



CREATING A GREENER FOOTPRINT FOR HEREFORDSHIRE

A GUIDE TO GETTING INVOLVED IN THE COUNTY-WIDE
GREENER FOOTPRINTS CAMPAIGN

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WELCOME AND WELL DONE

Well done, by signing our Greener Footprints Herefordshire pledge, you've made the all-important decision to commit to doing something for the good of the environment over the coming years and creating the county we want in the future - whether that's taking the first footsteps to reducing your carbon footprints or building on what you've changed in your daily lives to date that will sustain a climate friendly and nature rich county forever.

Through the collective efforts of the Herefordshire community, we want to be seen as an example of what is possible when it comes to addressing the challenge of climate change, a threat which is very real if we don't all begin to act now. The Greener Footprints campaign, which is driven by the community for the community, forms part of the county's vision to be net zero by 2030.

Whether you've signed up as an individual, community group/charity or organisation there are many ways that you can get behind our campaign. You may also wish to consider being an official partner by being a campaign ambassador. Find out how you can get involved, as an individual or an organisation.



INDIVIDUALS

Everyone from across the county regardless of age can get actively involved in and promote our campaign initiatives whilst benefitting from energy savings, a more active lifestyle, warmer homes and new skills and career opportunities that can arise from climate action.

HERE'S SIX WAYS YOU CAN SUPPORT OUR CAMPAIGN:

1. Learn about and get actively involved in the community initiatives that we will be rolling out by following our social media channels on Twitter, Instagram, Facebook and LinkedIn, as well as subscribing to our bi-monthly ebulletin.
2. Access the pledgee promotions for individuals on the [assets page](#) we've created for the campaign and use via your social media channels – these range from posters to social media banners and frames highlighting your support for the Greener Footprints campaign.
3. Encourage immediate and extended family members and friends to get involved and to take the Greener Footprints Herefordshire [pledge](#).
4. Share what you've done to reduce your environmental impact and the benefits you've gained from taking climate action via your social media channels – remember to use [#greenerfootprints](#) and as we'll be following you, we'll make sure to amplify them.
5. Access our library of guides to supporting a climate friendly and nature rich county that we will be producing over the course of the year with the support of external parties.
6. Come forward with ideas you have for creating initiatives to promote positive climate and nature action in your communities and we'll be more than happy to communicate them via our marketing channels.



COMMUNITY GROUPS AND CHARITIES

Whether you're a community group or a charity bringing together and supporting local neighbourhoods across the county, there are a number of ways that you can get involved in the Greener Footprints Herefordshire campaign:



1. Launch your own community-wide initiatives to promote climate action amongst local people and the co-benefits of doing so, from physical and mental wellbeing to making the monthly budget go further. We'd love you to get in touch with any ideas and to badge them up as part of the Greener Footprints campaign. We'll also make sure that we promote your initiatives via our county-wide communications channels.

2. Learn about and get actively involved in the community initiatives that we will be rolling out by following our social media channels on Twitter, Instagram, Facebook and LinkedIn, as well as subscribing to our bi-monthly ebulletin.

3. Access the pledgee promotions for individuals on the [assets page](#) we've created for the campaign and use via your social media channels – these range from posters to social media banners and frames highlighting your support for the Greener Footprints campaign.



4. Create community champions in your neighbourhoods to spread the word of the campaign and to get fellow local people to take action – use our library of guides on our [Zero Carbon Herefordshire website](#) that we will be developing during the campaign to raise awareness of what simple steps can be taken to make a big difference through collective action.

5. Share your stories of climate and nature action that you've initiated in your communities via your social media channels - remember to use [#greenerfootprints](#) and as we'll be following you, we'll make sure to amplify them.

BUSINESSES AND ORGANISATIONS

As a business or other organisation there is much to be gained reputationally and cost-wise by mitigating your organisation's impact on the environment – from changing and adapting your operations and practices, service delivery and/or product development through to raising awareness of the need for climate action amongst your key stakeholders including employees, schoolchildren and supply chain partners.

1. Learn about and get actively involved in the initiatives we've developed for businesses and other organisations that we'll be rolling out by following our social media channels on Twitter, Instagram, Facebook and LinkedIn, as well as subscribing to our bi-monthly ebulletin.
2. Access the pledgee promotions for individuals on the [assets page](#) we've created for the campaign and use via your social media channels – these range from posters to social media banners and frames highlighting your support for the Greener Footprints campaign.
3. Share what you've done to reduce your environmental impact and the benefits you've gained from taking climate action via your social media channels – remember to use [#greenerfootprints](#) and as we'll be following you, we'll make sure to amplify them.
4. Share what you've done to raise awareness amongst your key stakeholders of the need to take climate action via your social media channels.



5. Encourage your stakeholders to get involved in our initiatives or activities that you develop as part of the campaign and get them to sign up to the Greener Footprints Herefordshire [pledge](#).
6. Access our library of free guides for businesses and organisations via the [Zero Carbon Herefordshire website](#) that we'll be producing over the course of the year with the support of external parties, all developed to ensure employers make a vital contribution to ensuring a climate friendly and nature rich county.

CAMPAIGN PARTNERSHIPS

Become a campaign partner of the Greener Footprints Herefordshire campaign – we're keen to collaborate with community groups, charities, the education sector, third sector organisations, industry bodies and businesses to spread the word and heighten awareness about what we're doing and maximise participation in our climate and nature action activities.

WE ARE KEEN TO HEAR FROM ORGANISATIONS THAT WOULD LIKE TO BECOME CAMPAIGN PARTNERS BY:

1. Developing and rolling out their own initiatives and activities under the umbrella of the Greener Footprints campaign.
2. Utilising their own communications channels to promote our campaign activities and to share our materials to encourage climate and nature action.

For more information on how you can get involved in the Greener Footprints campaign and to discuss a campaign partnership please contact **Serena Ralston** on 07899 785314 and **Zoe Bagnall** on 07716 896855 or alternatively email info@greenerfootprints.co.uk.

We look forward to your participation.

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