



# Media communications toolkit

[www.ourcityourplanet.org.uk](http://www.ourcityourplanet.org.uk)

Year of the Environment 2009

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### Media communications toolkit

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#### What's it all about?

This year is about celebrating how green the Liverpool City region is and at the same time encouraging residents, businesses and visitors to look at ways in which we can all work together to tackle important issues such as climate change and reducing our carbon footprint.

The ideal outcome is for our region to become a completely sustainable community. This of course isn't going to be achieved in the space of a year, but if we start working together and laying down roots, great things can be achieved.

Our aim is to get everyone involved in one way or another – whether it's asking them to recycle even more of their household waste, take public transport instead of using their car, encouraging them to get out into their local park to take part in one of the hundreds of events throughout the year or giving them the opportunity to get involved in a 'green' debate in one of the many great venues across Merseyside.

It's important to get the message out there that whatever residents do, big or small, they will be giving something back to this fantastic city region, showing that it is indeed our city and our planet.

Publicity will be essential to the success of Year of the Environment (YOE) 2009. You have a vital role to play. Use this useful toolkit to help spread the message.

If you have any further ideas on how to publicise Year of the Environment, contact Sarah Langworthy on 0151 225 5582 or [sarah.langworthy@liverpool.gov.uk](mailto:sarah.langworthy@liverpool.gov.uk).

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Year of the Environment 2009

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### Media communications toolkit

---

#### Year of the Environment Objectives

- To introduce a city-wide debate on environmental issues and explore a 20 year vision for Merseyside becoming a sustainable region.
- To develop longer term priorities for the region's environment, and a co-ordinated response to reducing green house gas emissions.
- To promote changes in all our actions and behaviours, as well as promoting new environmental activities.
- To celebrate and showcase environmental initiatives.
- To develop a positive environmental image of the region to attract investors and visitors.

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Year of the Environment 2009

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### Media communications toolkit

---

#### What can you do to help?

As key communications officers you can help to spread the message by including Year of the Environment information in any green-related press releases/communications your organisation is sending out. You can:

- Include the YOE boiler plate on all your media communications.
- If appropriate, include a quote from a member of the YOE team. Several generic quotes are provided in this pack but if you want a quote about a specific project contact Sarah Langworthy.
- Use the YOE logo as widely as possible.
- Include some key environmental statistics.
- Include relevant press releases on your website.
- Send your press release to Sarah Langworthy to be uploaded on to the official YOE website ([www.ourcityourplanet.org.uk](http://www.ourcityourplanet.org.uk)).
- Plan some specific events during the year to support YOE.
- Inform your staff about YOE and events at regular intervals.
- Utilise your internal and external publications to support YOE.
- Think of ways of “greening” your organisations activities in 2009.
- Include a link to the YOE website [www.ourcityourplanet.org.uk](http://www.ourcityourplanet.org.uk) on your website.

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Year of the Environment 2009

## Year of the Environment 2009

### Media communications toolkit

---

#### Our City, Our Planet quotes

Councillor Berni Turner who is leading the Our City, Our Planet environment campaign, said: **“I’m delighted to be heading-up a year which will undoubtedly be exciting and challenging. I want every resident, every business, and every visitor to get involved in changing our city region for the better and by working together throughout 2009 we can achieve truly great things.”**

Leader of Liverpool City Council, Councillor Warren Bradley, said: **“The Year of the Environment gives us the opportunity to showcase our region and not only celebrate how far we’ve come in terms of reducing our carbon footprint, but get every resident involved in a debate about the city and the green challenges we all face. The year will be very much about working together to see what more we can do to make Merseyside a sustainable community.”**

Liverpool City Council’s environment chief Jan Rowley, said: **“This year is all about making sure everyone is as environmentally aware as possible. There is a strong programme of events running throughout 2009 which involve residents and businesses across Merseyside and as a result we hope to set the green standard for the rest of the country.”**

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Year of the Environment 2009

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### Media communications toolkit

---

#### Boiler Plate

Please feel free to include this message in support of the Year of the Environment 2009 on all your press releases and publications.

**Liverpool's Year of the Environment 2009 is the biggest green celebration ever seen in the North West – and the first legacy year for European Capital of Culture 2008. Liverpool City Council is working with a huge number of organisations across the region on a range of exciting initiatives aimed at making Merseyside truly green and sustainable.**

For more information on the year, log on to [www.ourcityourplanet.org.uk](http://www.ourcityourplanet.org.uk).

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Year of the Environment 2009

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**Media communications toolkit**

---



This is the official Year of the Environment logo; it is available on the CD provided with this toolkit.

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Year of the Environment 2009

## Year of the Environment 2009

### Media communications toolkit

---

#### Some useful stats and facts

Use this information in your green press releases and other publications

#### Energy Facts:

- Energy saving light bulbs use only a quarter of the energy of normal light bulbs and last up to eight times longer.
- Reducing a thermostat by 1 degree Celsius could save between 8 and 10 percent on your gas or electric bill.
- Lighting an office overnight wastes enough energy to heat water for 1,000 cups of tea.
- Switching off non-essential equipment in an office overnight saves enough energy to run a small car for 100 miles.
- A photocopier left on overnight uses enough energy to produce over 1,500 copies.
- Leaving a PC monitor on all night wastes enough energy to microwave six dinners.
- Every year, the average dustbin contains enough unrealised energy for 500 baths, 3500 showers or 5,000 hours of television.

## Media communications toolkit

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Year of the Environment 2009

## Year of the Environment 2009

### Media communications toolkit

---

#### Waste facts:

- Reducing food waste is a major issue. It's not just about good food going to waste; wasting food costs the average family £420 a year and has serious environmental implications too.
- If we all stop wasting food that could have been eaten, the CO2 impact would be the equivalent of taking 1 in 5 cars off the road.
- Around a third of all the food we buy ends up being thrown in the bin and most of this could have been eaten.
- In less than 2 hours the UK produces enough waste to fill the Albert Hall.

## Media communications toolkit

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Year of the Environment 2009

## Year of the Environment 2009

### Media communications toolkit

---

#### Recycling facts:

- It takes a plastic carrier bag up to 1,000 years to biodegrade.
- Every Sunday, 90 per cent of all newspapers are thrown away, which is the equivalent of putting 500,000 trees in a landfill site.
- The number of cars recycled in 1997 alone - nearly 13 million - would cause a traffic jam circling the Earth more than one and three quarter times.
- The steel found in just six cars, when recycled, is enough to build a brand new house, using steel framing of course!
- Each household produces about one tonne of rubbish annually, amounting to about 29.1 million tonnes for the UK each year. That's the same weight of around 4.85 million male African Elephants!
- On average every person in the UK throws away their own body weight in rubbish every 7 weeks.
- Every 8 months the UK produces enough waste to fill Lake Windermere (the largest lake in England).

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Year of the Environment 2009

## Year of the Environment 2009

### Media communications toolkit

---

#### Key YOE Contacts

Press Office:

[Sarah.langworthy@liverpool.gov.uk](mailto:Sarah.langworthy@liverpool.gov.uk)

0151 225 5582 / 07793660570

Lead Councillor for YOE:

[Berni.turner@liverpool.gov.uk](mailto:Berni.turner@liverpool.gov.uk)

0151 225 2601

Lead Officer for YOE:

[Jan.rowley@liverpool.gov.uk](mailto:Jan.rowley@liverpool.gov.uk)

0151 233 2999

Relationship Manager:

[John.turner@liverpool.gov.uk](mailto:John.turner@liverpool.gov.uk)

0151 233 1363

Marketing contacts:

[Lauren.mckay@liverpool.gov.uk](mailto:Lauren.mckay@liverpool.gov.uk)

0151 233 8214

[Leo.simmons@liverpool.gov.uk](mailto:Leo.simmons@liverpool.gov.uk)

0151 233 8179

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Year of the Environment 2009

## Year of the Environment 2009

### Media communications toolkit

---

#### Checklist

- Are you planning any specific events which can be branded as supporting YOE?
- Have you got the YOE logo to use on all communications material connected with that event?
- Have you publicised YOE on your own website?
- Do you need to include a quote from the YOE campaign or use the standard quotes included in this pack?
- If you need a more specific quote, contact Sarah Langworthy
- Have you included the boiler plate on all your press releases?
- Will it add to your release to include some facts and figures?
- Have you sent your release to Sarah Langworthy to put on the YOE site?
- Have you included a link to the YOE website on your site?
- What other publications and publicity do you produce where you can publicise YOE?
- If you need any specific feature articles for your publications contact Sarah Langworthy

**Sarah Langworthy**  
YOE Press Officer  
Telephone: 0151 225 5582  
Email: [Sarah.langworthy@liverpool.gov.uk](mailto:Sarah.langworthy@liverpool.gov.uk)

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Year of the Environment 2009

## Year of the Environment 2009

### Media communications toolkit

---

#### Some key events and dates so far

**Friday 13 Feb**

Media launch of YOE involving school children across the city

**Monday 23 Feb**

Beginning of Fairtrade fortnight

**May**

Official re-opening of Stanley Park

**Sunday 24 May**

European Day of Parks

**Sunday 31 May**

Beginning of wildlife week

**June**

Official re-opening of Sefton Park

**Friday 5 June**

World Environment Day

**Tuesday 28 July**

Beginning of National Parks Week

**Saturday 5 September**

Clean Up the World weekend

**Tuesday 22 September**

Mersey Basin Conference in Liverpool

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Year of the Environment 2009

## Year of the Environment 2009

### Media communications toolkit

---

#### Supporting organisations

Organisations involved in supporting the year are:

- Agent Marketing
- Comtechsa
- Chamber of Commerce
- Eco EnvironmentsLtd,
- Enterprise Liverpool
- Environment Agency
- EU & Merseyside
- FACT
- Geraud Markets
- Glendale
- Groundwork Merseyside
- Knowsley Metropolitan Borough Council
- Liverpool Charity and Voluntary Services
- Liverpool Community College
- Liverpool First
- Liverpool Primary Care Trust
- Liverpool Philharmonic Hall
- Merseytravel
- Northern
- Northwest Regional Development Agency
- Origo
- Sefton Council
- St. Helens Council
- Stepclever
- Tate Liverpool

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Year of the Environment 2009

- The University of Liverpool
- Travelwise
- United Utilities
- Wirral Metropolitan Borough Council

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Year of the Environment 2009