



Entrant company name: **Sara McCracken Consulting Ltd**

Entry title: **1.2 million people acting for climate and nature.**

Category: **Environmental Campaign**

1. Brief, Objectives and Budget

Great Big Green Week (GBGW) is The Climate Coalition's flagship annual campaign and the UK's largest community-led mobilisation for climate and nature. The 2025 brief was to grow participation beyond existing audiences and establish GBGW as the UK's annual moment for climate and nature, reaching people who had never previously engaged with the cause.

SMART Objectives

- Secure a minimum of 300 pieces of mainstream media coverage across national, regional and local outlets, including at least five national titles and three broadcast segments, within the campaign period
- Engage one million people in events across all four nations of the UK, ensuring at least 25% of participants are new to climate and nature activity
- Increase low-barrier digital actions by 20% compared to 2024
- Grow the proportion of first-time event organisers to at least 15% of the total organiser base
- Generate sufficient political engagement during GBGW to contribute to the 9 July 2025 Mass Lobby of Parliament

Budget: £125,200

Digital infrastructure and website -£6,700

Paid social (Meta), declared separately from earned results -£16,700

Design, accessible materials and Welsh translation -£7,500

Audience research and polling -£5,000

Content production (hero film, photography) -£10,200
Community organiser packs (print and distribution) -£6,600
Community building and organiser training -£2,500
Media and PR delivery -£25,000
Staffing: Communities and Campaign Management (2.5 FTE) -£45,000
Total -£125,200

2. Idea, Research and Planning

Research identified that traditional environmental campaigning puts off the audiences most worth reaching. Petitions, marches and climate-anxiety messaging create a participation barrier for people who care about nature but do not identify as activists. Research showed that one third of UK adults who care about climate and nature had never attended a related event.

Organiser and member feedback revealed that communities already doing the most to care for local nature, from repair cafes to school wildlife gardens to faith group green projects, were invisible in national climate narratives.

These insights shaped the creative theme 'Let's Swap Together for Good', developed entirely in-house and refined using 2024 evaluation. 'Swap' is optimistic, implies agency rather than sacrifice, and works at individual level (swap a car journey, swap a single-use item), community level (repair cafes, seed swaps, community energy) and systemic level (swapping the status quo for policy change).

Target media outlets were identified as those where non-activist audiences spent time: Women's Weekly, Horse and Hound and Waitrose magazine, rather than environment-specific press.

3. Strategy, Creativity and Innovation

The strategic innovation was structural. Rather than one centrally executed campaign, the in-house team built infrastructure for 5,800 local campaigns: press templates, branding packs, training guides and a media working group. Creative ownership was handed to communities, producing a campaign nationally coherent but genuinely local.

A dedicated faith media press conference was a significant tactical innovation. Faith communities are one of the UK's most trusted networks for social messaging and are rarely engaged by environmental campaigns, extending GBGW's reach into communities otherwise untouched by climate communications.

Digital audiences were invited to photograph what they loved about nature. Thousands of submissions were compiled into the People's Picture, projected onto the White Cliffs of Dover, creating a direct visual link between individual community action during GBGW and the 9 July Mass Lobby of Parliament. Ambassadors including Adjoa Andoh, Stephen Fry, Brian Cox, Hugh Fearnley-Whittingstall and Mark Haddon engaged with the Picture.

4. Delivery and Implementation

Media and PR

A media database, GBGW media working group and faith media working group were built to engage national, regional, local and faith-based outlets. Tailored press releases, case studies, letters to editors and broadcast briefings were issued. Spokespeople briefed for broadcast; audio supplied for radio; photography provided for print and digital.

The 14 ITV broadcasts were regionally structured. Twelve each featured the Climate Coalition's Executive Director, a Salvation Army spokesperson (the Salvation Army ran GBGW events in its shops nationwide) and one local community organisation per ITV region, placing grassroots action on mainstream regional television across England and Wales. The remaining two featured a young man with autism whose recycling project connected to GBGW themes, with the Climate Coalition spokesperson alongside, reaching human interest audiences beyond the climate media space.

Grassroots mobilisation

5,800+ events across all four nations were delivered by community groups, schools, faith organisations and NGOs. Organisers received training, press templates and branding packs; 18% were first-timers. The team visited events to capture content, sustaining momentum post-campaign.

Social and digital

Campaigns across Instagram, Facebook and LinkedIn used short-form video, infographics and the People's Picture photo submission mechanic to drive participation and co-create content. Paid Meta advertising supplemented organic reach; all LinkedIn reach was organic.

Partnerships

BT, Co-op, GoodGym, National Trust and the Women's Institute were among partners activated to amplify messaging, with activity featured in newspapers, online and broadcasts.

Political engagement

Organisers were supported to engage political representatives directly. The People's Picture projection on the White Cliffs of Dover provided the visual foundation for the 9 July Mass Lobby.

5. Measurement, Evaluation and Impact

Independent evaluation combining participation data, media analysis and survey data concluded: 'Great Big Green Week is reaching the parts other climate and nature events cannot, and at an unprecedented scale.'

Results against objectives

- Participation: 1.2 million people at 5,800+ events, exceeding targets of 1 million and 4,500 events. 320,000 in education settings. 34% were new to climate and nature action (target 25%); a further 22% were near-new; over 680,000 first-time or near-first-time participants.
- Media: 529 news articles across 322 publications (target 300); 14 ITV slots (target 3); 32 radio broadcasts; 61.5 million earned reach. All coverage positive.
- Digital: Low-barrier digital actions up 20% against 2024 (target met). 21,081 social engagements; 786,586 Meta reach; 4,231 new followers. All LinkedIn reach organic.
- Community: 88% of organisers felt more connected locally; 82% intend to run events again. 18% first-time organisers (target 15%). Over one third of education settings developed new green projects.
- Political: Organisers engaged MPs, councillors and opinion formers across the UK. The People's Picture, projected onto the White Cliffs of Dover, provided the visual centrepiece for the 9 July Mass Lobby of Parliament.
- Awareness of GBGW rose 2 percentage points to 11% nationally (independent polling).

Cost effectiveness: At £125,200 total including all staffing (including p/t comms lead), GBGW 2025 achieved a cost of 10p per person engaged. The £25,000 media and PR budget generated 61.5 million earned reach.