



# Green Action Week Planning Guide 2024

YOUR GUIDE TO  
CREATING AN IMPACTFUL  
GREEN ACTION WEEK CAMPAIGN



# HOW TO USE THIS GUIDE

This guide is a support tool to help your organisation design a creative and impactful Green Action Week campaign. You might decide on one activity or a series of activities. We encourage you to use this guide to make sure that:

- Your Green Action Week plan meets the criteria for the campaign.
- Your activity/activities connect with the change that you want to see in the world.
- You reach the people that you want to influence to bring about change.

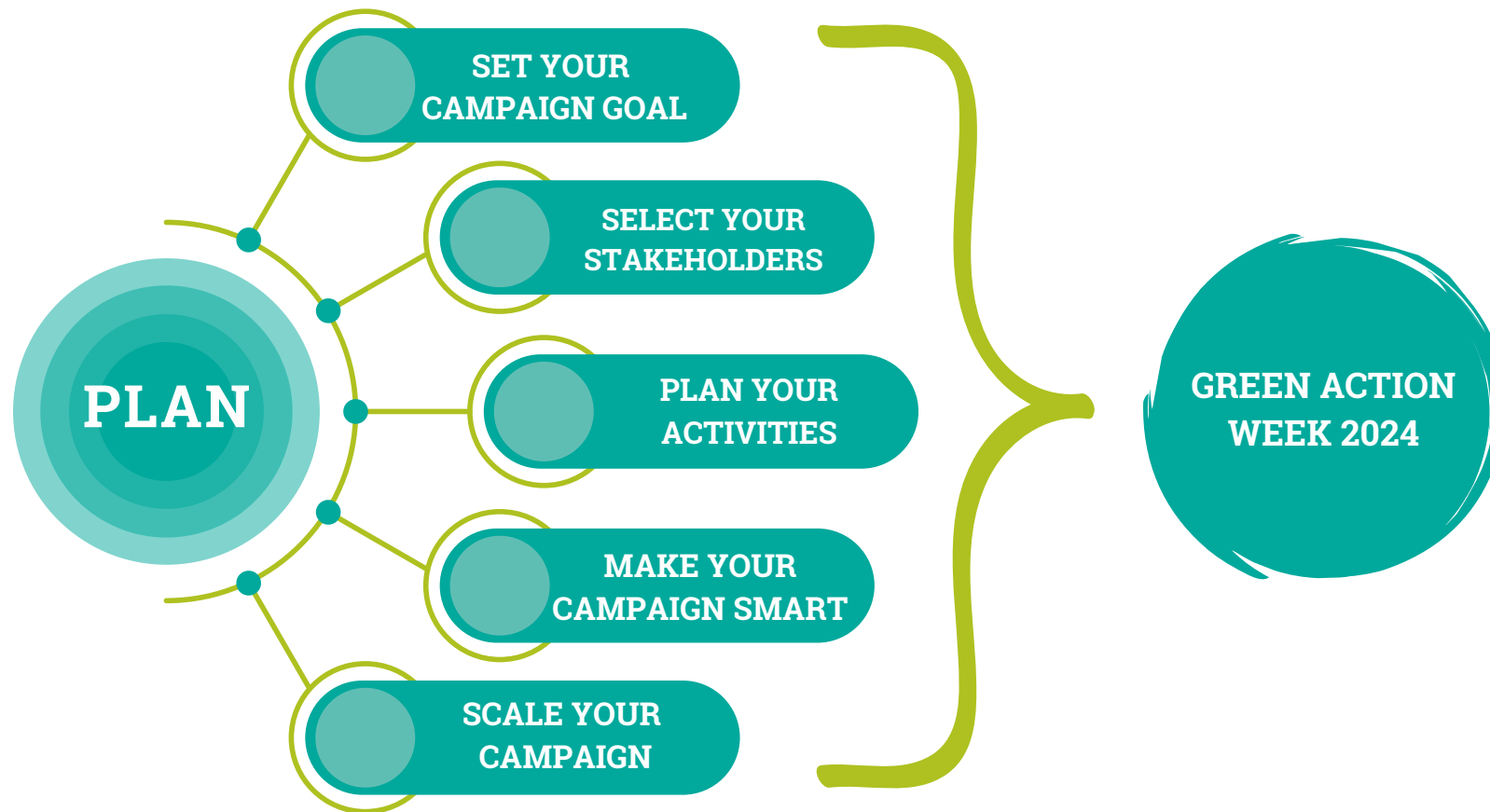
We suggest that you set aside dedicated time with your team to use this planning tool in a comfortable space. You will need some drawing materials and paper, as well as sticky notes if you have them. You could start off the session by explaining to your team:

- What Green Action Week is all about (see [greenactionweek.org](http://greenactionweek.org)) for more information.
- The purpose of the session, which is to come up with an exciting & impactful campaign.
- That all ideas are welcome - be creative first and practical later!

Visit [www.greenactionweek.org](http://www.greenactionweek.org) for more information.

# PLANNING STEPS

The guide is set out in different, sequential steps. Each section first has examples and then a blank space for your team to fill in.



# 1. SET YOUR CAMPAIGN GOAL



a) Brainstorm a campaign goal that fits with your organisational vision and mission.



b) Make sure the goal addresses the root cause of the problem, not just the symptom.



c) Make your goal clear and easy to understand.

## a) Brainstorm Campaign Goals

Brainstorm ideas with a team. Ask everyone to write down 3 ideas for a campaign goal (take about 5 minutes), then ask them to pass their ideas to the person on their right, who will add to the idea (take about 5 minutes).

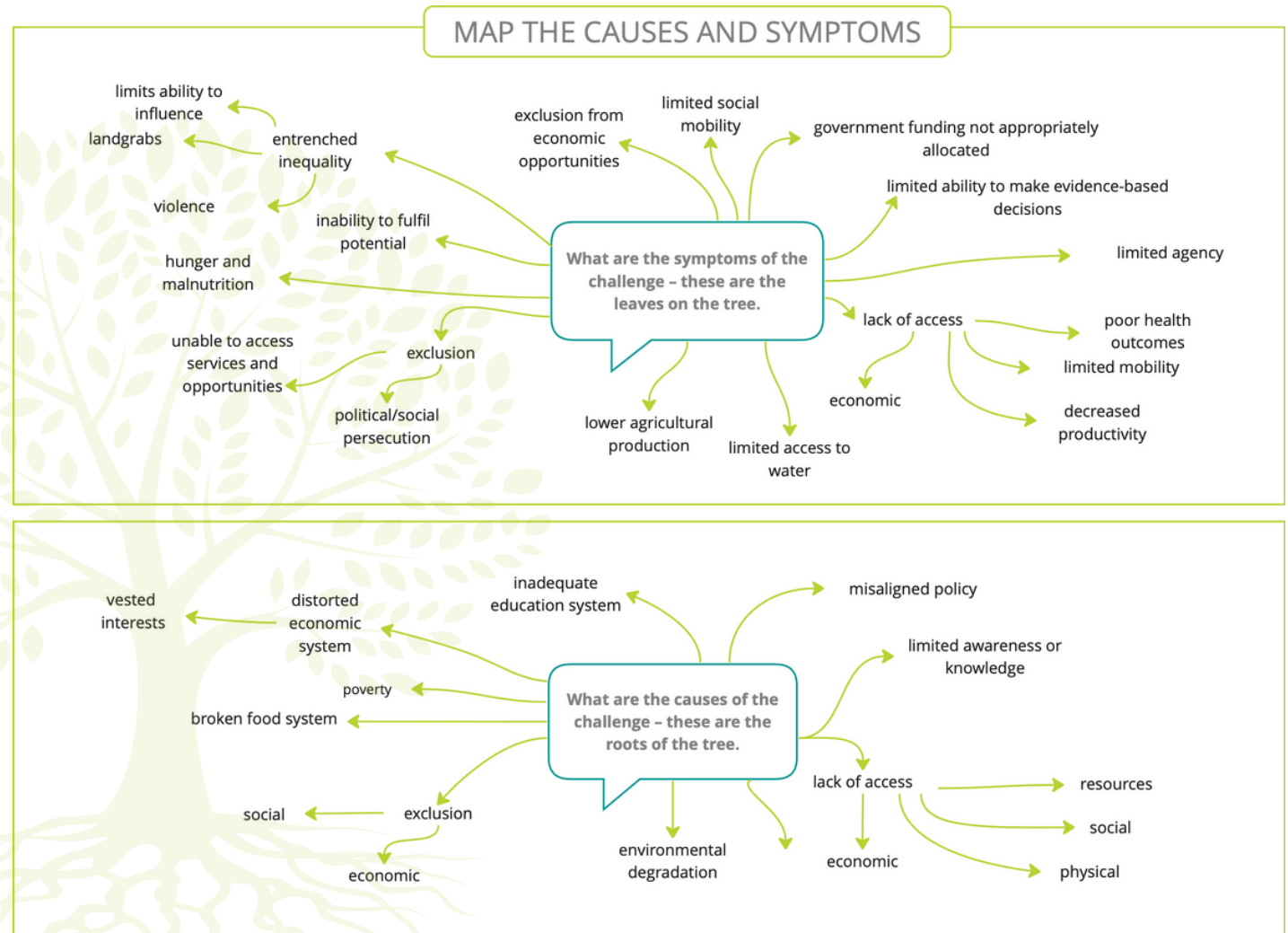
Do this until the idea has passed through everyone in the room. If you have a big team, then set a time limit like 30 minutes and then stop. Once each idea has at least three or four people's input, ask your team to present the ideas, discuss them and decide which goal you will adopt for the campaign.



**Encourage  
creativity in  
goal setting**

## b) Address The Cause, Not The Symptom

Is your end goal a symptom or a cause? It is better to focus energy on resolving the causes of unsustainable consumption and not the symptoms. See the image of the tree below that shows the difference between these.



## c) Make Your Goal Clear

Choose the most appropriate goals from the brainstorming session and write this out as the end goal of the campaign. Some examples are given below.

*WE WANT TO STOP OCEAN POLLUTION  
BECAUSE IT RESULTS IN A CLEANER WORLD FOR OUR CHILDREN*

*WE WANT TO BOOST NUTRITIONAL SECURITY  
BECAUSE IT RESULTS IN A HEALTHIER COMMUNITY*

*WE WANT TO PROMOTE SEED SOVEREIGNTY  
BECAUSE IT RESULTS IN ABUNDANT INDIGENOUS FOOD IN THE FUTURE*

**WHAT DOES YOUR ORGANISATION WANT TO DO & WHY? FILL IN THE BLANKS.**

*WE WANT TO* .....

*BECAUSE IT RESULTS IN* .....

## 2. SELECT YOUR STAKEHOLDERS

To achieve your goal, who do you need to work with and who do you need to influence? For example, could your campaign be stronger if your organisation partnered with other organisations or institutions? And, very importantly, which stakeholders do you need to reach to bring about the change you want to see - consumers, policymakers, communities, etc.?





# 3. PLAN CAMPAIGN ACTIVITIES



a) Brainstorm creative campaign activities that will support your goal.



b) Check that campaign activities meet the Green Action Week criteria.



c) Link them to a Sharing Community concept.



d) Finalise your campaign activities.



**Get creative  
first and  
practical later!**

A green circular callout bubble with a white border and a slight shadow, containing the text 'Get creative first and practical later!' in white, bold, sans-serif font. The bubble is positioned in the bottom right corner of the slide, overlapping a teal wavy shape at the bottom.

## a) Brainstorm Activities

Now you have a goal for your campaign, brainstorm about what activity/activities your organisation can undertake that will help you reach the stakeholders that you need to influence.

### **Prompts to help your team to think about campaign activities could be:**

- What activity/activities will bring about the desired change (your goal)?
- What activity/activities will reach the people we need to influence?
- What activities will have the most impact?

### **There are many ways to brainstorm ideas:**

One way is to ask your team to write their ideas down on sticky notes and put them up on a wall or board (about 5-7 minutes), then give everyone about 10 minutes to add to the existing ideas or add new ones. Reject no ideas at this stage. You can then group ideas that are similar and discuss each idea with the team, selecting the ones that seem the most impactful.

## b) Check That Activities Meet The Criteria

The aim of the global Green Action Week campaign is to boost calls for sustainable consumption and generate greater access to sustainable goods and services.

Green Action Week campaign activities should try to:

- Encourage consumer action on a particular issue.
- Help build new or existing networks and partnerships.
- Showcase a solution to a pressing problem (hunger, exclusion & marginalisation, waste, etc.)
- Have a clear call to action.
- Be measurable to enable results monitoring.
- Incorporate ways to include vulnerable and marginalised voices, particularly of women.
- Contribute to the growth of Sharing Communities.

The goal is to bring about larger cultural or systemic change by sharing the stories of participants around the world in Green Action Week to raise awareness of what is possible.

Visit [www.greenactionweek.org](http://www.greenactionweek.org) for more information.

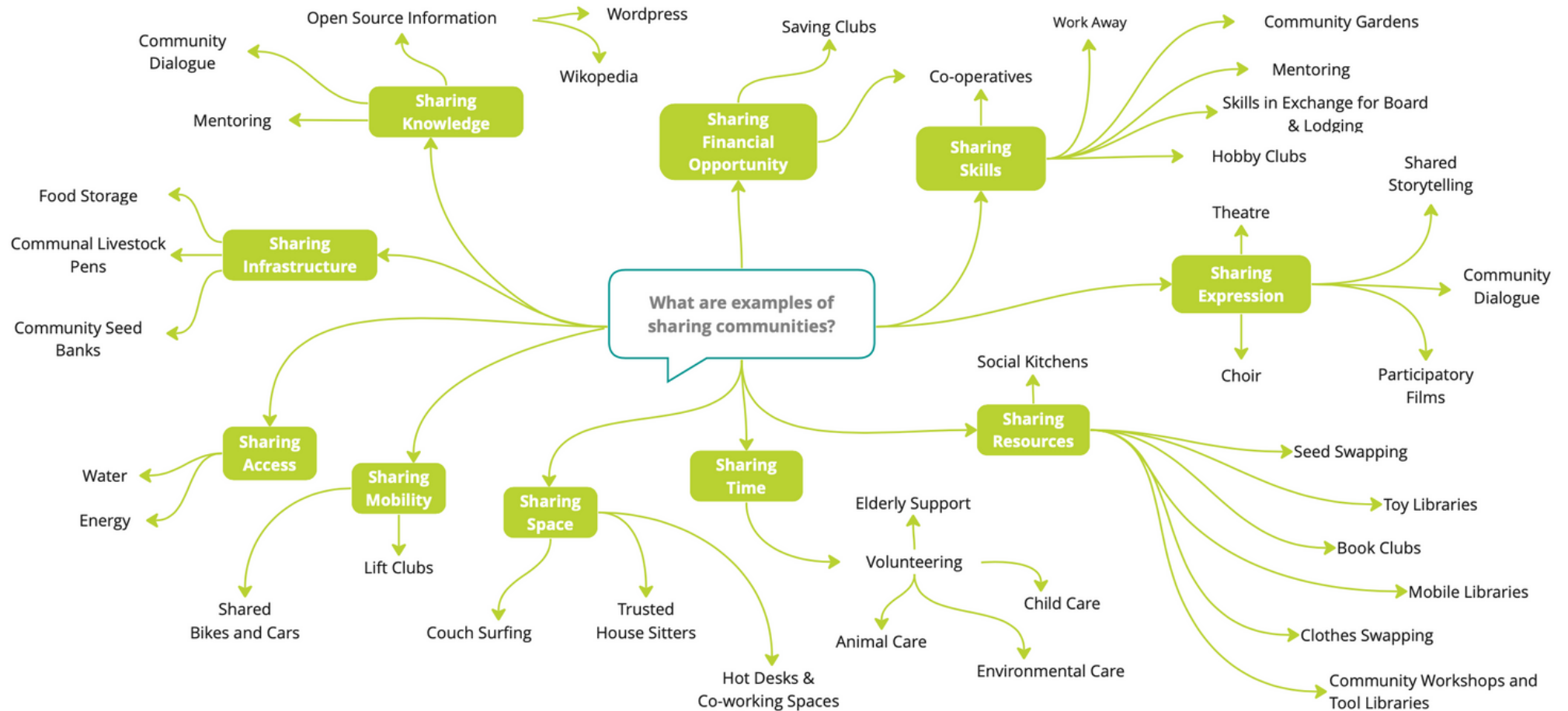
## c) Map Your Contribution to Sharing Community

Green Action Week focuses on showcasing different elements of Sharing Community – the many different ways that we can consume more sustainably while building community collaboration to overcome some of the challenges that we face.

A sharing community is united in common visions related to strong community and cooperation networks, sustainable and safe food and farming systems, equitable access to the economy and resources, clean environments, recognition of all knowledge systems, and more.

Mark on the map where your campaign activities contribute to building Sharing Community. You can add more to the map if what you want to do is not covered here.

# Sharing Community Map



Email us a copy of your additions so that we can update it throughout the campaign.

## d) Finalise Your Activities

WHAT ACTIVITIES WILL YOUR ORGANISATION  
UNDERTAKE FOR ITS CAMPAIGN? FILL IN THE BLANKS.

*WE WILL UNDERTAKE THE FOLLOWING ACTIVITIES*

.....

*TO REACH OR INFLUENCE THE FOLLOWING STAKEHOLDERS*

.....

*TO ENCOURAGE THEM TO*

.....



# 4. MAKE YOUR CAMPAIGN SMART

Your campaign goal and activities should be **S.M.A.R.T**  
(*Specific, Measurable, Accountable, Realistic, and Timely*).

Watch this short [1-minute video](#) explaining each step.

- **Specific** The more specific your goal, the easier it will be to reach it!
- **Measurable** How will you know that your activities are making the difference you want to see – whether that is raising awareness with a particular group of people, influencing policymakers, or changing behaviour.
- **Accountable** Allocate responsibility to different team members for making it happen!
- **Realistic** It is important to set goals and plan activities that are achievable with the resources that you have.
- **Timely** Set deadlines for key milestones in planning, organising, hosting and promoting your campaign to make sure that it achieves maximum impact.

# 5. WRITE YOUR CAMPAIGN STATEMENT

WRITE OUT YOUR FULL CAMPAIGN STATEMENT, SEE EXAMPLE BELOW:

*WE WANT TO USE STREET THEATRE (Campaign Activities)  
TO ENCOURAGE CONSUMERS (Target Stakeholders)  
TO USE RECYCLABLE SHOPPING BAGS (Campaign Purpose)  
TO STOP THE USE OF PLASTIC BAGS THAT END UP POLLUTING OCEANS (Campaign Goal).*

*WE WANT TO .....*

*TO REACH/INFLUENCE .....*

*TO ENCOURAGE/CHANGE/SHIFT .....*

*TO RESULT IN .....*





## 6. SCALE YOUR CAMPAIGN

There are many ways to scale the impact of your campaign. You can work with partners and leverage their networks as well as your own to raise awareness of your campaign, you can make sure to invite the media to some of your campaign events, you can share your images and stories in the lead up to and during the campaign, and you can actively participate in Green Action Week global activities. See below for how to get involved.



Tag your social media posts with [#greenactionweek2024](#) and [#SharingCommunity](#) so that we can share on our platforms and networks, and remember to tag us [@GreenActionWeek](#)



Participate in the co-created webinar series with participants to share knowledge across countries and regions.

**We look forward  
to your Green  
Action Week  
campaign!**

[www.greenactionweek.org](http://www.greenactionweek.org)



Swedish Society  
for Nature Conservation