

Scotland's Climate Week

23 - 29 September 2024

Get Involved Toolkit

[#ScotClimateWeek](#)



Every year since 2016, communities and organisations across Scotland have come together for Scotland's Climate Week. This year, it's a chance to celebrate and encourage climate action, and to learn more about tackling climate change by sharing "**Stories for Change**".

Through this year's theme "**Stories for Change**", we're asking individuals, businesses and local communities to share their inspiring stories of how they're adapting to climate change and taking action to help tackle it.

Our goal is to showcase that climate action can, and does, benefit us all. It can help ensure the air we breathe is clean, our homes are kept warm in the winter, we're looking after our health and wellbeing, and that we are protecting and restoring nature, which can work in tandem to build a more resilient economy. We believe storytelling can help bring all this to life and inspire more people to take action.

We ask that you share stories using **#ScotClimateWeek** so you can be part of a powerful movement towards a healthier and happier Scotland.

Our vision is for everyone in Scotland to recognise the implications of the global climate emergency, understand and contribute to Scotland's response, and embrace their role in the transition to a net zero and climate ready Scotland. Scotland's Climate Week and Let's Do Net Zero campaign are essential parts of this, as we drive forward the climate action necessary to achieve net zero emissions.



The Climate Change Committee has estimated **62% of changes needed to achieve net zero can only happen with societal or individual behaviour change.**



The goal this Climate Week is to help increase the scale and the pace of the changes needed by showcasing stories that reveal what we stand to gain, not lose, by living more sustainably.

Let's harness the power of stories to drive change.

Example Stories

#ScotClimateWeek

Scotland is full of candid and hopeful stories. We've collated a few climate stories from across Scotland to inspire you. Click on each of the examples below and either share your favourite or share your own **#ScotClimateWeek**.



[SCCAN](#)

Click here for links to resources and inspiration



[Creative Carbon Scotland](#)

Click here for a library of inspiring case studies



[Climate Hebrides](#)

Click here for to read their climate story

You can also follow us on [Facebook](#), [X](#), [Instagram](#) and [LinkedIn](#) for more inspiration.



Whether you're an individual, part of a community group, a business owner, or working as part of a large organisation, here are three ways to inspire change.

1. Promote Scotland's Climate Week:

- Share our posts about Climate Week on [Facebook](#), [X](#), [Instagram](#) and [LinkedIn](#).
- Inspire climate storytelling and promote Scotland's Climate week using our messages / [editorial content](#) via social media, blogs, mailers, intranets, colleague conversations and more.
- Download and use our [promotional poster](#) or [digital screen asset](#) to raise awareness in and around your community and workplace.
- Use the captions (available on slide 8) and [free social assets](#) on your social channels.
- Reference our additional resources (available on slide 9) on your social media and communications channels.

Our messages:

- Scotland's Climate Week is a chance to celebrate and encourage climate action, and to learn more about tackling climate change.
- This year you can get involved by sharing your "Stories for Change".
- 62% of changes needed to achieve net zero can only happen with societal or individual behaviour change.
- Sharing stories is one of the best ways to inspire the change that's needed, which is why storytelling is front and centre this year.
- By sharing your story with #ScotClimateWeek you could inspire people to take action in their own work or homes and break the expectation that serious sustainable behaviours require large sacrifices.
- Let's harness the power of stories to drive change.
- Together, our stories can support the movement towards a healthier, happier Scotland.

2. Share your story on social media:

- Use **#ScotClimateWeek** to share climate stories, pictures and ideas. We would encourage you to ask staff and customers to get involved and share their stories as well as sharing your impact at a business level:
 - **Individuals:** Whether you use active travel, upcycle to reduce waste or educate others about the impacts of climate change – share videos, pictures or words to tell your story.
 - **Organisations/Businesses:** Has your organisation or business recently implemented energy efficient technologies, adopted sustainable services or created a climate hub to ensure the organisation has climate change at the forefront of its innovation – shout about it!



Tips for sharing your story:

Share the benefits - Has driving less helped you stay active? Or has your business or organisation seen increased profits from introducing sustainable ways of working? Everyone knows that taking climate action is good for the planet, but these actions are good for us too.

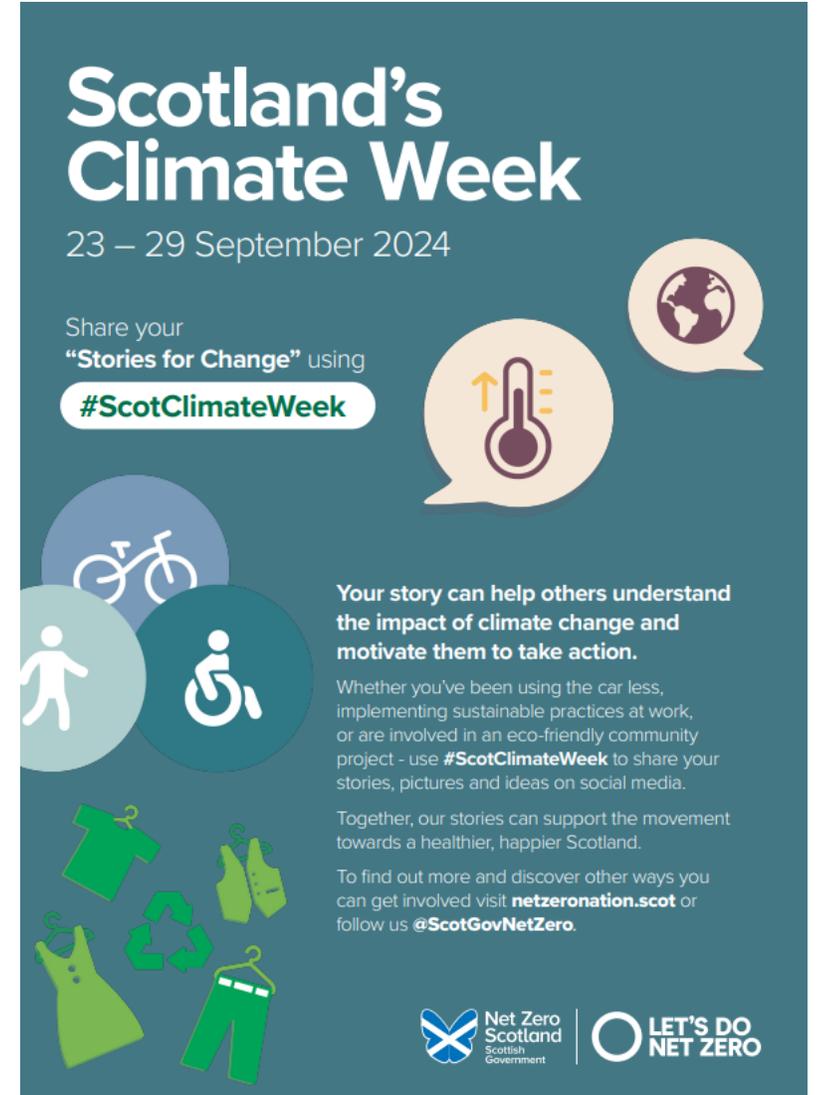
Share photos – as a team, in your community, with loved ones or just by yourself, show Scotland what positive change looks like. Share any moments of celebration, achievement, or even just a picture of Scotland’s beautiful nature that we want to protect.

Share tips – it could be a big lifestyle change or business decision, or just a simple switch up in your daily routine but sharing anything you’ve learned in your own sustainability journey can help inspire others for theirs. It could be as simple as pointing someone to www.netzeronation.scot to find out more.

3. Encourage others to get involved:

Send this toolkit to local businesses, community groups, your employer, or your colleagues and ask them to help raise awareness and tell their own “**Stories for Change**” by:

- Resharing our content about Scotland’s Climate Week from [Facebook](#), [X](#), [Instagram](#) and [LinkedIn](#). See our [content plan here](#).
- Printing and displaying our [poster or digital screen assets](#) around their community or workplace.
- Using our social media captions and [assets](#), see page 8 of this toolkit, to post on their own social channels.
- Using the campaign hashtag’s wherever possible #ScotClimateWeek and #LetsDoNetZero.
- Sharing stories across all relevant communication channels e.g. newsletters, blogs, websites and intranets.



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Share your “Stories for Change” using **#ScotClimateWeek**

Your story can help others understand the impact of climate change and motivate them to take action.

Whether you’ve been using the car less, implementing sustainable practices at work, or are involved in an eco-friendly community project - use **#ScotClimateWeek** to share your stories, pictures and ideas on social media.

Together, our stories can support the movement towards a healthier, happier Scotland.

To find out more and discover other ways you can get involved visit [netzeronation.scot](#) or follow us [@ScotGovNetZero](#).

Net Zero Scotland Scottish Government | LET'S DO NET ZERO

The poster features a dark teal background with white and light green text and icons. It includes a globe icon, a thermometer icon with an upward arrow, a bicycle icon, a person icon, a wheelchair icon, and icons of clothing items (a shirt, a vest, a dress, and pants) with a recycling symbol in the center.

Social Media Captions

#ScotClimateWeek

Here are some suggested captions for your social media posts:

Business/Organisation

We're celebrating Scotland's Climate Week (23-29 September).

To mark this date, we'll be sharing our stories to help spark change. By telling our stories we hope to show what positive change looks like and inspire others.

Look out for our stories and others at #ScotClimateWeek.

Individuals

I'm celebrating Scotland's Climate Week (23-29 September).

To mark this date, I'm sharing my story to help spark change. By telling my story I hope to show Scotland what positive change looks like and inspire others.

Look out for my stories and others at #ScotClimateWeek.



Supporting Resources

#ScotClimateWeek

Use our additional resources for your social media and communications channels:

For help to take action direct people to **netzeronation.scot** to start their own 'Stories for Change' today. There's specific resources and support available for [individuals](#), [communities](#) and [businesses](#).

If you don't already, follow the Net Zero Scotland social channels on [Facebook](#), [X](#), [Instagram](#) and [LinkedIn](#) to get updates on any news and activity and share with your friends, family, employees, customers or communities.



Here's links to all the Climate Week assets and supporting information.

Scottish Government Net Zero social media channels: [Facebook](#), [X](#), [Instagram](#) and [LinkedIn](#).

[Social media calendar](#)

[Social media resources](#)

[Editorial copy](#)

[Climate Week promotional poster](#)

[Climate Week promotional digital screen](#)

#ScotClimateWeek

Thank You

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