

## A GUIDE TO ENGAGING YOUR LOCAL POLITICIANS DURING GREAT BIG GREEN WEEK

This resource, created with guidance from [Hope for the Future](#), will provide information on why it's important to engage with your local politicians during Great Big Green Week and how you can do it. You'll find information on:

- [Why it's important to connect with your local politicians](#)
- [Top tips for before, during and after your events](#)
- [Suggested commitments for your politicians to make](#)
- [Advice from a Great Big Green Week event organiser](#)

### Why connect with your local politicians during Great Big Green Week?

In our communities, we're coming together for good to tackle climate change and restore nature, but more and stronger policies are still needed to benefit those communities and the planet. Your local MP, alongside other local politicians such as Councillors and your Mayor, can ensure those policies are put in place, to make our communities cleaner, fairer, healthier and greener. Below are some of the reasons why engaging with your local politicians during the week is so important.



#### A chance to showcase and celebrate what you're doing locally

Many of the groups who get involved in Great Big Green Week use it as a moment to celebrate and build on what they are already doing to take action to tackle climate change and nature loss. Inviting your **local politicians** demonstrates first-hand this brilliant community action, and shows voters in their constituency care about people, climate and nature. It's your opportunity to show them what we're all doing and ask them to step up and play their part with, and for, your local community.



### **A different way to call for action from our decision makers**

Our local decision makers, from councillors to MPs, hear from constituents constantly. By inviting them to a community event, not only is it an opportunity to speak to them about the action that we want to see from them, it's a great chance to have those conversations in a more memorable and engaging way.

### **Show politicians the public mandate for action across the country**

Great Big Green Week is the UK's **biggest event** for climate and nature! **Over a million people** took part last year, and this number is set to grow every year. This is now a moment to call for action that is impossible for decision makers to ignore.



This year, Great Big Green Week is taking place:

- After national elections in both Wales and Scotland, and some council elections in England, presenting opportunities to show that action on climate and nature is wanted from constituents from all walks of life, all over the UK - encouraging them to support more climate and nature policy.
- At a time when there is a growing presence of other political parties at a local level, presenting potential challenges - and opportunities to engage less climate focused politicians, and opportunities for deeper engagement from more supportive politicians

This positions Great Big Green Week as a vital **political confidence-building moment** for climate and nature action.

It's not just a moment that politicians will hear what their constituents care about - they will **see it** everywhere in their local area, and will be involved in activities and events that demonstrate that people care and are taking action. **By engaging your local politicians, you are helping to strengthen the mandate for climate and nature action from our decision makers.**

### **Top tips for planning your Great Big Green Week events**



Great Big Green Week is your chance to bring climate action to life in your community. Local events are a powerful way to connect with neighbours, show what matters to you, and inspire real change on the issues affecting your area.

When communities come together, politicians listen — especially when they hear from new voices. Whether or not your community has

engaged on climate before, this is a perfect moment to start.





## Before your event: clarity and collaboration are key



### What role will your politician play?

Politicians are more likely to attend events where they have a real role to play — so give them one! There are plenty of ways your local politician can get involved, and choosing the right fit for your event makes all the difference.

A friendly, clear email outlining what you'd love them to contribute is a great first step. Here are a few ideas to get you started:

Role	Benefits	Example event
<p><b>Panellist</b> Your local politician could be a panel member, alongside other invited speakers.</p>	<p>This is a great option for getting your local politician to take a <b>leading role</b> in the event and will take an <b>active role</b> in the event discussion.</p>	<p><b>A panel discussion on local issues:</b> This could be in-person or online, and is a chance for your local decision makers to get to know what things their constituents care about.</p>
<p><b>Presenter</b> Your local politician could make a formal contribution, presentation or speech during the event.</p>	<p>This role ensures that your local politician <b>contributes</b> to the event theme, it also means they will have a more specific brief for preparing for the event.</p>	<p><b>A local eco fair:</b> They could introduce the event and welcome people and if there are any live acts like speakers or musicians, they could introduce them.</p>
<p><b>Chair/ Host</b> Your local politician could be tasked with providing direction through the event, introducing speakers and facilitating discussions.</p>	<p>Getting your local politician involved even if the topic area is unfamiliar to them, this role offers an opportunity for them to be an <b>active participant</b> as well as <b>ask questions</b>. This role also allows them the opportunity to listen without having to think about their own responses so much, therefore proving to be a good <b>educational opportunity</b> for our decision makers.</p>	<p><b>A film night:</b> Show a screening of an environmental film, with a panelist Q&amp;A after the film which your local politician could host and facilitate.</p>
<p><b>Attendee</b> Your local politician could attend the</p>	<p>This is a great way to get your local politician involved, especially if they are potentially reluctant, unable or it</p>	<p><b>Any community event:</b> You could invite your local politicians to any Great Big</p>



<p>event as a participant. It's a good idea to have a member of your event team greet them when they arrive and show them around the event.</p>	<p>is not suitable for them to take a more leading role. It also provides you with an opportunity to showcase local action and expert perspectives that you want your local politician to be aware of. If your event is in-person, it also means that your local politician can <b>network more informally</b> with constituents at the event.</p>	<p>Green Week event you run - from a tour of your local school that has just installed solar panels to a community repair cafe event.</p>
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### Which politician will you invite?

When thinking about what local politician you'd like to invite to your activities, as well as thinking about their involvement in the event itself, you may also want to consider what action they can take after the event and where they have power and influence. For example:

- **MPs** - You can talk to them about a national issue that you care about that they can raise in Parliament or that they can write to the UK Government about.
- **Mayors** - Given their control of large budgets which they can direct towards key infrastructure projects such as transport, housing and planning and the environment.
- **Councillors** - Hold critical knowledge of how local government works and are instrumental in voting for and bringing to fruition key local projects.

### Sending your invite

Send your local politician a warm, formal invitation by email or post — and the sooner the better! The more notice you give, the more likely they are to come. **You can use this template letter to invite your local politician to your Great Big Green Week event.**

Make sure you provide your local politician's office with as much information as you can when you send your invitation. This should include:

- Any confirmed speakers
- Timings for the event
- The role you'd like them to take - being as clear as possible and having as much detail in advance is useful
- Any other notable attendees, e.g., local business leaders, talent, press, etc - this can be a good hook for getting them to come along!

Before the event takes place, it can also be a good idea to arrange a phone call with the local politician or their office staff to run through final details.



## Invite checklist

- ✓ Identify what role you'd like your politician to take on the day
- ✓ Send an invite as early as you can and share as much information as you can!
- ✓ Keep the politician/their office up to date on any progress/changes
- ✓ Offer to have a phone call before the event takes place to run through final details

**Promote your event:** Post about your event on social media - and tag your local politicians. Be sure to let the media know about your event too. You can find out more about how to write a press release and contact local media in the media guide on the [Great Big Green Week website here](#).

### Add your event to the Great Big Green Week website

Once the date is set, make sure you upload your event to the [Great Big Green Week website](#). This will create an individual web page for your event that you can use for promotion, and people will be able to see [your event on our map](#) when looking for activities near them.

## During your event: things to consider

**Be ready to welcome them:** Make sure you know when you are expecting your local politician to arrive. Someone in your planning group should have the role of meeting and greeting them. When they arrive, show them around your event and make them feel welcome.

**Welcome them warmly:** designate someone to greet your politician on arrival, show them around, and make introductions to speakers, organisers, and community members. A Q&A or meet-and-greet is a brilliant way to create meaningful conversations between politicians and the people they represent.

**Think about the impact of your event:** Consider how you will collect data during your event to help see how successful your event has been. This could include the number of attendees, questions to ask your guests/speakers, thoughts/feelings/feedback from event attendees.

**Take photos!** Getting some good quality photos of your local politicians attending your event and engaging with your community is really beneficial. You can:

- Share it with your local politician after the event in a post-event thank you letter
- Share it on social media to let people know that your local politician came along
- Send it to local media with a short press release, talking about the success of your event and what you've asked your local politician to commit to





- Share it with us - we love seeing your events in action, and we have more information about [how you can share your content with us here](#)

## Advice from a Great Big Green Week organiser: The Globe Foundation

Every year, we see politicians attending local community events during Great Big Green Week. We spoke to Kate Copeland, Founder and Managing Director of The Globe Group CIC, who shared her experience of turning climate events into moments that get politicians paying attention - and taking action.

Here, you can see Kate Copeland with Kate Griffiths, MP for Burton and Uttoxeter at a Great Big Green Week event. [Watch this video to hear about Kate's experience.](#)



### After your event

**Regroup with your team:** After the event, make sure to set aside time to meet with your planning group, using this as an opportunity to collate feedback from your attendees and identify key themes as a group. This will provide you with a wider perspective of the success of the event and further areas for discussion and/or interest in taking this issue forward locally.

**Follow up with your MP:** Send a warm thank-you email to your politician after the event, share your favourite photos, and use it as a chance to remind them what your community is asking for.

A follow-up meeting is a great way to build a lasting relationship — one that keeps climate and nature on their agenda long after the event. You can also point them towards future local opportunities and hold them to any commitments they've made. This is just the beginning!

### Commitments from your local politicians

It's a good idea to think about something you would like your local politician to commit to after Great Big Green Week. You can come up with your own commitments, making them really relevant to your local area and the issues that are important to you and your community - you can use [this guide here for crafting your own ask for your MP.](#)

Here are a few ideas we've come up with to get you started:





- Ask them to post on social media/write a blog/share publicly that they have been to a GBGW community event and why it's important
- Ask to set up another meeting with your local politician a few months on from GBGW, to continue to build a relationship and check in on how they're championing action for people, climate and nature

**Something to consider:** Depending on the type of event and how much time you have to properly have a conversation with your local politician, you might have an opportunity to ask them to make some commitment at the event itself. If this is not possible, ensure to ask them in a follow up email or at another meeting.



**Share your success:** Post about your event on social media - and tag your local politicians, whether they attended or not! Be sure to let the media know about your event too. You can find out more about how to write a press release and contact local media in the media guide on the [Great Big Green Week website here](#).

**Let us know how it went:** Let us know that your local politician attended your event - this really helps us to track which local politicians engaged, and the impact that your event had during this national moment. All engagement is important, so whether that's a social media post from your MP or your local mayor gave a speech at your event, we want to know. Email us at [contact@greatbiggreenweek.com](mailto:contact@greatbiggreenweek.com).

**Celebrate your achievements** with your planning group! Hopefully, this has been a great opportunity and one you'd like to repeat next year.

