

# Devon Carbon Plan: Launch Toolkit



Creating a resilient net-zero carbon Devon - where people and nature thrive.

**SEPTEMBER 2022**

## Introduction

Hi all,

The finalised version of the Devon Carbon Plan will be available to the public on **Tuesday 27th September from 9am**. In preparation for its launch, we have created some suggested written content and graphics. We would be grateful if you could promote the launch of the Devon Carbon Plan and how your organisation has been involved with – or intends to act on – the Plan, to both internal and external audiences through your organisation’s channels.

The following document describes upcoming events related to the launch, suggests communications channels to use, provides a link to a Google Drive folder containing all assets, lists key goals and messaging, and provides the details of all our social media accounts and other key links.

### Upcoming events:

- The Devon Carbon Plan Launch, Tuesday 27th September
- Instagram Q&A, Tuesday 27th September, 12pm. We will be answering questions about the Plan submitted to our Instagram story
- Webinar, Wednesday 28th September, 6-7.30pm:  
<https://www.eventbrite.co.uk/e/the-devon-carbon-plan-what-it-is-and-how-you-can-help-make-it-happen-tickets-421283900487>
- Twitter Q&A, Tuesday 4th October, 12pm. We will be answering tweets about the Plan that tag our account @devonclimate and use the hashtag #DevonCarbonPlan2022

### Suggested communications channels:

- Social media: Facebook, Twitter, Instagram, LinkedIn
- Internal staff comms: bulletins, newsletters etc.
- External resident communications: magazines, newsletters etc.
- Offline communications: posters

## How To Use this Pack

All assets can be downloaded from here:

<https://drive.google.com/drive/folders/1nEx6EH4N2QHRW3ha-3sIHrWloq5RF8F0?usp=sharing>

This folder includes:

- A variety of graphics to use on social media, in newsletters or in other digital communications
- Two versions of the official Devon Climate Emergency logo
- A poster promoting the launch of the Devon Carbon Plan, and a set of three posters

- promoting the Devon Climate Emergency project
- Suggested text to use on social media and in newsletters prior to the launch and on/after the launch
- A timeline of all of Devon Climate Emergency's social media posts relating to the launch, including the text and graphics we will be using
- A press release (embargoed until 9am on the 27<sup>th</sup>)

### Key goals:

- Share the link to the Plan on the Devon Climate Emergency website (note that the link will only be live after 9am on Tuesday 27<sup>th</sup> September)
- Share information about the webinar
- Share the social media Q&As
- Interact with/reshare #NetZeroDevon content put out on Devon Climate Emergency channels

### Key messaging:

- The Devon Carbon Plan has been launched
- This will act on the climate crisis by setting out actions and goals for Devon to reach net-zero by 2050 (at the latest)
- The plan is intended to be carried out by everyone in Devon, including local policy makers, organisations, communities, and individuals – **it is key that everyone must play their part in the Plan for it to work**
- Calls to action:
  - o Read the Plan on/after the launch date
  - o Identify and plan where you can contribute, then take action
  - o Organisations to sign the [Devon Climate Declaration](#)
  - o Follow Devon Climate Emergency on social media
  - o Subscribe to the monthly Devon Climate Emergency newsletter

### Social media handles and key links:

- Facebook – @DevonClimateEmergency
- Instagram – @devonclimateemergency
- Twitter – @devonclimate
- LinkedIn – @devon-climate-emergency
- YouTube – Devon Climate Emergency
- Website – [Devon Climate Emergency – Creating a resilient, net-zero carbon Devon – where people and nature thrive.](#)
- The Devon Carbon Plan - <https://devonclimateemergency.org.uk/view-devon-carbon-plan> (link to go live at 9am on Tuesday 27<sup>th</sup> September)
- Newsletter – [Devon County Council \(govdelivery.com\)](#)