



THE GREAT BIG GREEN WEEK

Let's swap together for good

Event Organiser Communications Pack

What is the Great Big Green Week?

The Great Big Green Week is the UK's biggest ever celebration of action to tackle climate change and protect nature. Between **7th and 15th June 2025**, communities, schools, businesses, churches, mosques and more will join together in a wave of support for action to protect the planet.

By taking action together at the same time in every corner of the country, politicians will be unable to ignore that their constituents care about tackling climate change and protecting nature.

The Great Big Green Week will show that **people across the UK are making swaps and working together to help create a better tomorrow** - and now we urgently need politicians to step up and play their part. **Let's swap together for good.**

CONTENTS

This pack provides assets and branding that you can use for your events. This includes the Great Big Green Week logo, template posters, and social media assets you can use to promote your events and activities. **We'll keep updating this pack in the run up to Great Big Green Week, so keep the link to hand!**

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When sharing content on social media, please use...

HASHTAGS: #GreatBigGreenWeek

TAGS: @TheCCoalition on Twitter and @theclimatecoalition on Instagram & Facebook
... so we can share and engage with your content!



Great Big Green Week branding for your events

To ensure that all your activities taking place during Great Big Green Week are linked to the national moment, it's important that your events feature the correct branding.

For example, if you set up an online sign-up page for your event, you can include the Great Big Green Week logo alongside any other partner logos, and your own. When promoting your event, you can easily create a Great Big Green Week-branded poster using our templates. And, if you design a programme for your Green Week, you can incorporate the Great Big Green Week branding throughout.

The green heart is a unifying symbol of people taking action on climate change. Think about how you can incorporate green hearts at your event - could you create some green heart bunting? Or hang crafted green hearts from a stall at your climate festival?

In this pack you will find the Great Big Green Week logo, which we encourage you to use when creating promotional and other materials for your event. You can find branding guidelines too, which outline how the logo can and can't be used.

Branding: why it's important



THE GREAT
BIG GREEN
WEEK

Getting branded materials for your events



Credit - Farnborough - Seedbombs for pollinators event - Dennis Morton

When you add your event to the Great Big Green Week website, we'll send you a **FREE branding pack** for your event, full of materials such as Great Big Green Week posters, flyers and more.

All you have to do is fill out a quick form once you've submitted your Great Big Green Week event.

[Register your event today.](#)

Theme for 2025:
Let's swap together for good

Let's swap together for good

Our theme for Great Big Green Week 2025 is '**Let's swap together for good**'.

We can all make small swaps, large swaps and swaps that change the system, which contribute to making our communities better. When we unite to swap together for good, we can protect and restore nature, lessen the impact of climate change, strengthen our communities, and build a future we're proud to pass on to the next generation.

We'll be using this theme for Great Big Green Week 2025 across local events, in schools, on social media, in business partnerships and more.

The purpose of having one theme for all activities is to **tie together all the activity that takes place** as part of Great Big Green Week across the country into one national moment, and **to demonstrate that people and communities everywhere are already making swaps every day and working together to help create a better tomorrow - and it's time for politicians to take notice and play their part.**

To support this theme, we'd love to see our event organisers:

1. **Plan events using the theme** - see [our A-Z guide of ideas](#) for inspiration on the types of events you could run.
2. **Share the theme on social media** [using the graphics here](#).

Let's swap together for good

February

March

April

May

June

Here is some general copy and assets to share information about the theme for Great Big Green Week 2025 with your networks:

Join people everywhere who are swapping together for good this #GreatBigGreenWeek! 💚

From neighbours swapping skills, to businesses swapping waste for circular solutions, every swap creates stronger communities and a better future.

Get involved! www.greatbiggreenweek.com

[You can download the assets here.](#)

When sharing content on social media, please use...

HASHTAGS: #GreatBigGreenWeek

TAGS: @TheCCoalition on X, @theclimatcoalition on Instagram / Facebook



**THE GREAT
BIG GREEN
WEEK** 💚

Promotional resources for events

This section of the pack provides assets and branding that you can use for your events. This includes the Great Big Green Week logo, which you can add to your posters, flyers, banners, etc!

It also includes template posters, and social media assets you can use to promote your events and activities.

Using our logo

The Great Big Green Week logo is available for you to apply to your website, graphics, flyers etc. There are strict guidelines on how to use the logo which must be adhered to. [Please read the full brand guidelines before using the logo.](#)

The logos (in English and Welsh) are available to [download here](#).



CLEAR SPACE

Please leave the surrounding space clear from typography, icons, illustrations, logos and any other type of graphic. This zone should be 1/4 of the logo's height.



Print - 1" height minimum
Digital - 60px height minimum

SIZING

The size of the logo should not be reduced below the measurements above. There is no maximum size.

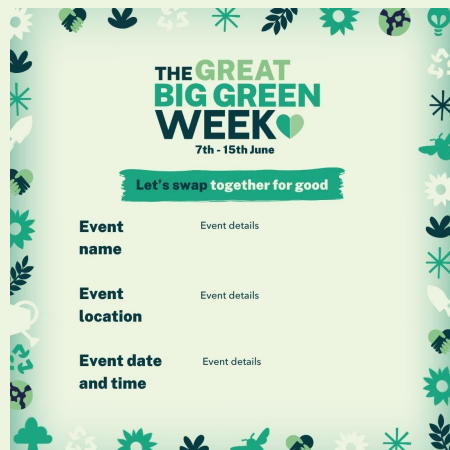


BACKGROUND

Only use the logo on the above colour backgrounds.

Event Poster Templates - for social media

Once you have your event details set, use these poster templates to promote your event on social media. We have **square, portrait and landscape templates available in different designs in English and Welsh**. Click the links below to access the templates. If you need some support using Canva, see [our guide with step by step instructions here](#).



[Access this template in English here](#)

[Access this template in Welsh here](#)



[Access this template in English here](#)

[Access this template in Welsh here](#)



[Access this template in English here](#)

[Access this template in Welsh here](#)

Event Poster Templates - for print

Once you have your event details set, use these poster templates to promote your event. You can edit these templates, print out the posters and hand them out or display them in your local area. **We have A4 and A3 templates available in different designs and in English and Welsh.** Click the links below to access the templates. If you need some support using Canva, see [our guide with step by step instructions here](#).



[Access the A4 template in English here](#)
[Access the A4 template in Welsh here](#)



[Access the A3 template in English here](#)
[Access the A3 template in Welsh here](#)

Green Week poster templates - social media

To share details of your Green Week and encourage groups and others in your community to get involved. Use these poster templates to promote your event on social media. We have **square, portrait and landscape templates** available in **English and Welsh**. Click the links below to access the templates. If you need some support using Canva, see [our guide with step by step instructions here](#).



[Access this template here in English](#)
[Access this template in Welsh](#)



[Access this template in English](#)
[Access this template in Welsh](#)



[Access this template in English](#)
[Access this template in Welsh](#)

Green Week poster templates - for print

To share details of your Green Week and encourage groups and others in your community to get involved. Use these poster templates to promote your event on social media, or print out the A4 version to put up in your local area. We have **square, portrait and landscape templates for social media**, and an **A4 version for print**. Click the links below to access the templates. If you need some support using Canva, see [our guide with step by step instructions here](#).



[Access the A4 template in English](#)



[Access the A4 template in Welsh](#)

Adding your logo

There is a space on all the templates to add your own logo (if you have one) and the logo of any partner organisations or groups. You don't have to add a logo, but the space is there if you'd like to.

We have highlighted suggested space on the poster templates - just delete that text and add in your logos!

THE GREAT BIG GREEN WEEK
7th - 15th June

Let's swap together for good

Event name	Event details
Event location	Event details
Event date and time	Event details

ADD YOUR LOGO HERE

We're hosting an event

March

April

May

June

Share that you're hosting an event for Great Big Green Week with your community and networks, and encourage them to get involved too!

Suggested copy:

We're hosting an event for Great Big Green Week! [insert link for more information about your event if you have it]. Why not get involved too? Find out how to host an event as part of Great Big Green Week and find resources at greatbiggreenweek.com 🌱

[You can download the assets here.](#)

When sharing content on social media, please use...

HASHTAGS: #GreatBigGreenWeek

TAGS: @TheCCoalition on X, @theclimatecoalition on Instagram / Facebook



We're taking part

March

April

May

June

Share that you're taking part in Great Big Green Week and encourage your community to get involved too!

Suggested copy:

We're taking part in Great Big Green Week! Why not get involved too? Find out how to host an event as part of Great Big Green Week and more ways to get involved at greatbiggreenweek.com 

[Download the assets here.](#)

When sharing content on social media, please use...

HASHTAGS: #GreatBigGreenWeek

TAGS: @TheCCoalition on X, @theclimatecoalition on Instagram / Facebook





Spreading the word about Great Big Green Week

Great Big Green Week - flyer and poster

April

May

June

Spread the word about Great Big Green Week in your community by putting up posters or flyers in your local area. You can download them via the links below and print them out to put up at your events or share in your local area.

[Download the poster and flyer here.](#)

When you register your event on the Great Big Green Week website, you can request a **FREE pack of branded materials**, including this poster and flyer, bunting, and more materials you can use to promote your event.

[Register your event here.](#)



**THE GREAT
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WEEK**

Organise an event

March

April

May

Suggested copy:

Could you organise a #GreatBigGreenWeek event in your community/[insert your town/local area]? From skill swaps in repair cafes or allotments, to clothes or book swaps - every swap adds up to make a big difference.

You can find helpful resources at greatbiggreenweek.com to help you get started!

When sharing content on social media, please use...

HASHTAGS: #GreatBigGreenWeek #SwapTogether

TAGS: @TheCCoalition on X and @theclimatcoalition on Instagram / Facebook

Organise an event - editable templates

If you have pictures of previous Great Big Green Week events or other community activity you'd like to use to promote your events or encourage others in your area to get involved, we have created templates for this.

There are **square, portrait and landscape templates available**. Click the links below to access the templates. If you need some support using Canva, [our guide with step by step instructions here](#).



[Use the template here](#)



[Use the template here](#)



[Use the template here](#)

Save the date

March


April

Encourage your networks to save the date for Great Big Green Week.

Suggested copy:

The Great Big Green Week will take place this year between 7th and 15th June.

People across the country will swap together for good to protect and restore nature, lessen the impact of climate change, strengthen our communities and demonstrate to politicians that they need to step up and play their part.

Save the date and get involved at greatbiggreenweek.com 



You can [download the asset here](#).

When sharing content on social media, please use...

HASHTAGS: #GreatBigGreenWeek

TAGS: @TheCCoalition on X, @theclimatecoalition on Instagram / Facebook



Schools

April

May

June

Trying to get local schools involved in Great Big Green Week? You can use this as a starting point for sharing information with them, or generally encouraging schools to get involved!

Suggested copy:

Wondering how your school can take part in the #GreatBigGreenWeek? Could you offer a whole-school assembly or a lesson on climate change?

Check out these activity packs for primary and secondary schools! They are packed full of activities, lesson plans and ideas for how you can get your students involved in this nationwide week of action to tackle climate change and protect nature.

greatbiggreenweek.com/get-involved/schools



[Download English and Welsh assets here.](#)

When sharing content on social media, please use...

HASHTAGS: #GreatBigGreenWeek

TAGS: @TheCCoalition on X, @theclimatecoalition on Instagram / Facebook



Email signatures

February

March

April

May

June

We've created some graphics for you to add your email signature and share with colleagues and group members that you're part of the Great Big Green Week 2025!

[You can download the assets here.](#)



Share your swaps

May

June

Help us spread the word to people who can share their swaps! Suggested copy:

Across the country, people are making swaps every day and working together to help create a safer, greener future.

This #GreatBigGreenWeek, let's swap together for good 🌱

[insert information about what you're swapping or how you're working with your community, and ideas for what others could do]

[Download the assets here.](#)

When sharing content on social media, please use...

HASHTAGS: #GreatBigGreenWeek

TAGS: @TheCCoalition on X and @theclimatcoalition on Instagram / Facebook



Countdowns

2 months to go

April

Around 7th April, share with your community that there are just two months to go!

Suggested copy:

Two months to go until the #GreatBigGreenWeek 🎉

People across the country are coming together in a week-long celebration of community action to tackle climate change and protect nature. This June, let's swap together for good. Get involved at greatbiggreenweek.com today.

[Download graphics in English and Welsh here.](#)

When sharing content on social media, please use...

HASHTAGS: #GreatBigGreenWeek

TAGS: @TheCCoalition on X and @theclimatecoalition on Instagram / Facebook



1 month to go

May

Around 8th May, share that there is just one month to go!

Just one month to go until the #GreatBigGreenWeek 🎉

Between 7th and 15th June, people up and down the country will come together in a wave of action to protect the planet. Find a local event near you: greatbiggreenweek.com

Let's swap together for good 💚

[Download graphics in English and Welsh here.](#)

When sharing content on social media, please use...

HASHTAGS: #GreatBigGreenWeek

TAGS: @TheCCoalition on X and @theclimatecoalition on Instagram / Facebook



1 week to go

June

On 1st June, share that there is just one week to go!

In just one week's time, the #GreatBigGreenWeek will be in full swing! 🎉

Join the celebrations and visit greatbiggreenweek.com to find a local event near you 🔍

Let's swap together for good 💚

[Download graphics in English and Welsh here.](#)

When sharing content on social media, please use...

HASHTAGS: #GreatBigGreenWeek

TAGS: @TheCCoalition on X and @theclimatecoalition on Instagram / Facebook



Great Big Green Week is here!

June

On 7th June, share that the Great Big Green Week has arrived!

The #GreatBigGreenWeek is here! 🎉

Show your support for action to tackle climate change, protect nature and support the hardest hit by taking part. Get involved at greatbiggreenweek.com today.

Let's swap together for good 🌱

[Download graphics in English and Welsh here.](#)

When sharing content on social media, please use...

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TAGS: @TheCCoalition on X and @theclimatecoalition on Instagram / Facebook



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More to come!

We will be updating this pack regularly with more assets for you to use to promote the Great Big Green Week, share your activities and encourage others to get involved.

Save this link and keep checking back to see what new resources are available!