

# TAKE PART IN COP26

Communications and Engagement  
for Local Authorities

UN CLIMATE  
CHANGE  
CONFERENCE  
UK 2021

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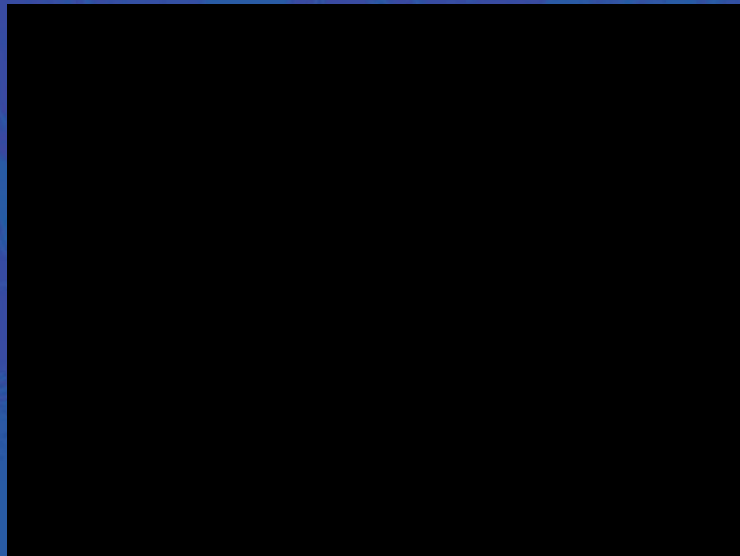


# Local Authorities Toolkit (launch TBC)

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## What is it?

- Everything in one place
- Guidance, assets and tools for Local Authorities
- Explains Together For Our Planet and COP26
- Raise awareness and support for COP26
- Plan your comms activity



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# Local Authorities Toolkit (launch TBC)

## What does it include?

- Guidelines for talking about COP
- COP26 milestones
- Suggestions for participation
- Ideas for media moments
- Social media copy, hashtags and images
- Climate Leaders content
- Watching and reading list
- Useful links



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# COP26 - 2021 Milestones

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26 June - 4 July	<b>London Climate Action Week</b> - Consider promoting on social channels, tie in COP26 messaging and use the Together for our Planet hashtag.
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.
5 August	<b>Cycle to Work Day</b> - Consider promoting on your social channels, tie in COP26 messaging use the Together for our Planet hashtag.
9 September	<b>World EV Day</b> - Consider promoting on your social channels, tie in COP26 messaging and use the Together for our Planet hashtag.
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.

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# Climate Leaders campaign

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## What is it?

- Multichannel, UK-wide campaign
- Everyday actions with broader impact
- Individuals, schools, businesses, LAs
- Opportunity to feature at COP26

***“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.”***

## How to get involved

- Identify Climate Leaders in your local community
- Film case studies, produce quotecards, post on social media
- More details in the Local Authorities toolkit

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# Climate Leaders campaign

## CLIMATE LEADERS - PEOPLE FROM ALL ACROSS THE UK



Ray, the first taxi driver to go electric in Brighton.



Karl, the school boy running the first cycle to school club at his school.



Sarah, founder of the Leith Collective, the first group of artists re-using, upcycling and creating art from rubbish in Leith.



# QUESTIONS & DISCUSSION

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