

CREATE A GREENER FOOTPRINTS CAMPAIGN PARTNERSHIP

The Greener Footprints communications and engagement campaign has been launched by the Herefordshire Climate and Nature Action Partnership to encourage, inspire and mobilise citizens, communities and organisations to be part of a county-wide movement for positive climate and nature action and to create the Herefordshire we all want in the future. But we cannot do it alone.

We need support from across the region. In particular, we are keen to develop campaign partnerships with organisations in the county who are as passionate and driven as us in addressing climate change and achieving net zero by 2030. So, if you're an industry body, business, community group, charity, education establishment, public or third sector organisation and want to get actively involved we would love to hear from you.

A CAMPAIGN PARTNERSHIP COULD INVOLVE:

- The Greener Footprints campaign developing customised branding and educational materials for your organisation to distribute via your networks – for example we have produced a special carbon workout guide for the county's tourism sector which details how the hospitality and leisure industry can make a real difference by taking climate action across their operations;
- Your organisation providing a vehicle to raise awareness of the Greener Footprints campaign and its activities to your networks, whether that be via your social media channels or a speaking platform at an event you're planning. For example, it could involve sharing our regular Greener Footprints e-bulletin or collateral associated with the initiatives that we are planning, through to mentioning Greener Footprints in presentations that you are making to your stakeholders;
- A joint initiative with the Greener Footprints campaign to inspire and mobilise climate and nature action across the county – for example we are working with The Great Collaboration on a special Greener Footprints Toolkit to support individuals, communities, and organisations in taking climate and nature action to counter climate change;
- An initiative that you wish to run within your organisation that is focussed on climate and nature action, and you would like to position it as being part of the Greener Footprints campaign.

These are some examples of what campaign partnerships could look like but we are very open to discussing other ideas.

ORGANISATIONS WISHING TO FORM A CAMPAIGN PARTNERSHIP WITH GREENER FOOTPRINTS CAN:

- Display the Greener Footprints campaign partner logo on their website, email footers, stationery and other collateral;
- Promote their partnership to their key stakeholders via their own communications channels;
- Benefit from reciprocal promotion of the partnership by the Greener Footprints campaign across its own communications channels and in mainstream media;
- Take advantage of a brainstorming session with the Greener Footprints campaign team.

CAMPAIGN PARTNERS CAN PROMOTE THEIR INVOLVEMENT BY USING THE POSITIONING CONTENT BELOW:

<name of organisation> has formed a campaign partnership with Greener Footprints, an initiative of the Herefordshire Climate and Nature Action Partnership, to drive a county-wide movement of positive climate and nature action to address the very real threat of climate change and ensure a county that we all want in the future.

To find out more information about the Greener Footprints campaign, please visit [this](#) page.

For more information on becoming a Greener Footprints campaign partner, please contact Zoe Bagnall on 07716 896855 or alternatively email info@greenerfootprints.co.uk.



#greenerfootprints

WWW.GREENERFOOTPRINTS.CO.UK