



CLIMATE ACTION ACROSS DIVIDES

How **Great Big Green Week**
is building nationwide trust,
participation and **action**



GREENER, BIGGER, GREATER



1.2 MILLION

individuals participated in
Great Big Green Week 2025

That's almost triple the 2023 figure



We're reaching people who don't 'do' climate

34%

had not taken part
in a climate or
nature event before

69% of the community groups
that held GBGW events didn't
describe themselves as
'green' organisations

60%

of those groups want to
take further action

We're inspiring behaviour change

60%

of individuals want to
continue talking about
climate and nature

44% aim to change
their behaviours at home

41%

will consider nature
and climate when voting

We're on the national calendar

89%

of participants
knew they were
part of a national event

2 percentage point increase
in public awareness from 2024

(we're only just behind Refugee Week)

We're showing leaders people care

1

2

of participating
groups met with
a politician

We're bringing businesses on board

52

organisations from
various sectors
partnered with us in 2025

Data from 2025 event surveys

THE GREAT BIG PICTURE



74% of people nationwide consider climate important



People want to know how climate-positive action can benefit them personally



GBGW appeals across political, social, and economic strata

THE GREAT
BIG GREEN
WEEK



UK PEOPLE CARE ABOUT THE CLIMATE

Despite climate change becoming increasingly polarised in party politics, 74% of people across the UK consider it important.¹

They care about having clean air to breathe in their local area, maintaining litter-free streets and rivers, and about renewable energy's potential to reduce their bills.

Parents and non-parents alike care about how the world will look in the future – we all want a liveable, prosperous society with green spaces to enjoy.

Members of faith groups love and respect nature in the same way they do each other.

Local businesses care about being a positive force in their communities through voluntary activities, and people from all regions and demographics care about saving money by reusing and swapping items.



We had a play about climate change in the Quaker Meeting House, we had bulb planting in a local wood, and we had a speed-dating event covering retrofitting solar panels and EV car sharing.

Sustainable Keswick
Great Big Green Week Organiser



Five different groups worked together to put on the weekend of nature events with a focus on swifts, and since the end of Great Big Green Week, a new nature group – Stratford Wildlife Friends – has emerged.

Net Zero Stratford
Great Big Green Week Organiser



¹ Climate Outreach (2025) 'BTC 2025 Insights Report, Chapter 2: Key Findings and Recommendations'

Available at:
<https://climateoutreach.org/btc/2025/chapter-2/> (Accessed: 08 October 2025).





As the quotes from organisers and images demonstrate, there is real variety in the types of events held under the Great Big Green Week (GBGW) banner. Many, if not most, are not explicitly about climate change and activism.



The barrier for involvement is intentionally low, meaning plenty of non-climate-focused organisations get involved. As a result, GBGW events appeal to the interests and needs of the community, like keeping their surroundings clean, helping each other out, and saving money. This grows grassroots efforts by attracting new supporters and volunteers, who organisers tell us often go on to join groups longer-term after GBGW.



Communities can see locally-led action, which builds trust, normalises participation, and demonstrates the link between action and wider climate considerations. This in turn builds a foundation of support for climate-positive policy.



GREAT BIG GREEN WEEK DRIVES REAL CHANGE

COMMUNITY ACTION UNITES WHERE POLITICS DIVIDES

When we describe climate action as everyday behaviours that seamlessly fit into our lives, it's easy to see the tangible benefits to individuals and communities. This is at the heart of Great Big Green Week's growth and success.

At Great Big Green Week, we meet people where they are, making it easy, fun, and rewarding for everyone to get involved. We avoid jargon and complicated language, focusing on simple, positive actions that anyone can take.

Great Big Green Week celebrates real, authentic people and voices from all over the UK - especially those who don't see themselves as climate activists. From parents at the school gate to friends at the allotment, people swapping tools, clothes, or skills, diverse communities, people of all faiths and none, people of colour, those with disabilities, the LGBTQI+ community, and all generations - we celebrate the everyday actions that add up to lasting change.

In Britain today, we find a deep disillusionment in politics and politicians.

People struggle to believe that policies ² will lead to real progress or genuinely improve their lives.

Despite this, people continue to show up for the planet - recycling, cutting waste, walking or cycling, picking litter, and supporting clean energy. **We urgently need to talk more about the real impact of these everyday actions** and continually highlight the progress already being made to address climate change.

Great Big Green Week does this. It is explicitly positioned as a celebration of people and progress.

It tells a story of how tackling climate change can strengthen our communities, improve our daily lives, and secure a better future for everyone.

Rachael Orr, CEO of Climate Outreach

² Climate Outreach (2025) (1)

³ OECD (2024) 'OECD Survey on Drivers of Trust in Public Institutions - 2024 Results' Available at: https://www.oecd.org/en/publications/oecd-survey-on-drivers-of-trust-in-public-institutions-2024-results-country-notes_a8004759-en/united-kingdom_cec47bf8-en.html (Accessed: 08 October 2025)

“ We supported an event on food security with the local MP, held a ‘Meet a Tree’ session, organised an evening of cooking with

The Cobbled Kitchen learning to ‘cobble’ together leftovers to make a meal, and there was a women’s only bike ride.

Sustainable St Albans
Great Big Green Week Organiser



The job fair at The College of North East London Green Hub has been instrumental in addressing long-term economic inactivity by equipping individuals with skills pertinent to the burgeoning green sector.



Go Green Eco Urban
Collective Haringey
Great Big Green Week Organiser

OUR IMPACT CROSSES DIVIDES

GBGW cuts through distrust, confusion and pessimism year after year.

We give community organisations support to plan and promote events under a theme, which is intentionally open to interpretation so they can design event content and activities to best suit their local area.

We help businesses meet their environmental, social and governance obligations by inviting them to partner with us to hold voluntary and outreach activities under the GBGW banner.

The week is also an engagement opportunity for our member organisations to call on their own audiences to take action, again under GBGW branding, increasing our reach.

Our school packs introduce the idea of climate and nature protection to children in innovative, interactive and fun ways.

Local MPs and councillors attended many events this year, and GBGW participants are often inspired to start thinking about climate in a political context where they may not have done previously.



GREAT BIG GROWTH PLANS



GBGW has grown year-on-year since its inception



We plan to have 5 million people taking part by 2029



We already reach over 60 million people through digital media





£1.5 MILLION IN FUNDING WILL ENABLE US TO:

- **Quadruple participation to 5 million sooner than 2029**
- **Financially support underrepresented communities**
- **Recruit dedicated staff and freelancers to work on outreach**
- **Build long-lasting local capacity for action**

GBGW has established itself on the national calendar of awareness campaigns with this approach, **tripling the amount of individual participants since 2023** and leaving those who took part inspired to make changes in their personal lives in a way that overt activism and jargon doesn't.

We're already reaching over 60 million people through digital media, and our online events have even engaged people in different countries – crofters in Scotland shared knowledge on sustainable farming in a webinar with farmers in Uganda and Rwanda, for example. **We know that by scaling up in the right places we can turn that collective awareness into real-world action.**

Great Big Green Week continues to grow but will grow faster with additional funding. Increasing staffing levels would allow us to onboard new partners from civil society, and the public and private sectors, which could also be an income stream. Funding can also deepen our reach in specific communities, including those from the Global Majority, people facing financial hardship, and disabled people.

We know that access to small grants is a roadblock for such groups, so if we were able to provide some financial support to them, we could make participation possible.

Expanding participation among underrepresented communities is central to our theory of change, to ensure climate action is inclusive, locally owned and socially grounded. It's vital that we make it possible for them to participate in the way that best suits their community and their needs. We are well placed to do this but again, funding is vital to achieve this and give them the platform they need.

We know that our approach of making climate action an accessible, fun and beneficial part of everyday life already works. Over a third of this year's participants had not taken part in a climate-related event before, but surveys tell us they left GBGW events wanting to continue engaging with climate topics. **By working with experts to develop our language and communication strategy we can continue to widen our appeal and drive change,** including among groups that would not ordinarily participate such as those leaning to the right politically.

Our model works.

Now it's time to go bigger, and greener, together.

MAPPING OUR IMPACT

**Climate action in every
corner of the UK**



CUMBRIA

A free community lunch and repair shop, home energy advice drop-ins, sustainable travel discussions and book swapping at the library

STRATFORD-UPON-AVON

Plant-based cookery demonstrations, litter pick, Royal Shakespeare Company-led performance workshops and Green Business events

MONMOUTH

Bee Festival, with educational talks on the importance of pollinators and children's activities

DALMENY AND QUEENSFERRY

Dalmeny and Queensferry Parish Church hosted a range of events in their community café, engaging older and younger generations alike

LINCOLN

Guest lecture at the University on Pacific Islands' approach to ecological justice



EPHING

Black Girls Hike medicinal plant identification walk

LONDON

Clapham-based charity Share Community's planting day for adults with learning disabilities



CHICHESTER

Clothes swap and open forum with local councillors to discuss environmental concerns

