



# GREEN HEART ACTION PACK

## SHOW THE LOVE 2020



THE  
CLIMATE  
COALITION

[SHOWTHELOVE.ORG.UK](https://www.showthelove.org.uk)  
#SHOWTHELOVE



# BEAUTIFUL THINGS ARE POSSIBLE



In the past year we've seen the impacts of climate change right on our doorstep. We saw record-breaking temperatures in February and a heatwave in July, torrential downpours causing flash flooding, and iconic landscapes like Saddleworth Moor burning.

This year we've also seen concern about climate change reach an all-time high, as people across the country used their voices to call for urgent action. From thousands of green hearts sent to MPs during Show the Love last year, to the UK setting a legally binding net zero target in response to our campaign, to 12,000 people gathering in Westminster for The Time Is Now mass lobby, and millions of students striking from school to ask world leaders to protect their future. It is clear that beautiful things are possible when we work together.

A future where the UK no longer contributes to climate change is within reach. We can clean up the air we breathe. We can have warmer homes powered by cleaner, cheaper energy. We can restore our green spaces and make it easier for Brits to live in a cleaner, greener world that future generations can enjoy.

To create a future where the things we love are protected from climate change, we need to see action today. The solutions to the climate crisis are at our fingertips, we just need to get on with it. This year let's show the love by creating a voice for change that is impossible to ignore.

We know that politicians act when voters show they care. In February you will have a newly elected MP who would love to hear from you about climate change. Send your MP a green heart to welcome them (back), and ask them to commit to action on climate change before the UK hosts COP26, a major global climate summit, at the end of the year.

**SHOW THE LOVE**

**5-29 FEBRUARY 2020**

# GREEN HEARTS **CREATE CHANGE**

## SHOW THE LOVE LAUNCHES

Show The Love launches with a film watched by over half a million people and #ShowTheLove is seen by almost 2.5 million people across Twitter and Facebook. In the same year many of you join us at Westminster for a mass lobby for climate change.

## GREEN HEARTS EVERYWHERE

Over 100 community groups hold Show The Love events, while the BT Tower turns green and astronaut Tim Peake tweets his support from outer space.

## LORD'S GOES GREEN

You were part of an incredible 600 community events reaching over 10,000 people! We celebrated the launch of Show The Love at Lord's cricket ground as they announced their switch to 100% renewable energy, which caught headlines in the Daily Mail and The Sun, as well as the attention of many Conservative MPs.

## WE SHOW THE LOVE FOR SPORTS

Hitting the headlines... again! #ShowTheLove reached 126 million people, 100,000 of them made, wore and shared green hearts, and 80 MPs personally got involved.

Our first Green Heart Hero Awards were held in Speaker's House, featuring an audience of over 40 MPs and the Prime Minister, Theresa May.

## THE GREATEST HUMAN ACHIEVEMENT

An incredible 1000 events took place across the UK, and thousands pledged to reduce their environmental impact. Our report also hit the headlines, with the news that climate change has taken a whole inch off our chips!

Later in the year 12,000 people joined us for The Time Is Now - the biggest ever mass lobby for climate, nature and people.



## CROSS-PARTY PLEDGE

On Valentines Day, Prime Minister David Cameron, Deputy Prime Minister Nick Clegg, and leader of the opposition party Ed Miliband pledge to work across party lines to tackle climate change for Show The Love.

This pledge was pivotal in the UK taking a global leadership role in reaching the international climate commitment - the Paris Agreement.



## COMMUNITY PRESSURE PLAYS INTO CLIMATE TARGET

Your community events and wider public support for climate action leads the UK government to take the next step and set an ambitious emissions reduction target far beyond those required by the EU.



## WE SAY GOODBYE TO COAL

The government publishes their Clean Growth Strategy, describing climate action as both a moral imperative and an industrial opportunity - and a WI member's electric car was even featured as a positive story!

Shortly after this, the UK launched the Powering Past Coal alliance - encouraging other countries to join in phasing out coal power.



## JOINT MP LETTER & SCIENTIFIC PRESSURE PROMPTS GOVERNMENT ACTION

Thanks to the letters you sent, over 220 MPs and Peers sign a cross-party joint letter to the Prime Minister asking her to back a zero emissions target before 2050.

A groundbreaking report on the need for urgent action on climate change was published by the IPCC, prompting the government to seek advice from their independent body - the Committee on Climate Change - on how to keep warming below 1.5. They also asked how they can legislate for a future where the UK no longer contributes to climate change.



## A NET ZERO TARGET

People all over the country sent green hearts to ask their MPs to sign up to support a net zero future. We saw over 90 MPs, including party leaders, Ministers and influential backbenchers, engage with the Show the Love campaign.

Our petition for a net zero target gathered momentum and in June, Prime Minister Theresa May announced a legally binding target to reach net zero emissions by 2050.



## THE SOLUTIONS ARE AT OUR FINGERTIPS

Public concern about climate change is at an all time high and we have a net zero emissions target. Now we need ambitious action to get us on track.

In 2020, we'll Show the Love for all we want to protect from climate change, and the ways to create a safer world for future generations. At the end of the year, the UK will host COP26 - a major global climate summit. This is our opportunity to lead the world into a cleaner, greener future, but first we need to invest in the solutions to the climate crisis at home.



# FIVE WAYS TO SHOW THE LOVE

## MAKE A GREEN HEART TO START A CONVERSATION ABOUT CLIMATE CHANGE



- Get creative and upcycle scrap material by making a patchwork heart using our guide on page 11 or using other ideas from our website.

- If you're more kitchen-savvy than crafty, why not try baking a green heart cake or biscuits?

- If crafting or baking isn't your thing, why not wear and share a ready-made green heart sticker, or order one of our enamel pin badges? You can order badges and stickers from: [theclimatecoalition.org/stickers](http://theclimatecoalition.org/stickers)

Share your creations on social media using #ShowtheLove to join the conversation, and show your community that taking action on climate change is a top priority.

## USE YOUR GREEN HEART TO START A CONVERSATION ABOUT CLIMATE CHANGE

Two-thirds of people care about climate change - but don't know where to start. Wearing your green heart could be a great way to start a conversation about climate action. We have some suggestions for talking about climate change on page 9.

## SEND A GREEN HEART TO YOUR MP

2019 saw MPs proudly wearing and showing off their crafted green hearts on social media. This year we want newly elected MPs to #ShowTheLove for solutions to the climate crisis. When crafting your green heart badges, save one for your MP and send it along with the postcard included in this guide, see page 14.



## SET A GREEN HEART RESOLUTION

There are lots of things you can do to do your bit for climate change, from driving less to planting more trees, and on page 15 we have ideas on challenges you can take to reduce your climate impact. Ask your friends and neighbours to get involved and see who can stick to the challenge for the whole of February - and beyond.

Don't forget to inspire others by sharing your tips on social media using #ShowTheLove, and use our postcard on page 14 to ask your MP to do their bit too.



## HOLD A SHOW THE LOVE EVENT

Theme an existing meeting, club or faith gathering around Show The Love or hold a special event. Encourage others in your community to become part of the solution by inviting friends and neighbours to come along and discuss what they'd love to see done to tackle climate change. Here are some ideas for events:

- Invite your MP or local councillors along to hear from you directly and discuss local policies that could reduce your local area's contribution to climate change.

- Invite the younger generation to collaborate - get in touch with a local school, Brownie pack or Scout group to make a green heart display.

- Join up with other community groups who are part of the Climate Coalition. See here for a full list of our members: [theclimatecoalition.org/our-members](http://theclimatecoalition.org/our-members)

- Fill your local area with green hearts and messages about climate action to get people talking.

- Hold a 'best green heart' competition.







Send your green heart to your MP



Every age group can...



...show the love



Ask your MP to #ShowTheLove



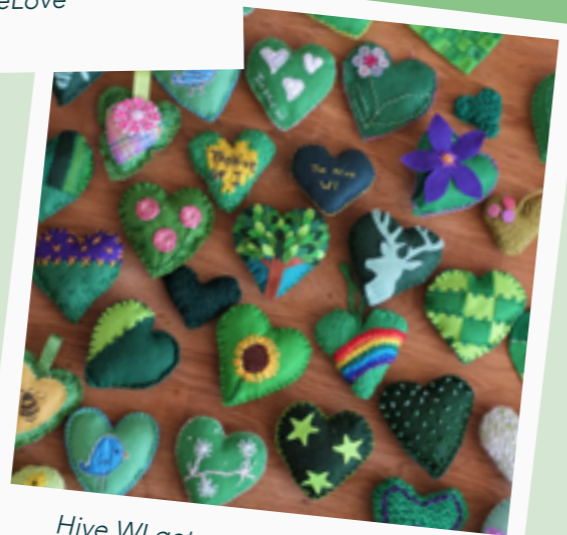
Showing the love for sports...



...our beautiful beaches...



Fill your community with green hearts like Fox Hatch WI



Hive WI gets arty with their green heart crafting



...and our beloved wildlife



# TALKING

## ABOUT CLIMATE CHANGE



*Two-thirds of Brits want to do more to tackle climate change - but don't know where to start. Here are our top tips for talking about why you want to protect the things you love from climate change.*

### SHARE STORIES OF THE IMPACTS OF CLIMATE CHANGE RIGHT ON YOUR DOORSTEP

Record-breaking heat waves in the summer, heavy flooding, less wildlife in local green spaces. These are all results of our rapidly changing climate. Climate change impacts every aspect of our lives, but can be seen as something happening far away. You can motivate your friends and neighbours to take action by highlighting the effects on your community.

### GIVE EXAMPLES OF WHAT CHANGES YOU ARE MAKING – OR WOULD LIKE TO MAKE – IN YOUR OWN LIFE

From switching to renewable energy in our homes, to wasting less food, to deciding to walk or cycle instead of driving; there are things we can all do to reduce our contribution to climate change - and talking about it helps!

### TALK ABOUT THE POSITIVE IMPACT OF EVERYONE USING THEIR VOICE

Campaigns like Show the Love have influenced politicians to set a legally-binding net zero target, and have seen iconic landmarks like Lord's Cricket Ground switch to renewable energy. By asking your local MP to Show the Love by committing to the solutions we need for a cleaner, greener future, we can create a force for change that is impossible to ignore.

## FREQUENTLY ASKED QUESTIONS

### WHAT IS THE DIFFERENCE BETWEEN GLOBAL WARMING & CLIMATE CHANGE?

Burning fossil fuels releases gases into the atmosphere that build up and form a blanket around the planet, warming it up. This is called global warming.

Climate change is the shift in weather patterns caused by global warming. We are already seeing the effects, and if the world continues to warm, weather patterns will become more extreme and erratic.

### WHAT DOES 1.5C MEAN?

The earth has already warmed to an average of 1 degrees C above pre-industrial temperatures - and we are already seeing the effects. We must limit the warming of our world to 1.5 degrees C to protect the people, places and lives we love from the worst effects of climate change. It doesn't seem like much, but there is overwhelming scientific evidence that even at 1.5 degrees C of warming we will still see devastating global impacts from climate change- and anything over that cannot be allowed to become a reality.

### DO MY ACTIONS MAKE A DIFFERENCE?

Yes! The most important thing we can all do is call for change, and you can use your voice by participating in campaigns like Show the Love and by talking to your MP about climate change. In 2018, a report from the UN's advisors on climate change showcased how lifestyle change can make a big difference. These actions could include: switching to renewable energy in your home, eating more plant-based meals, using your car less, reducing the number of flights you take, and planting trees. And they're even more impactful if you talk to others about them.

### WHAT WILL MY GREEN HEART DO?

By creating, wearing and sharing your green heart, you add your voice to the growing number of people who believe the time is now to protect what we love from the climate crisis. During Show the Love (and beyond) we see MPs proudly wearing and showing off the crafted green hearts that people like you send them. Your green heart is a personal message to your MP, asking them to commit to the investment and policies needed to end the UK's contribution to climate change.

### WHAT ARE THE SOLUTIONS?

The Committee on Climate Change - the government's independent advisors on climate change - has a list of recommendations that the government needs to put in place to cut our emissions. This includes: planting more trees; switching to fully renewable sources of power; investing in better, cleaner public transport and electric vehicles; making it easier to cycle and walk around our communities; insulating our homes so we waste less energy; and ensuring decision makers prioritise heating that doesn't rely on fossil fuels.

### WHAT COMES NEXT?

In November 2020, the UK will host a crucial global climate summit in Glasgow called COP26. This is an opportunity to lead the world into a cleaner, greener future, but we need to be investing in the solutions to the climate crisis at home if other countries are to see us as credible. Your green heart messages help us keep up the pressure and make sure our politicians put in place the policies needed to get us well on the way to ending our contribution to climate change before the end of the year.



# PATCHWORK GREEN HEART



## THINGS YOU'LL NEED:

Heart template

Small scraps of green fabric, we used a variety of plains, prints and different textures

A small piece of lightweight iron-on interfacing

Stranded embroidery cotton

Small quantity of toy stuffing or lavender seeds

Short length of 6mm-wide green ribbon for hanging loop

Green beads and buttons (optional)

Scissors

Embroidery needle

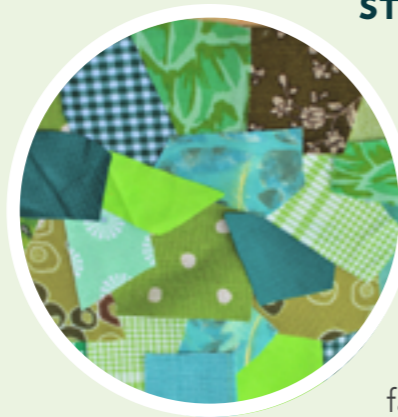
Hand-sewing needle

Small embroidery hoop

Sewing machine (optional)

Iron

## STEP 1



Cut a piece of interfacing larger than the size of the large heart template. Place the interfacing glue side up and lay small scraps of fabric on top.

## STEP 2

When you are happy with the layout and the piece is totally covered, cover with a pressing cloth and press the fabric with an iron to secure to the interfacing. Flip piece over and press again to fix glue completely.



## STEP 3



Insert fabric pieces into the embroidery hoop. Using one or two strands of embroidery thread, stitch over all raw edges of each fabric piece using pretty embroidery stitches. For an authentic 'crazy patchwork' look get creative with your needlework; we used a variety of stitches including: blanket, fly, feather, chevron, herringbone, cross and wheatear. Add other stitches, across the piece as you wish and embellish with beads or buttons.

## STEP 4

Remove embellished fabric piece from the embroidery hoop and pin on the heart template; cut out. Remove the template and use again to cut another heart from another piece of fabric to be used for the back.



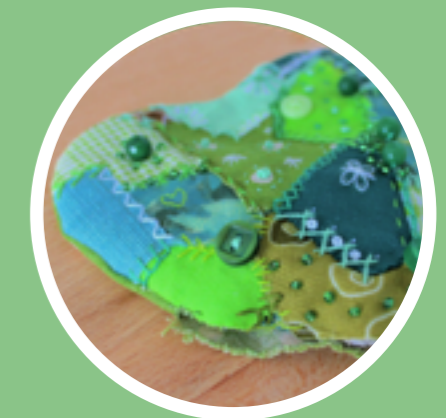
## STEP 5

Pin heart shapes right sides together and stitch around the edge, leaving a gap in one side. Snip the seams around the curved edges and into the 'V' and then turn right side out.



## STEP 6

Stuff heart through the gap using toy stuffing or lavender seeds. Once stuffed, hand stitch the gap closed and stitch a hanging ribbon to the top.



Project design and words: Jane Bolsover, Craft Consultant of NFWI  
Maker and photography: Kirstie Phipps

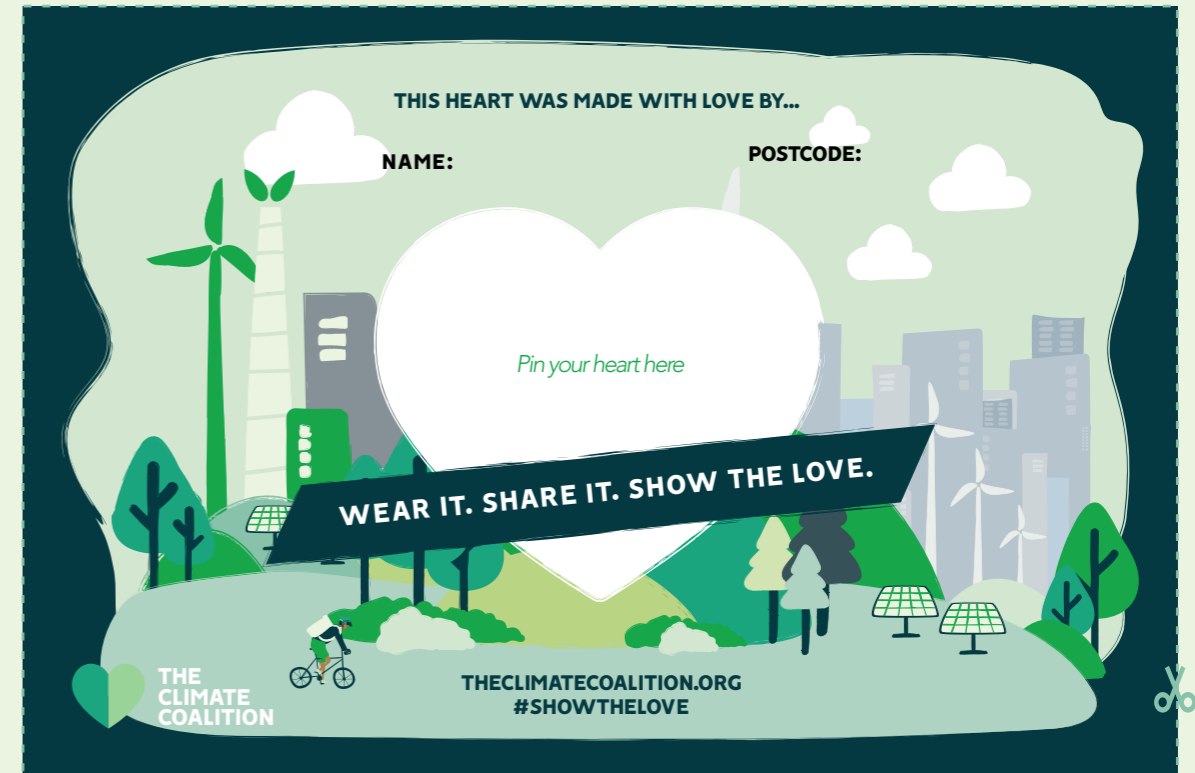


**THE UK HAS A LEGALLY-BINDING TARGET TO STOP OUR CONTRIBUTION TO CLIMATE CHANGE AND CREATE A CLEANER, GREENER FUTURE. NOW WE NEED TO PUT IN PLACE THE SOLUTIONS THAT GET US THERE.**

In 2019, we made history at The Time Is Now mass lobby and showed MPs that people from every corner of the country want to see urgent action on climate change. We need to keep up this pressure by showing politicians just how many of us still want to see the UK end its contribution to climate change.

All over the UK people are already taking action to reduce their carbon footprint. But we need the government to step up too.

Use this postcard to tell your newly elected MP about what you're already doing, and ask them to do their bit too by committing to #ShowTheLove for the solutions to the climate crisis.



**STEP 1**

Pick a challenge on page 15 or take a Show the Love challenge on our website



**STEP 2**

Fill in the left side of the heart on the postcard on page 15



**STEP 3**

Cut along the cut line, attach a crafted green heart if you've made one - don't forget to add the name of your community group!



**STEP 4**

Send the card to your MP. Either pop it in an envelope and post it to House of Commons, London SW1A 0AA, addressed to your MP or why not deliver your crafted heart in person at their constituency surgery?



**STEP 5**

Keep an eye out for their response

Dear ..... MP,

I'm joining The Climate Coalition's campaign to #ShowTheLove for everything I want to protect from climate change.

Make this heart whole by writing how you will champion climate solutions.

#ShowTheLove by wearing this heart and sharing a photo of this completed postcard on social media. Don't forget to use the hashtag!

I'm doing my bit by committing to:

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I ..... MP pledge to champion the solutions to climate change by:

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*Here are some things you can do to reduce your contribution to climate change.  
Choose one (or more) and write it on your postcard:*

**THINK ABOUT WHAT POWERS YOUR HOME**



You could switch to a renewable energy provider, buy energy-efficient appliances when older ones need replacing, or insulate your home so it loses less heat.

**THINK ABOUT HOW YOU GET AROUND**

You could commit to walking or cycling more instead of driving, making your next car electric, or using public transport more.



**THINK ABOUT WHAT'S ON YOUR PLATE**



You could commit to cooking at least one more plant-based meal every week, buying more seasonal, local fruit and veg or reducing the food you waste.

**THINK ABOUT HOW YOU LOOK AFTER NATURE**

You could commit to planting a tree or wildflower area in your garden to capture carbon, or buying only peat-free compost.

