COP26 Workshops", interactive role-play-based lessons that introduce COP and the issues it aims to address. Chance for local figures to get involved and join a local school's debate. <a href="#">The packs</a> launched in June, to give schools time to arrange their model COPs for September/October.
June - November	<b>Local Events</b> - Consider setting up events in your local area to talk about climate change. Invite local groups and individuals to discuss what it means in your area and what you can do to make a difference. Included in the <a href="#">resource section</a> is a video from the COP President to play at your event to set the scene and explain what COP26 aims to achieve.
June-August	<b>Summer of Sport</b> - Bringing together COP26, the Met Office, sports organisations and players, we will create a series of panel discussions during three of the most engaging sporting events of the summer - Wimbledon, London E-Prix, Tokyo Olympics. Consider promoting on your social channels, tie in COP26 messaging and use #TogetherforourPlanet #OneStepGreener hashtags.
July (TBC)	In July we'll be looking to award Round 2 of the <b>Green Recovery Challenge Fund</b> to environmental organisations across the country. The Green Recovery Challenge Fund supports nature projects across England with funding worth up to £40m.
17 - 23 July	<b>Net Zero Week</b> - Every person, every home and every business is being asked to show their support for reducing greenhouse gas emissions to net zero. Consider promoting on your social channels, tie in COP26 messaging and use the #TogetherforourPlanet #OneStepGreener hashtags. Net Zero Week is supported by the UK Government and you can find out more <a href="#">here</a> .
24 July	<b>100 Days to COP26</b> - Use the build up to COP26 to highlight what you are doing individually and collectively to tackle climate change. Consider





**UN CLIMATE  
CHANGE  
CONFERENCE  
UK 2021**

IN PARTNERSHIP WITH ITALY



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	promoting on your social channels, tie in COP26 messaging and use the #TogetherforourPlanet #OneStepGreener hashtags.
5 August	<b>Cycle to Work Day</b> - Consider promoting on your social channels, tie in COP26 messaging use the #TogetherforourPlanet #OneStepGreener hashtags. Find out more <a href="#">here</a> .
9 September	<b>World EV Day</b> - Consider promoting on your social channels, tie in COP26 messaging and use the #TogetherforourPlanet #OneStepGreener hashtags. Find out more <a href="#">here</a> .
18-26 Sept	<b>Great Big Green Week</b> - Thousands of events and activities will celebrate action to tackle climate change and show that a net-zero future is possible. These will range from bike trials to litter picks, business promotions to concerts, and everything in between. More information from the Climate Coalition <a href="#">here</a> .
21 Sept	<b>Zero Emissions Day</b> - Organised by the <a href="#">Climate Leadership Coalition</a> . Consider promoting on your social channels, tie in COP26 messaging and use the #TogetherforourPlanet #OneStepGreener hashtags.
21 Sept	<b>London Tech Week Climate event</b> - <a href="#">ClimateTech</a> will examine the technological innovation and entrepreneurs required to define the way to net-zero. Consider promoting on your social channels, tie in COP26 messaging and use the #TogetherforourPlanet #OneStepGreener hashtags.
22 Sept	<b>World Car Free Day</b> - Consider promoting on your social channels, tie in COP26 messaging and use the #TogetherforourPlanet #OneStepGreener hashtags. Find out more <a href="#">here</a> .
29 Sept - 1 Oct	<b>Business Green's Net Zero Festival</b> - Consider promoting on your social channels, tie in COP26 messaging and use the #TogetherforourPlanet #OneStepGreener hashtags. Find out more <a href="#">here</a> .
31 Oct - 12 Nov	<b>COP26</b> summit in Glasgow.
27 Nov - 5 Dec	<b>National Tree Week</b> - the UK's largest annual tree celebration, marking the start of the winter tree planting season (November to March each year). Consider promoting on your social channels, tie in COP26 messaging and use the #TogetherforourPlanet #OneStepGreener hashtags. Find out more <a href="#">here</a> .

## Participation ideas for Local Authorities and Mayors

Looking for ways to get involved with climate change and COP26? You can use the build up to COP26 to highlight what Local Authorities are doing individually and collectively to tackle climate change.





Here are some ideas for climate-related local activities, potential visits and case studies.

## **GO ONE STEP GREENER**

In the lead up to COP26 we will showcase how people from all walks of life are doing their bit for the environment by going One Step Greener.

Our intention is to create a mass movement of green steps across the country in the lead up to COP26, showing how small actions culminate in large collective action.

You can help us spread the word by doing the following:

- Use the hashtag #OneStepGreener across your social media channels;
- Create a video telling us what you are doing to go One Step Greener - you may even feature on the Together for our Planet website!
- Retweet and share #OneStepGreener to help us raise awareness
- Encourage your followers, friends and family to also go #OneStepGreener

## **GREEN PLEDGE**

If you're able to, why not make a green pledge ahead of COP26? All these pledges are environment-positive behaviours you can model, depending on their suitability for your Local Authority. They range from small changes that have a positive impact to larger commitments that will benefit the local area more widely.

Pledge ideas:

1. Council staff will cycle to your office every morning
2. Source only locally sourced products for the office canteen
3. Encourage all council employees to use recyclable, eco-friendly water bottles
4. Make a commitment to reduce paper use in your offices
5. Mend your clothes and re-sole shoes rather than buying new ones
6. Using and promoting the use of green energy
7. Unplugging devices like chargers and your TV when not using them
8. Supporting your local hospitals/schools to access the funds through the [Public Sector Decarbonisation Scheme](#)

Set goals and share photos of your progress on social media using the #TogetherForOurPlanet and #OneStepGreener hashtags and messaging about COP26.



## **TOGETHER FOR OUR PLANET SMALL BUSINESS CAMPAIGN**

Small businesses have a critical role to play in cutting emissions and working with their supply chains and customers to do the same.

Colleagues at BEIS recently launched the Together For Our Planet small business campaign: [smeclimatehub.org/uk](https://smeclimatehub.org/uk)

The campaign is raising awareness of the actions SME businesses (up to 250 employees) can take to reduce their emissions and encouraging as many businesses as possible to make a formal commitment to achieving Net Zero ahead of COP26 in November.

Film a case study with an environmentally focused small business in your local area and encourage other SMEs to take part. Use your case study to raise awareness of the campaign and encourage businesses in your town, city or county to sign up to the globally recognised [SME climate commitment](#).

Potential businesses to feature include bicycle repair shops, sustainable farms, closed loop breweries, organic caterers, sustainable fashion retailers and furniture 'upcyclers'.

Travel to the business for filming should, of course, be eco-friendly!

## **#ONESTEPGREENER CLIMATE LEADERS**

All over the UK, everyday people are doing their part to tackle climate change – in unexpected ways. They're not politicians, or activists, just people who live life with the planet in mind. See [section 3](#) for more information.

## **BUSINESS OF THE MONTH**

Create a 'Climate Leader Business of the Month' award for your area. This could be judged and awarded by local influencers to businesses in your area that demonstrate sustainability and green credentials.

It could be a business like a local coach firm driving an electric fleet, or a 100% sustainable closed loop brewery. It could also be a company creating green jobs locally.





You could also connect the award back to the Together For Our Planet small business campaign and encourage businesses to sign up to Net Zero during your promotion of the award.

The award presentation offers a great photo opportunity and gives you the chance to spread the word about Net Zero and COP26. To reach the widest audience, invite local media to cover your monthly event and share across your social channels.

### **CLIMATE LEADERS DEBATE WITH PRIMARY SCHOOLS**

Join forces with a local school that is celebrating #OneStepGreener Climate Leaders to host a green debate.

Ahead of COP26, schools nationwide are being encouraged to find and pay tribute to Climate Leaders – everyday people who are doing their part to cut carbon and make the UK a greener place. Find out more about the Schools Pack and #OneStepGreener Climate Leaders [here](#).

Debate guests could be invited from environmental groups, green businesses and community and voluntary groups – all possible local Climate Leaders. They will need to be prepared to take questions from primary school children, and to engage them in conversations about issues that matter to them.

Discussion could focus on ideas to make the local area greener, including protecting local nature, as well as reducing carbon emissions. The council could commit to taking some ideas from the debate forward.

You could also record these events and release highlight videos on social media.

### **PROMISE TO THE PLANET**

We are working with the Scouts and WWF to run a campaign called [Promise To The Planet](#), which is aimed at engaging youth audiences in climate action in 2021. 57 million Scouts will lead hands-on activities to reduce climate change and urge world leaders to commit to ambitious targets and policies. Promise To The Planet is a global, environmental, social action campaign open to all young people and adults, whether they're currently involved with Scouts or not.



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CHANGE  
CONFERENCE  
UK 2021**  
IN PARTNERSHIP WITH ITALY



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FOR OUR  
PLANET**

The Together For Our Planet campaign will actively support this and you could also show your support by encouraging young people and adults in your area to take part.

## **HOLD A MODEL COP**

Help others understand how hard it is to negotiate with 197 different parties! Host a model COP with your local secondary schools.

As outlined in the [Road to COP26 Calendar](#) above, we have been working with WWF and a range of other partners, to launch a pack for secondary schools aimed at giving them the resources they need to run their own mini COP debate.

The pack has now been launched ([available here](#)), giving schools the time to prepare for debates from September onwards, once schools return from the summer break. You could reach out to some schools in your area, encourage them to take part and go along to film some great COP26-themed content at the debate!

## **JOIN THE GREAT BIG GREEN WEEK: 18-26 SEPTEMBER**

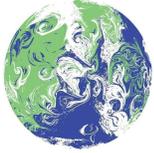
From 18-26 September, as part of the Great Big Green Week, thousands of events and activities will celebrate action to tackle climate change and show that a net-zero future is possible. Hosted by teachers, sports clubs, artists, community groups, places of worship, builders, and anyone who cares about climate change, these will range from bike trials to litter picks, business promotions to concerts, and everything in between. The Big Green week is supported by Together for our Planet and you can join in at [greatbiggreenweek.com](http://greatbiggreenweek.com).

The Climate Coalition have produced a film to showcase their vision for the Great Big Green Week. You can download the film [here](#), and view it on YouTube [here](#).

## **CREATIVE ART COMPETITION**

Why not run your own local climate themed art competition for young people modeled on our [Creative Earth competition](#)? Winners' entries could be showcased in a local public building - for example your town hall, a museum or a library.

## **FACE-TO-FACE OR ONLINE PANEL EVENTS**



**UN CLIMATE  
CHANGE  
CONFERENCE  
UK 2021**  
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PLANET**

You could host a local online or face-to-face panel event to discuss climate issues. Pre-recorded segments from the COP26 President will be available to set the scene and stimulate discussions on your panel.

Are there any key areas that matter to local people that you could discuss?

### **VIDEO OPPORTUNITIES**

You could record a short video clip to share on social media to promote COP26 and highlight key milestones on the road to COP. We have drafted a [video script here](#) to get you started and you could also use the [zoom background here](#).



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CONFERENCE  
UK 2021**  
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## **3 – #OneStepGreener Climate Leaders**

### **Meet the UK's #OneStepGreener Climate Leaders**

All over the UK, everyday people are doing their part to tackle climate change – in unexpected ways. They're not politicians, or activists, just people who live life with the planet in mind.

The below section describes what the #OneStepGreener Climate Leaders campaign is all about and how you can get involved.

### **What makes a #OneStepGreener Climate Leader?**

It's not just the familiar faces leading the way on climate change. Everyday people are going about their lives in quietly revolutionary ways – helping cut carbon emissions and make the UK and the wider world a greener place.

We're doing better than we might think at tackling this challenge – driven not just by politicians and activists, but by individuals, community leaders and businesses doing what's right. Regular people are going One Step Greener and making positive environmental choices, every day.

Perhaps it's a school that's going above and beyond in greening their communal areas. Or a distillery that's trying to go zero carbon. Or a small business that's making the switch to low-carbon energy.

The UK's #OneStepGreener Climate Leaders instinctively see the wider benefits of doing these things – that a greener way of life means a healthier population, more jobs and a sustainable future for us all.

### **How to highlight your local Climate Leaders**

In the run up to COP26 in November, we're calling on every Local Authority in the UK to find and highlight #OneStepGreener Climate Leaders in your area.

They are everyday people who are doing their part to tackle climate change, often in unexpected ways. They're not activists or officials, just ordinary people who are going One Step Greener for the planet.



These are the UK's #OneStepGreener Climate Leaders – and I'm sure you are already aware of some of these quietly remarkable people making change in your local area.

We're asking for your help in identifying and celebrating the community groups, individuals, businesses and others in your local area who've found meaningful ways to cut carbon and make the UK a greener place.

With that in mind, we're sharing some information, ideas and resources to help you show the rest of the UK how committed to the environment your local people are.

## #OneStepGreener Climate Leaders resources

Below you will find a selection of resources, from social posts to email templates, designed to help you find and celebrate Climate Leaders in a variety of different ways.

They are grouped from least to most resource intensive to allow you to participate as resource permits.

### Social media posts

#### POST 1

Do you know someone who's doing something innovative to cut carbon and make our local area greener? A #OneStepGreener Climate Leader who's going above and beyond?

Let's celebrate their contribution ahead of #COP26

#### POST 2

Proud of [NAMES] who are doing their bit to make the [LOCATION] community greener.

Ahead of #COP26, join us in paying tribute to their inspiring efforts.

#OneStepGreener #TogetherForOurPlanet

#### POST 3

Paying tribute to the inspiring work of [NAMES] who are [ADD ACTIVITY].



In the run up to #COP26, we're applauding their amazing efforts for our environment.

#OneStepGreener #TogetherForOurPlanet

#### POST 4

Ahead of #COP26, we're celebrating the local people making a difference for our climate and our community.

Let's all applaud their inspirational acts to make the UK a greener place.

#OneStepGreener #TogetherForOurPlanet

#### POST 5

In [AREA] that's people like [NAMES] who are [EXAMPLES OF INSPIRATIONAL WORK]

#OneStepGreener #TogetherForOurPlanet

*In the resources section, you will find a social media template you can use to celebrate local Climate Leaders. Simply add a photo and it is ready to post on your channels.*



*In the ["Resources for you to use"](#) section there is a selection of social post copy examples that you can use to both find and celebrate Climate Leaders.*



## **Social video script**

*You can use this script as a basis to record a short video asking your followers to join the search for local #OneStepGreener Climate Leaders.*

The UK is bringing world leaders together for the COP26 UN Climate Change Conference in Glasgow this November – it is the most important environmental summit our country has ever held.

But you don't have to be a world leader to make a difference in the fight against climate change. We know that people across the UK are living their lives in quietly revolutionary ways – helping cut carbon emissions and make the world a greener place.

These are the UK's Climate Leaders – and we know there are lots of you in [LOCATION]!

In the run up to COP26, we'll be highlighting your inspirational achievements.

You could be an individual, business owner, community leader, or anyone else who has found innovative and inclusive ways to fight climate change as part of your everyday life. Going One Step Greener for the environment.

If you, a friend, or a family member is a budding environmental changemaker please get in touch and tell us why.

We can't wait to share more of your incredible #OneStepGreener Climate Leader stories over the coming months!

## **Email template**

*Mail this out to local people if you would like to improve your chances of finding more of your area's hidden Climate Leaders.*

Dear [NAME],

This year, the UK will be hosting the UN Climate Change Conference (COP26), which will bring leaders from around the world to the most important environmental summit our country has ever held.

Local Authorities across the UK are building momentum ahead of COP26 by embarking on a search for the UK's unsung #OneStepGreener Climate Leaders, the remarkable



people making a real difference in our communities by going One Step Greener and helping the UK become cleaner, more sustainable and less polluted.

#OneStepGreener Climate Leaders could be individuals, businesses, community groups and others who have found interesting, innovative and inclusive ways to make climate change a part of their everyday lives. They could be you or someone you know.

Our #OneStepGreener Climate Leaders will be showcased on social media and could get a VIP visit accompanied by local media in the run up to the summit in Glasgow in November.

If you, a friend, or family member is a budding environmental changemaker, then please get in touch to tell us why. You never know, you might find yourself in a starring role at COP26 helping to inspire others!

Please remember to give us your name, contact details and a brief description of why you feel you might be a #OneStepGreener Climate Leader, as well as any other information that could help.

Yours sincerely,

[NAME AND TITLE]

## **Celebrating Climate Leaders**

As well as celebrating local environmental changemakers on your digital channels, you may want to organise a visit to some of the #OneStepGreener Climate Leaders you feel are making a real difference in your area.

For example, if you have a closed-loop brewery or a local hairdresser using eco-friendly products and cutting out plastic you could visit their premises.

Film the Climate Leaders telling their stories and post the footage on your website and social media channels.

You could also invite local media to cover the visit – it could be a great photo opportunity.



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UK 2021**  
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## 4 – Resources for you to use

### Web and Social Media platforms

[COP26 Website](#)

[Together for our Planet Website](#)

[COP26 on Twitter](#)

[COP26 on Instagram](#)

### Sharing about COP26

Explore digital assets you can use to show your support for COP26, including for online events and social media. All assets are downloadable and ready to use on this [Trello Board](#).

[Online Resources – click here](#)

### Introduction Video from the COP President

This video is an introduction from the COP President that can be used at events you hold in your local area. In it the COP President introduces what COP26 is, what its aims are, and invites you to discuss this on a local level.

*Currently being produced.*

### Social media carousels

Share these graphics on social media using the ‘carousel’ format and help tell the story of COP26. Share these with post copy from the ‘How to talk about COP26’ section above or write your own.

#### [Carousel 1: What is COP26?](#)

This carousel is a brief COP26 explainer.



## Zoom backgrounds

COP26-branded backgrounds for online events.



## Together for our Planet brand guidelines

Please use the brand guidelines and assets to allow you brand climate initiatives and campaigns in your area.

## **Reading and Watching list**

This list of articles and videos will help inspire and inform your conversations on climate change. Check back for updates as this list is added to.

- Read - [COP President Alok Sharma's op-ed in the Guardian](#)
- Watch - [Three strategies for effectively talking about climate change](#)
- Watch - [The innovations we need to avoid a climate disaster](#)
- Watch - [Cities are driving climate change. Here's how they can fix it](#)
- Watch - [Women and girls, you are part of the climate solution](#)



**UN CLIMATE  
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CONFERENCE  
UK 2021**

IN PARTNERSHIP WITH ITALY



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- Read - [COP26 Explained](#)
- Listen - [Call of the Wild podcast - Exploring our natural world – with Sir David Attenborough](#)
- Listen - [How to Save a Planet Podcast](#)
- Watch - [Breaking Boundaries: The Science Of Our Planet](#) (Netflix)
- Watch - [The People Vs Climate Change](#) (BBC iPlayer)