



An Taisce

*The National Trust for Ireland*

## Climate Action Week – Event Organiser’s Guide

### What is Climate Action Week?

Ireland’s eighth Climate Action Week will run from October 14<sup>th</sup>-20<sup>th</sup> 2024 and we want you to be a part of it! Climate Action Week is all about starting a climate conversation with people in your life who might not know much about climate change, or fully understand it, or know what to do about it, yet! Whether you explore some local climate data, organise a creative virtual event, encourage others to take climate action, or simply get outdoors and plant some native trees, we want you to be part of the solution. Bonus! If you host a Climate Action Day it will count towards your Green Flag Application!

### Call for Climate Action!

This is our chance to put Ireland on the map and become a climate active country! We have lived through history since 2020 as the COVID-19 pandemic swept through our nation, shut down our shops, industry, roads and skies. We saw carbon emissions hit an all-time low as we all stopped commuting and travelling abroad. We saw a huge resurgence in pedestrians and cyclists nationwide as well as people highlighting the importance of supporting local businesses and growing their own food. But now, as we recover, we must do so with climate neutrality at the core.

In 2019 our government launched the Climate Action Plan, and the Dáil declared a Climate and Biodiversity Emergency, so let’s act with urgency and give ourselves enough reason to hold on to climate hope. We are asking you to lead the way by hosting a Climate Action Day during Ireland’s eighth Climate Action Week from October 14<sup>th</sup>-20<sup>th</sup>. Now more than ever before, we need you to show the current leaders of this country that the future leaders of Ireland care about climate change: it’s real, it’s relevant and it requires action. You have the solutions!



## Ideas and Inspiration

There are so many different things you could do if hosting a Climate Action Day. Aim to have a nice mix of awareness raising and fun action. First and foremost, brainstorm with your peers and colleagues. Why not collaborate with your Green-Schools Committee, Global Justice Group or Student Council? Here are some ideas from our website to get you started: <https://climateambassador.ie/actions/school/>

### Climate Conversation (& CAKE!)

Explore the topic of climate change together with some tea and cake – you don't need to be an expert to find out the basics! Use our **Climate Conversations Guide** to consider how climate change might affect you, your school and community, and more importantly, what you can do to mitigate and adapt to a changing climate.

### Presentation

Put together a short presentation on climate change, climate science or climate solutions – just make sure it's relatable and then show it to as many people as you can! Use our [prezi](#) on **Climate Science 101** for some fun facts, videos and interesting infographics.

### Movie screening

There are some fantastic films and documentaries out there that address the theme of climate change, so put the popcorn on and host an open screening! How about Damon Gameau's '**2040**' (2019), Naomi Klein's '**This Changes Everything**' (2015), Leonardo DiCaprio in '**Before the Flood**' (2016) or Al Gore's '**An Inconvenient Sequel**' (2017)? If catering for a younger audience, Disney's '**Moana**' (2016) or '**A Beautiful Planet**' (2016) is a good place to start and there are also some excellent videos from '[Our Climate, Our Future](#)'.

### Plant some trees

The most memorable thing you could do during Climate Action Week is to get outdoors, appreciate your local environment and plant some native trees or spread some wildflower seeds for the bees and butterflies. Often your Local Authority or tree nursery would be happy to donate some trees to the local school, especially when they hear it's for Climate Action Week!

### Make a video

There are tons of climate change videos on YouTube, but some of them are a bit on the boring side, so get the camera out and make a fun (and short!) video or mini-series on climate change! Watch one of the short videos from [Young Voices for the Planet - Children's Environmental Literacy Foundation \(celfeducation.org\)](http://www.celfeducation.org) for inspiration. Be sure to share your video on social media and tag **@GreenSchoolsIre**

### Survey attitudes/awareness

One of the most valuable things you could do to help measure your actual impact, is an attitudinal or awareness survey before and after Climate Action Week – measure your school's baseline awareness/knowledge of or attitude towards climate change and then see if any change has occurred after CAW. Read our **Survey Suggestions** for some inspiration!

### More Ideas!

- Run an art/poetry/story/sketch competition with the theme of climate change and invite the community to an exhibition
- Host a Meatless Monday cooking demo or plant-based potluck lunch
- Organise a Biodiversity walk/cycle or get everyone walking, scooting or cycling to school
- Collaborate with a Clean Coasts or Tidy Towns group and do a #2minutebeachclean or #2minutestreetclean
- Run a Conscious Cup Campaign in your village or Bring Bottle Business in your school
- Organise a Repair & Share skills fair
- Open a Swap Shop in school – Hallowe'en is approaching so it could be costume based!
- Start a Library of Things or Party Pack for people to borrow instead of buying
- Invite local experts to present an environmental talk, for example: Recycling, Composting, Upcycling, Gardening, Food waste, Rainwater harvesting, Renewable energy etc.
- Get involved in a Citizen Science project, locally or globally
- Audit your school's carbon footprint (have a climathon?!) and introduce a sustainable solution
- Visit [www.climatesmart.ie](http://www.climatesmart.ie) to learn about flood adaptation and play the iAdapt game!
- Draft a Climate Adaptation Plan to adapt your school or local community to possible climate change effects, such as: Flooding, Snow, Drought, Heat wave etc.
- Become a Climate Ambassador! Applications are open until October 27<sup>th</sup>!  
<https://climateambassador.ie/>

Check out the primary and secondary **Climate Action Week Case Studies** for even more ideas and an explanation of how to get started!

## Contact your Climate Officer

The Climate Team are here to help! Whether you're unsure of where to start, in need of some advice, or you simply want to share your school's fantastic ideas; we want to hear from you! Phone An Taisce on 01 400 2222 or email [caw@eeu.antaisce.org](mailto:caw@eeu.antaisce.org). Alternatively, just send us back the **Climate Action Tracker** so we can record all the wonderful things that happened during Ireland's eighth Climate Action Week! You can also complete the Climate Action Tracker here: <https://www.surveymonkey.com/r/CAW24>

## Promoting your event

Climate communications are vitally important, not just to invite people to your event, but also to spread the message about what you are doing. You could inspire someone else to take climate action! It's not all about the day itself, to get the most out of what you are planning, you'll need to decide on which promotion techniques work best for you and your school. You could start with the **poster** template included in this pack, or even make your own! Your climate communications could also include a selection of the following:

- School assembly/announcement
- School magazine/website
- Social media (Facebook, Twitter, Instagram)
  - #ClimateActionWeek @GreenSchoolsIre
- Community/Parish newsletter
- Local newspaper/radio

## Invite your local politician

Politicians often visit schools in their constituency; why not invite your local Councillor, TD or even Minister?! They are likely to listen to the voice of the next generation, whom climate change will affect most. If they attend your Climate Action Day, make sure you share your thoughts, plans and ideas on how Ireland can become a leader in climate action.

## Getting press coverage

Local newspapers and radio stations love to hear from schools, plus it's a fantastic achievement and experience for you and your students. The more press coverage you get, the further your message will spread! When you're writing your letter of invitation to local politicians, be sure to let them know you're also contacting local press.

## Climate Action Pledges

Ask everyone that attends your Climate Action Day to make a **Climate Action Pledge!** For individuals, this could be something really small like giving up plastic bottles or takeaway coffee cups...or something huge like choosing to walk or cycle, going vegetarian or even trying a plant-based diet! We've come up with a few suggestions for your school, which you can find in this pack, but you can make up your own too.

## 10 Steps to a Fantastic Climate Action Week!

While every event and Climate Action Day is sure to be a bit different, we've put together a short checklist of the most important elements we could think of. We've also suggested dates, but feel free to write in your own!

Checklist	Task	Date
<input type="checkbox"/>	Put Climate Action Week on your school's calendar!	Monday 30 <sup>th</sup> September
<input type="checkbox"/>	Brainstorm ideas for your school's Climate Action Day	Tuesday 1 <sup>st</sup> October
<input type="checkbox"/>	Invite your local politician/media	Wednesday 2 <sup>nd</sup> October
<input type="checkbox"/>	Get free #ClimateActionWeek tickets for your class	Thursday 3 <sup>rd</sup> October
<input type="checkbox"/>	Promote your event	Friday 4 <sup>th</sup> October
<input type="checkbox"/>	Host a fantastic Climate Action Day!	14 <sup>th</sup> – 20 <sup>th</sup> October
<input type="checkbox"/>	Count how many people take a Climate Pledge	14 <sup>th</sup> – 20 <sup>th</sup> October
<input type="checkbox"/>	Try to get some press coverage	14 <sup>th</sup> – 20 <sup>th</sup> October
<input type="checkbox"/>	Send us back the Climate Action Tracker	Monday 21 <sup>st</sup> October
<input type="checkbox"/>	Celebrate your success!	Friday 25 <sup>th</sup> October