



Year of
Green Action
2019

Partner Toolkit

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Foreword	1
Year of Green Action 2019	2
The 25 Year Environment Plan	3
What is 'Green Action'?	4
Example actions	5
Connect	6
Protect	7
Enhance	8
Why take green action?	9
Your Action	
Calendar of events	10
Promotional material	10
Logo and guidelines	11
Social media and website	12
Tell us what you're doing	13
Contact us	14



Re-usable coffee cup

Foreword



Welcome to the partner toolkit for this year's Year of Green Action.

Since the launch of the 25 Year Environment Plan in January 2018, momentum has been building around the role that people and businesses can play in improving the environment.

We are all excited about the Year of Green Action 2019 and the opportunity it provides for everyone to play their part in delivering this ambition.

Government is leading the way with the publication of an ambitious Environment Bill. We have also partnered with the charity, Step Up To Serve, to encourage youth social action through their #iwill4nature campaign in 2019. Children and young people are at the heart of the Year of Green Action and we want to see them playing an active part in decision making for their future.

Individuals, voluntary organisations and businesses all have a part to play too.

The choices that we make as consumers or companies have a real impact on our planet, and we want to see business leading the way in raising environmental standards.

I know there is so much positive environmental action already taking place, and the Year of Green Action will be a platform for building on this, reaching new audiences and demonstrating the power of collective action across all sections of society.

The focus for activities in the Year of Green Action will be on connecting with, protecting and enhancing nature. We want to help everyone appreciate and understand the natural world and know how to make choices which will conserve and improve it for the benefit of future generations.

Please join us in making sure 2019 leaves a legacy of environmental improvement.

A handwritten signature in blue ink that reads "T. Coffey".

Thérèse Coffey MP

Parliamentary Under Secretary of State for the Environment

Year of Green Action 2019

The Year of Green Action aims to encourage and promote events, announcements and activity that raise awareness of, and participation in, action beneficial to the environment.

We need more people from all backgrounds taking action that improves the natural world, in turn encouraging and inspiring others to do the same.

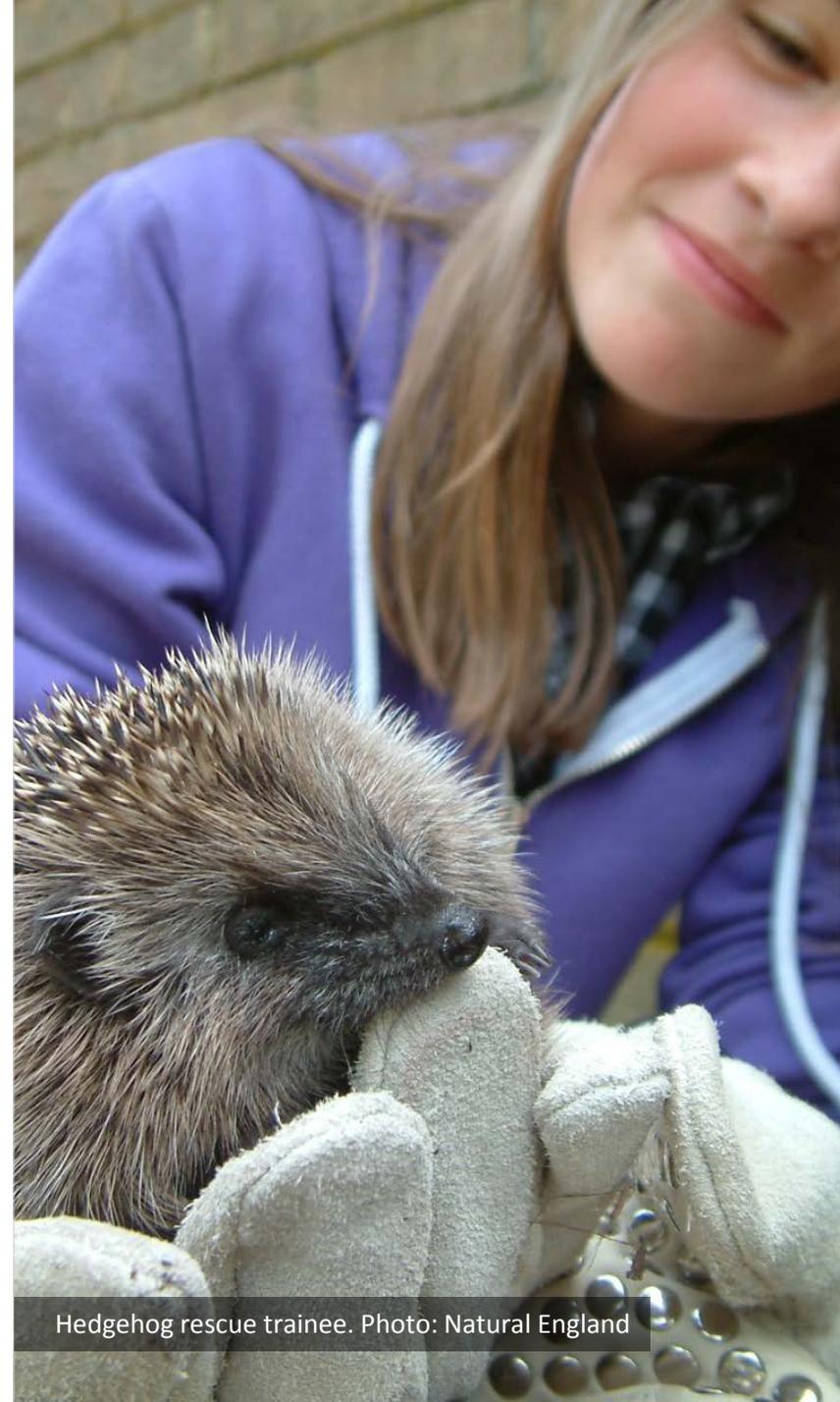
The Year of Green Action was originally proposed in the [25 Year Environment Plan](#). The Plan has strong backing from government but it cannot be delivered by government alone.

Action from all of us will be required to improve the environment over the next 25 years.

The Year aims to inspire, to build momentum and to help us all understand how the choices we make affect the environment.

Together we can improve the environment through collective action and better achieve our environmental aims.

Throughout 2019 we want to hear about your green action. Tell us what you're doing, think about how to reach wider audiences, consider utilising this moment to develop new approaches to engagement.



Hedgehog rescue trainee. Photo: Natural England

The 25 Year Environment Plan

The [25 Year Environment Plan](#), published in January 2018, sets out the government's plan for an improved environment.

It is a commitment to being the first generation to leave the environment in a better state than we found it.

The plan commits Government to take over 200 initial actions to enhance the environment, in England and internationally, with more to follow. Actions include:

- A pledge to eliminate all avoidable plastic waste, such as microbeads and straws;
- Support for the development of a new Northern Forest;
- A new statutory body to hold government to account on the environment;
- A nature recovery network to reverse the declines in wildlife.



25 Year Environment Plan - Goals

1. Clean air.
2. Clean and plentiful water.
3. Thriving plants and wildlife.
4. A reduced risk of harm from environmental hazards such as flooding and drought.
5. Using resources from nature more sustainably and efficiently.
6. Enhanced beauty, heritage and engagement with the natural environment.

In addition, we will manage pressures on the environment by:

7. Mitigating and adapting to climate change.
8. Minimising waste.
9. Managing exposure to chemicals.
10. Enhancing biosecurity.

What is 'Green Action'?

We are defining a 'green action' as any action that delivers against at least one of the three themes below.

Connect

Improving people's understanding of the state of the environment, the benefits a healthy environment can bring, and the effect of their actions on the natural world.



Protect

Helping communities and businesses to reduce their impact on the environment through greener decision-making.



Enhance

Inspiring people to enrich the environment, encouraging individuals and organisations to actively improve their local environment.

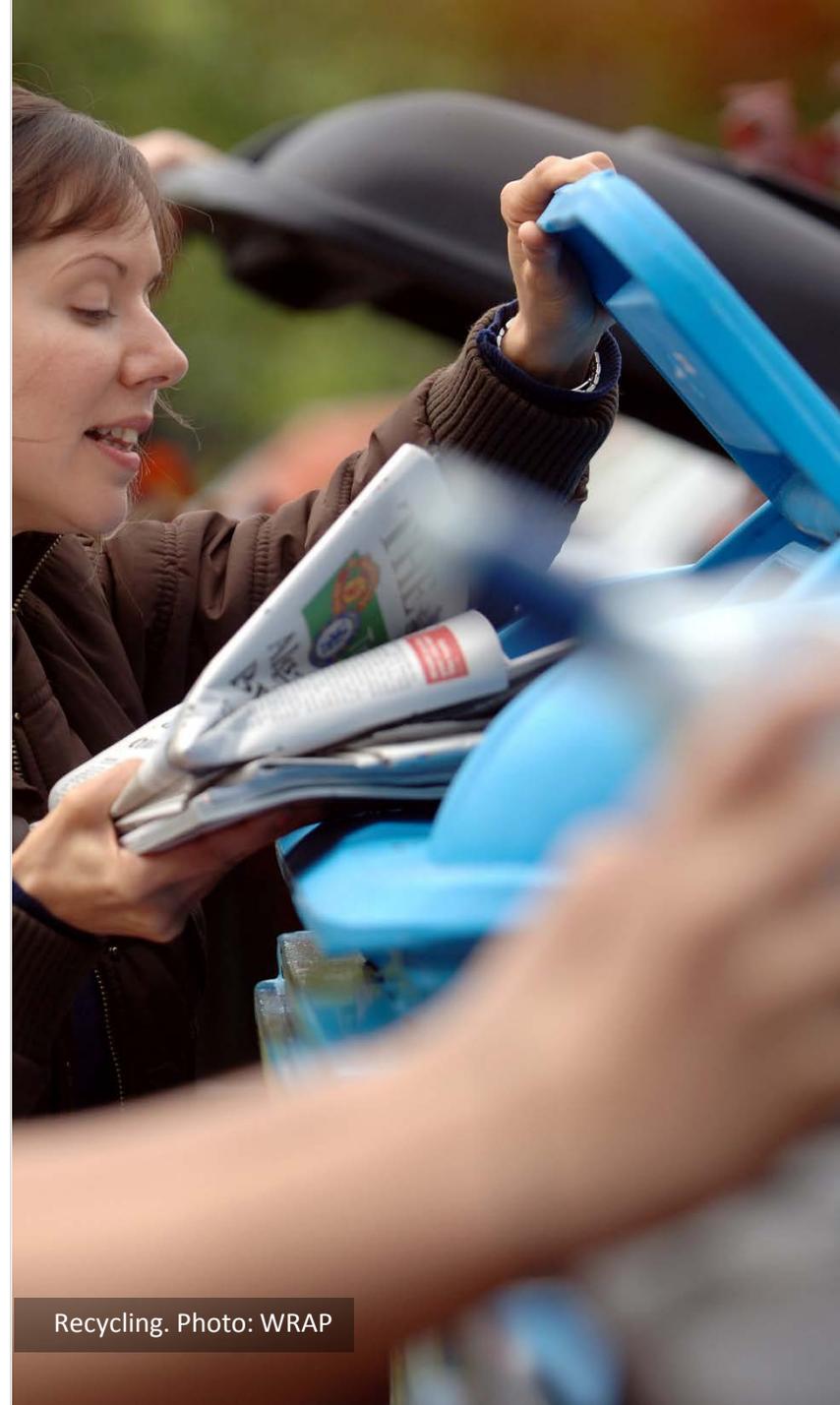


Example actions

The next few slides provide a few examples of actions you could take during the year, but the opportunities are almost endless.

Throughout the year, there will be many inspiring examples of green action featured on the Year of Green Action website.

We'd love to hear what action, both big and small, you've got planned.



Recycling. Photo: WRAP

Connect - example actions

Connect

Individuals

- Take part in citizen science projects to measure local wildlife populations
- Visit local greenspaces and the coast
- Use a green gym
- Spend more time experiencing and learning about the natural world
- Learn to identify non-native species and report sightings

Organisations / Businesses

- Support youth action
- Increase greenery in workplaces
- Take steps to inform your workforce of the value nature provides, including to mental health



Pond dipping. Photo: Natural England

Protect - example actions

Protect

Individuals

- Use energy and material resources more efficiently
- Make fewer journeys by car
- Use peat-free compost
- Support the zero plastic waste agenda
- Understand what can and can't be recycled

Organisations / Businesses

- Examine your supply chain to reduce environmental impact
- Minimise the use of pesticides
- Increase the number of electric fleet vehicles
- Install water refill points



Using a re-usable shopping bag. Photo: WRAP

Enhance - action examples

Enhance

Individuals

- Plant trees and pollinator-friendly flowers
- Take part in environmental volunteering activities such as litter picks and beach cleans
- Put up a bird or bat box
- Create a wildlife pond – even small bodies of water will attract frogs, newts and dragonflies

Organisations / Businesses

- Support green infrastructure by installing green walls and roofs
- Encourage corporate volunteering days or funding of community environmental projects



Litter picking

Why take green action?

94%

of people who volunteered in the last 12 months say that **volunteering has improved their mood** ([united healthcare](#)).



92 per cent of pupils involved in the Natural Connections outdoor Learning project said they **enjoyed their lessons more when outdoors** ([GOV.UK](#)).

Current UK recycling is estimated to **save more than 18 million tonnes of CO₂ a year** - the equivalent to taking 5 million cars off the road ([recycle now](#)).



Exercising in green spaces versus indoors is associated with **better mental health and wellbeing** ([Public Health England](#)).



81% of employed volunteers who volunteered through their workplace agreed that **volunteering together strengthens relationships among colleagues** ([united healthcare](#)).

Citizen science matters - over half a million people now regularly taking part in the RSPB's Big Garden Birdwatch allowing them to monitor trends and help understand how birds are doing ([RSPB](#)).



Environmental volunteering immediately and **significantly improves your well-being, even more than other nature-based activities do**. Volunteers had fewer negative emotions and were less lonely, and they remembered feeling this way long after their volunteering ended ([Gitte Kragh](#)).



Calendar of events

We are assembling a calendar of events to showcase the range and breadth of green action taking place across the country throughout 2019.

If you're holding a relevant event during 2019 that isn't currently featured then please [let us know](#).

Promotional material

If you're running an event that would benefit from Year of Green Action promotional materials then we have a limited number of roller banners available on loan.

Please [contact us](#) to find out more.



Logo and guidelines

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



The logo is also available in greyscale and white.



Greyscale



Reversed out

Please ensure the logo has enough breathing space.



Don't crop the logo, ensure it's legible and be conscious of contrast.



Please check our terms and conditions before you use the logo.

The logo and conditions of use are [available here](#)

Social media and website



The Year of Green Action website is currently in development and will be launched in January: www.yearofgreenaction.org

One of the easiest ways to spread the word about the year is through social media. Please use the hashtag **#YearOfGreenAction** to promote your actions.



Tell us what you're doing

We'd love to hear about the green action you, or your organisation, are planning in 2019.

How have you engaged your friends, colleagues, the public, business and leaders in green action?

Those that demonstrate the benefits of green action to both the environment and those taking part, with your permission, may be showcased on the website.

Please tell us:

1. What you intend to do and when?
2. Which [theme](#), or themes, it delivers against?
3. Who and how many people it involves?
4. That you are happy for us to store, and potentially use, the information in relation to the year.

Where possible please include quotes, photographs or web links. We look forward to [hearing from you](#).



Ainsdale National Nature Reserve Bioblitz. Photo: Natural England

Contact us

Please contact us via email in the first instance:
25YearEnvironmentPlan@defra.gsi.gov.uk

Stay informed

[Register to receive future updates](#) on the Year of Green Action.



Using a water butt. Photo: WRAP