



2019/20 ENVIRONMENT CAMPAIGN WE CAN'T WAIT TO TACKLE CLIMATE CHANGE

This document proposes and provides an idea of a year-long campaign focused on the environment. These ideas have not been costed and may change based on agreed campaign plans.

Inspiration:

- Tying into the public opinion that we need to make changes now in order to protect the future of the planet
- Linking in with powerful media connections i.e. Blue Planet etc.
- Hearts and minds approach will be powerful
- Localised areas and landmarks can be used to help spread the word i.e. ice caps the size of Anfield / Sefton Park / New Brighton melt every year due to omissions from cars in Liverpool City Region
- Everyone can make a difference

Facts:

- Bus is much more environmentally friendly in comparison to the car
- 75 less cars on the road for every single full double decker bus
- Ice caps are melting at a rapid rate – wildlife becoming endangered / extinct is a very real threat

Call to action:

- Leave the car, jump on the bus!
- Help tackle climate change!
- We want to be the first region to have more bus users than cars on the roads to reduce emissions

Campaign activities:

- The pledge – encouraging people to sign up to be part of the change
- Business to business focus – Chambers / Professional Liverpool / Downtown / BIDS to help communicate the message to members
- Carbon offsetting the campaign – Mersey Forest – turning the major bus stations into mini forests / pop-up forests
- Partnerships w. Liverpool ONE / Knowsley Safari Park / other family friendly venues and activities
- Animal cut-outs for members of public to have selfies with – Clean Air Day / Catch the Bus week
- STEAM (science, technology, engineering, arts and mathematics) campaign with schools – kids being encouraged to create posters / ideas / buses of the future –



chance to win trees for schools / trip to North Pole / chance to brand buses etc.
culminating with a full exhibition with NML

- Outdoor campaign – full bus wraps / outdoor advertising
- Lighting up prominent buildings green with the message around stopping climate change – The Albert Dock / Mersey tunnel etc.
- Social media paid for campaign