

## **‘#MuseumCarbonStories’ Social Media Campaign**

**9<sup>th</sup> August to 12<sup>th</sup> November 2021**

### **The Campaign**

The #MuseumCarbonStories social media campaign has been developed as part of the [Roots and Branches](#) project to support museums to become Carbon Literate and take action against climate change.

Roots and Branches is a collaboration between The Carbon Literacy Project, Museum Development England (nine regional Museum Development teams working together) and Manchester Museum, supported using public funding by the National Lottery through Arts Council England. It aims to train and certify 1,500 people from 300 museums as Carbon Literate over the next two years and give an opportunity for museums to converse, experiment, and test new ideas for a more sustainable future.

A Museums’ Carbon Literacy Toolkit will be launched in time for [COP26](#), that will be free to access by all museums. There will also be regional training courses available to attend through **your local Museum Development Provider**.

On the run up to the launch of the Toolkit and during COP26, the #MuseumCarbonStories social media campaign will be an opportunity for museums to share what actions they have been taking against climate change. It is also a chance for the sector to broaden the conversation around the climate crisis with social media audiences. As a guide to get involved, we have put together a schedule of weekly themes for museums to respond to.

Running from 9<sup>th</sup> August to 12<sup>th</sup> November 2021, ending on the last day of the COP26 conference in Glasgow, the ambition for the campaign is to have over 250 museums involved, inspiring action in other museums and online followers.

The main aims of #MuseumCarbonStories is to give the museum sector:

- an opportunity to share actions you have taken or will take against climate change
- a chance to use your collections to inspire thoughts about and responses to the climate crisis
- chance to advocate as a sector what we are doing to mitigate effects of climate change

### **Who?**

It would be great to get **as many museums involved as possible**. Do send this to your contacts to spread the word. Museums can also use it as an opportunity to encourage their followers to post their own content in response through asking questions.

### What?

There are weekly themes that can be interpreted in many ways to make it relevant for every museum (for schedule see **When?** Section below). Content could include images of collections to highlight issues around climate change but is not restricted to this. It could be a story about climate actions taking place in your museum, your local area, or by your local communities.

Participating museums are also encouraged to cross promote the content from other museums involved by liking/reposting/responding to each other's content. You should use specific hashtags for the campaign (see below), but you can also include any other local and national hashtags and handles as appropriate, including **your local Museum Development team's handle**.

Campaign Hashtag and COP26: **#MuseumCarbonStories #COP26**

Others you might like to use: #RootsAndBranches #CarbonLit #CultureTakesAction

**Regional Museum Development team: @MuseumDevNW**

Museum Development UK: @MuseumDevUK

### Where?

The content created by museums can be posted on various social media platforms (e.g., Facebook/Twitter/Instagram/TikTok etc) as well as blogs.

### When?

Weekly content for the campaign can be posted throughout each week by participating museums **starting on 9<sup>th</sup> August 2021 until 12<sup>th</sup> November 2021 on a set theme** (see the weekly **Theme Schedule** below). COP26 starts on 1<sup>st</sup> November 2021 and ends on 12<sup>th</sup> November 2021 so lots of activity during the conference would be great!

### How?

If you want to be involved, just simply use this schedule as a basis to start generating content ready on the weekly themes for use from 9<sup>th</sup> August. You might have existing content you can repurpose and use again. Remember to use the hashtags mentioned in the **What?** Section above.

We appreciate that you may not be able to respond to all the themes, particularly if you have limited time, but please do repost/retweet and like the content of other museums and respond where you can.

## Theme Schedule

<b>August</b>			
Week beginning	Theme	Examples	Key campaigns you could also link to
9 <sup>th</sup>	<b>Greener Museums</b>	Chance to introduce the campaign / actions you have already taken (lighting, heating, green spaces, exhibitions) / why climate change is important to museums / museums that inspire you / using collections for inspiration / architecture and buildings	
16 <sup>th</sup>	<b>Ecology and Nature</b>	Local ecology, geology and landscapes / plant life and trees / connections between people or other forms of life and their environment	
23 <sup>rd</sup>	<b>Water</b>	Access to clean water / life under water / rivers and streams / lakes and reservoirs / glaciers, seas and oceans / plastic pollution in water	<a href="#">World Water Week:</a> 23 <sup>rd</sup> - 27 <sup>th</sup> August
30 <sup>th</sup>	<b>Local (Green) Heroes</b>	Local heroes - past or present / local action groups / activists or creatives that have had a positive impact on sustainability in your area or museum	

<b>September</b>			
Week beginning	Theme	Examples	Key campaigns you could also link to
6 <sup>th</sup>	<b>Changing Landscapes</b>	Changes to towns or cities or landscapes over time / changes in society and lifestyle / impact of changing climate on your museum or local area (e.g., extreme rainfall, flooding, increased museum pests and mould, effects on building)	
13 <sup>th</sup>	<b>From Soil to Plate</b>	Locally sourced food / grow your own / sustainable agriculture / earth friendly recipes / cooking in the past / sustainable cafés / food poverty / food miles	<a href="#">Heritage Open Days</a> : theme Edible England 10 <sup>th</sup> -19 <sup>th</sup> September  <a href="#">Organic September</a> : 1 <sup>st</sup> -30 <sup>th</sup> September
20 <sup>th</sup>	<b>Greener Travel</b>	Modes of travel over time / sustainable travel / ways visitors and staff travel to museum	<a href="#">World Car Free Day</a> : 22 <sup>nd</sup> September
27 <sup>th</sup>	<b>Sowing the Seeds</b>	Growing plants and trees / gathering seeds and fruit / seeds of change at your museum / bee friendly planting	<a href="#">Seed Gathering Season</a> : 23 <sup>rd</sup> Sept - 23 <sup>rd</sup> Oct  <a href="#">World Vegetarian Day</a> : 1 <sup>st</sup> October

<b>October</b>			
Week beginning	Theme	Examples	Key campaigns you could also link to
4 <sup>th</sup>	<b>Biodiversity and Animal Welfare</b>	Local wildlife / encouraging biodiversity / animal protection	<a href="#">World Animal Day</a> : 4 <sup>th</sup> October
11 <sup>th</sup>	<b>Green Technology</b>	Old or new! Looking to past for ideas / looking to future tech for solutions / lighting	



		and heating systems / passive environmental systems	
18 <sup>th</sup>	<b>Clean Air and Energy</b>	Local initiatives / museum environment / energy use and buildings	<a href="#">International Walk to School Month:</a> 1 <sup>st</sup> -31 <sup>st</sup> October
25 <sup>th</sup>	<b>Light Bulb Moments</b>	Moments that changed your attitude to climate change / thoughts that turned to action / reflections on your practice / literally changing light bulbs (e.g., LEDs) / top tips for others to improve sustainability / children's activities- science based activities, making bug houses, planting trees etc	

<b>November</b>			
Week beginning	Theme	Examples	Key campaigns you could also link to
1 <sup>st</sup>	<b>What Will We Do First?!</b>	What one action with your museum implement to make a positive change on your environmental impact? Who will you work with to achieve it?	<a href="https://ukcop26.org:">https://ukcop26.org:</a> 1 <sup>st</sup> -12 <sup>th</sup> November
8 <sup>th</sup>	<b>What Will We Do Next?!</b>	What can or will your museum do over the next year to further reduce your museum's impact? Who will you work with to achieve it?	<a href="https://ukcop26.org:">https://ukcop26.org:</a> 1 <sup>st</sup> -12 <sup>th</sup> November

### Other National and International Campaigns

Although the themes of the campaign cover lots of subjects linked to sustainability, there are also specific awareness campaigns throughout its duration that you might want to respond to. Some of the key ones are listed in the table below.

August	<p>9<sup>th</sup>-15<sup>th</sup> National Allotments Week, theme 'Plotting for the Future' <a href="https://www.nsalg.org.uk/news-events-campaigns/national-allotments-week/">https://www.nsalg.org.uk/news-events-campaigns/national-allotments-week/</a></p> <p>23<sup>rd</sup>-27<sup>th</sup> World Water Week, theme 'Building Resilience Faster' <a href="https://www.worldwaterweek.org">https://www.worldwaterweek.org</a></p>
September	<p>1<sup>st</sup>-30<sup>th</sup> Organic September (Soil Association) <a href="https://www.soilassociation.org/take-action/organic-living/organic-september/">https://www.soilassociation.org/take-action/organic-living/organic-september/</a></p> <p>7<sup>th</sup> International Day of Clean Air for blue skies <a href="https://www.un.org/en/observances/clean-air-day">https://www.un.org/en/observances/clean-air-day</a></p> <p>10<sup>th</sup>-19<sup>th</sup> Heritage Open Days, theme 'Edible England' <a href="https://www.heritageopendays.org.uk/organising/edible-england">https://www.heritageopendays.org.uk/organising/edible-england</a></p> <p>18<sup>th</sup>-26<sup>th</sup> Great Big Green Week (The Climate Coalition) – a national week of events celebrating action on climate change <a href="https://greatbiggreenweek.com">https://greatbiggreenweek.com</a></p> <p>22<sup>nd</sup> World Car Free Day <a href="https://www.livingstreets.org.uk/about-us/our-work-in-action/world-car-free-day">https://www.livingstreets.org.uk/about-us/our-work-in-action/world-car-free-day</a></p> <p>23<sup>rd</sup> September-23<sup>rd</sup> October Seed Gathering Season (The Tree Council) <a href="https://treecouncil.org.uk/take-action/seasonal-campaigns/seed-gathering-season/">https://treecouncil.org.uk/take-action/seasonal-campaigns/seed-gathering-season/</a></p> <p>20<sup>th</sup>-26<sup>th</sup> Recycle Week (Recycle Now), theme 'Step It Up This Recycle Week' <a href="https://www.recyclenow.com/recycling-knowledge/recycle-week-campaign">https://www.recyclenow.com/recycling-knowledge/recycle-week-campaign</a></p> <p>End Sept-early Oct Harvest festival (depending on harvest moon)</p>

October	<p>1<sup>st</sup>-31<sup>st</sup> Black History Month, theme 'Proud To Be'  <a href="https://www.blackhistorymonth.org.uk">https://www.blackhistorymonth.org.uk</a></p> <p>1<sup>st</sup>-31<sup>st</sup> International Walk to School Month  <a href="https://www.livingstreets.org.uk/get-involved/campaign-with-us/international-walk-to-school-month">https://www.livingstreets.org.uk/get-involved/campaign-with-us/international-walk-to-school-month</a></p> <p>1<sup>st</sup> World Vegetarian Day  <a href="https://worldvegetarianday.navs-online.org">https://worldvegetarianday.navs-online.org</a></p> <p>4<sup>th</sup> World Animal Day  <a href="https://www.worldanimalday.org.uk">https://www.worldanimalday.org.uk</a></p>
November	<p>1<sup>st</sup>-12<sup>th</sup> COP26 <a href="https://ukcop26.org">https://ukcop26.org</a></p> <p>1<sup>st</sup> World Vegan Day  <a href="https://www.vegansociety.com/take-action/campaigns/world-vegan-day-month">https://www.vegansociety.com/take-action/campaigns/world-vegan-day-month</a></p>