

A large, stylized green heart shape is the central focus, composed of two rounded lobes. It is surrounded by various abstract green and teal shapes, including leaf-like forms and organic patterns, creating a lush, nature-inspired background.

**GREEN HEART ACTION PACK**

**SHOW THE LOVE 2021**

**SHOWTHELOVE.ORG.UK**  
**#SHOWTHELOVE**

# SHOW THE LOVE 2021

1<sup>ST</sup> – 21<sup>ST</sup> FEBRUARY



Show the Love is our annual celebration of everything we care about and want to protect from the worst impacts of the climate crisis. Every February, people from across the UK use the power of green hearts to join together and ask politicians to put aside their differences and tackle the climate crisis.

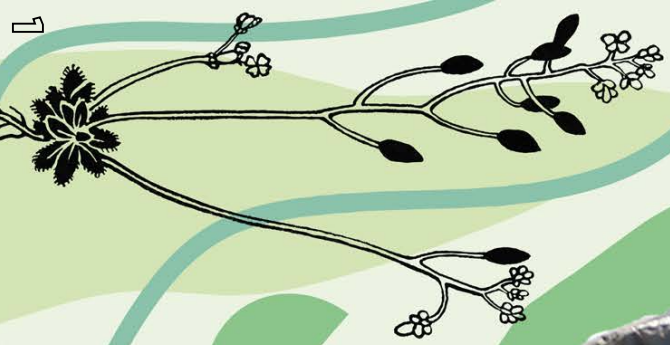
The past year has been a year like no other. The devastating impacts of the pandemic have impacted us all, and made us value what we love more than ever.

We know our best chance at rebuilding our economy goes hand in hand with tackling the climate crisis. We need our leaders to protect everything we love and deliver a healthy, green and fair recovery.

Throughout the year we saw concern about climate change remain high, and even in lockdown thousands of people from every corner of the UK used their voices to tell their MPs that #TheTimesNow for climate action.

In 2021, the UK will host the United Nations 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.

When we raise our voices together, we are a force for change that is impossible to ignore. This pack is full of ideas on how to take part in Show the Love and use your voice to ask politicians to commit to building a cleaner, greener world that works for everyone.



# GREEN HEARTS CREATE CHANGE

Every February people across the country take part in the UK's biggest conversation about climate change. Together, we've shown the government just how many people want to see urgent action on climate change, and we've seen incredible results.

## 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.

## 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

We celebrated the launch of Show The Love at Lord's cricket ground as they announced their switch to 100% renewable energy. Our report on how climate change is impacting the nation's favourite sports caught headlines in the Daily Mail and The Sun, and even made its way onto the BBC Sport homepage.

## THE FIRST EVER GREEN HEART HERO AWARD

#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.

# 2015



## CROSS PARTY PLEDGE

On Valentine's 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.

# 2016



## 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 short term emissions reduction target far beyond those required by the EU.

# 2017



## WE SAY GOODBYE TO COAL

Your conversations with MPs make every bit of difference - when the government published their Clean Growth Strategy, describing climate action as both a moral imperative and an industrial opportunity, 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.

# 2018



## MPs UNITE FOR CLIMATE ACTION

Thanks to the letters you sent throughout 2018, over 220 MPs and Peers signed a cross-party joint letter to the Prime Minister asking her to back a zero emissions target before 2050.



## 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 devastated crops, and even 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.

# 2019



### 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.

### PLEDGE FOR THE PLANET

In February, people from the Isles of Scilly to the Shetland Islands held events and pledged to do their bit to tackle climate change. Our new Homes report hit the headlines, and a record number of MPs took part.

# 2020



### A YEAR LIKE NO OTHER

Shortly after Show The Love, the country was transformed by the Coronavirus pandemic, impacting our communities and our economy.

We campaigned for a green and fair recovery from the crisis, and people from every corner of the UK joined us to make history at the first ever virtual lobby of MPs. Later in the year, Prime Minister Boris Johnson announced a green recovery plan that included a 2030 petrol and diesel ban, something we have been campaigning on since 2018.

### THE TIME IS NOW

With the UN Climate Conference postponed until November 2021, the UK has an extra year to get its house in order to lead the world into a cleaner, greener future where the people and places we love are protected from the worst impacts of the climate crisis.

Use your voice in what is shaping up to be the most important year yet for action on climate change. In the rest of the pack, you'll find lots of different ways you can show the love and how you can ask your MP to as well, and why our voices now matter more than ever.

# 2021



# WAYS TO SHOW THE LOVE

Ever since the start of Show the Love, communities across the UK have demonstrated year-on-year that beautiful things are possible when people work together. Things may look a bit different this year, but you can still show the love! Don't forget to put photos of your creations on social media and use the hashtag: **#ShowTheLove**, tag us as **@thecoalition** on Twitter and **@theclimatcoalition** on Facebook and Instagram.

## Make, Wear, Share Green Hearts

Get creative and make a green heart. You can find a green heart craft in this pack, or plenty more ideas on our website.

Wear your green heart with pride, share them with your friends and family, and send them to your MP to tell them that you care about a cleaner, greener future. You can find our top tips to help you organise a meeting with your MP on page 14.

## Create a Green Heart Display

Window displays have brought joy to many communities over the past year as we've spent much more time at home. Decorate a window, noticeboard or front garden with green hearts over the Valentine's Day weekend- the 12th- 15th of February- to show the love to your community. You could even create a green heart trail or treasure hunt as a group and incorporate a green heart display on a tree in your local area.

## Connect With Another Local Community Group

Although life remains unusual, there has never been a better time to club together with your local community. Why not connect with another local group and organise a 'community knowledge exchange'?

These talks are a chance for groups to get together and share their work with other groups, and potentially how your groups could work together to help create a cleaner, greener future. Your talk could be focused on a local or national climate or environmental issues that your group has campaigned on or is concerned about, or a climate craft or skill demonstration.



Make and wear a green heart!



Create a green heart display!



Connect with your community!



# SHOW THE LOVE STORIES

## SOW-ING THE LOVE

This year there will be almost an extra square mile of meadow across Stoke on Trent as a result of the Trentham Estate's Show the Love activities in 2020! Last year they helped visitors think about climate change through activities like willow heart making and a big meadow seed 'pick and mix' full of British native wildflowers that are perfect for pollinators.

To mark Show the Love 2021, perhaps you could turn your garden into a wildlife and wildflower haven and help protect our precious pollinators! You can find tips on how to do this at [theclimatecoalition.org/wildlife-gardening](https://theclimatecoalition.org/wildlife-gardening)



The Trentham Estate's beautiful installation encouraged climate conversations.

# SHOW THE LOVE ON DISPLAY

Each year displays pop up across the UK as people show the love. We see events in libraries, places of worship, community centres, shopping centres, sportsgrounds and more! Join us to show the love this year by creating your own green heart displays in your community, and in your window or front garden for Valentine's Day weekend!



Towcester Evening WI's shared their upcycled green heart at their local farmer's market and it became a window display throughout lockdown.

Beaconsfield WI's head-turning display of green hearts in the window of a local estate agent.



Islamic Relief's Show The Love stall at Lower Marsh market in London.



## SPORT SHOWS THE LOVE

For the past few years, Manchester United Foundation has hosted children from local schools at the Old Trafford Stadium to learn more about protecting what they love from climate change. Could your group connect with a local school to show the love for your local area? Our schools resources are full of ideas and activities for school groups.



Manchester United Foundation shows the love!



## ASKING MPS TO SHOW THE LOVE

Constituents across the UK send hundreds of handmade green hearts to MPs. This year, you and your community group could hold a video call with your MP to talk to them about why, ahead of the important UN climate conference in Glasgow, the time is now to take strong climate action to protect the people and things we all love from climate change.



Viaduct Violets WI presented a green heart to their MP, Conor McGinn MP and spoke about the impacts of climate change in Lancashire.



# FACTFILE



## What is the UN Climate Conference, or COP26?

World leaders meet annually at UN climate conferences - known as COPs - to discuss how to address the climate crisis by limiting greenhouse gas emissions and restricting the rate the world is warming. COP26 will be the 26th time that countries have met.

The UK will be the co-hosts of COP26 in November 2021 - the most important international summit we have ever hosted. What gets decided at the COP26 will set a pathway for the global community for years to come. This is our opportunity to lead the world into a greener future, but first we need to invest in the solutions to the climate crisis at home. Ahead of the summit, the UK must lead the world by ensuring our recovery gets us on track to net-zero emissions and limits the rise in the global temperature to 1.5 degrees C.

## How does the Show The Love campaign link to COP26?

The UK needs to get its own house in order before hosting the world in Glasgow. During Show the Love, we join together to show that people from all walks of life want to see our politicians take urgent, ambitious action to protect what we love from the climate crisis. From making, wearing and displaying green hearts, to talking to friends and neighbours about climate change, to sharing a green heart with your MP - all these actions add up to show that the public wants our government to be ambitious in tackling the climate crisis.

## Does my green heart make a difference?

Yes! During Show the Love (and beyond) we see MPs proudly wearing and showing off the crafted green hearts that people like you sent them, in Parliament and on social media. Your green heart is a personal message to your MP as their constituent, asking them to commit to a green recovery that tackles the climate crisis and sets us on a path to a world that works for everyone.

# Top Tips on how to talk to your MP about climate change



Talking to your MP about anything can seem daunting if you haven't done it before, so we've put together some top tips to help you make the most out of your climate conversation with your MP.

## Top Tip One - Research your MP

It's worth doing a bit of detective work before you make contact with your MP. Find out things like which political party they are in, what their interests and areas of expertise are, and if they're interested in any climate-related issues or solutions. You can find this info at [theyworkforyou.com](http://theyworkforyou.com), [parliament.uk](http://parliament.uk) or on your MP's website.

Doing this can help you to tailor your conversation to their interests and anticipate their response.

## Top Tip Three- Follow up

Send an email or letter to your MP to thank them for responding to your email or attending a meeting with you - this will help build your relationship for next time. You should also remind them of any commitments they made, and ask them to keep you updated on any progress.

If these top tips were helpful but you'd like more information, you can find our full guide on talking to your MP about climate change on [theclimatcoalition.org](http://theclimatcoalition.org)

## Top Tip Two - Make a plan and keep it personal

Ahead of meeting or emailing your MP, it's helpful to decide and plan what you want to talk about with your MP. It is good to bring a couple of facts to help you make your argument but don't overwhelm your MP with statistics. MPs are interested in anything local so focus on talking about why climate change is important to you and how it is affecting your constituency, and why you want to see climate action.

You don't need to be an expert on climate change to meet your MP, but a well thought out approach can make all the difference in turning your MP into a champion for climate issues!





# POM POM GREEN HEARTS

This year, show the love and spark conversations about climate change with a pom pom green heart, created from 100% cotton yarn – they make great key rings, can be tied to bags or strung together for bunting to decorate your window display!

Finished size approximately: 7.5cm (W) x 7.5cm (T) x 4cm (D)

## YOU WILL NEED:

9cm diameter pom pom maker

100% cotton 4-ply yarn in shades of green – you can use one solid colour or mix different shades of green together to create speckled or marbled hearts

Extra strong thread or fine cord in a contrast colour

Chain and ring from an old key ring

6mm-wide green ribbon

Pair of small sharp scissors

Large-eyed sewing needle

## STEP 1:

Open up the two sections of the pom pom maker and position them together, following the manufacturer's instructions. For a speckled heart, wrap at least three shades of green yarn together around one side of the pom pom maker; for a marbled one wind different shades together in sections as desired.



## STEP 2:

It is important to make your pom pom very firm and full, so continue winding yarn around the first side of the pom pom maker until it is completely filled, leaving just a very small gap at the centre.



## STEP 4:

Using the scissors cut through the yarns all around the edges, between the two plastic disks.



## STEP 5:

Cut a length of extra strong thread and slip it between the two plastic disks, wrap the thread around the disks a couple of times, tie the ends loosely together and then pull up tightly; knot ends firmly together to secure.

## STEP 6:

Open out the clips and remove the pom pom from the maker, checking that the threads wrapped around the centre are really tight and knotted together well.



## STEP 7:

Making sure that your strong threads are kept out of the way, trim the pom pom on both sides with your scissors to form a flat-ish disk shape that feels solid in the centre rather like a carpet.





**STEP 8:**

Next trim the outer edges to form a rough heart shape, with the strong threads exiting centrally at the top 'V'.

**STEP 9:**

Now it is time to really start shaping the heart, by first cutting away the pom pom yarns on an angle to create a wedge shape around the outer edges. Continue giving the heart a 'haircut', it will feel like you are cutting away a lot, but gradually the heart will start to turn into a more solid, velvety shape. formed from the very centre of the pom pom.



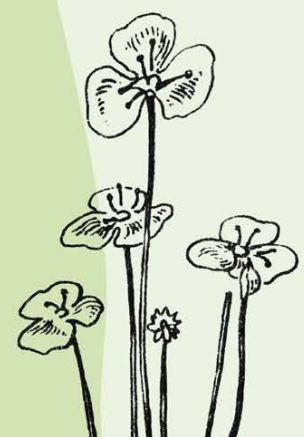
**STEP 10:**

Your heart will end up approximately half the size of the original pom pom, but it will feel lush and velvety to touch. Store all the off cuts from the pom pom in a bag and use for them for stuffing future craft projects.



**STEP 11:**

To attach the heart to either the chain of a key ring, or add a ribbon hanging-loop, use the strong threads at the top on the heart to tie them in place. Knit well, but to make sure the threads are extra secure, thread them onto a needle and work through the heart and out the other side; trim away excess threads.



**When we join together, we can be a voice for change that is impossible to ignore. We need to see the government forge a resilient recovery for a healthy and safer world, and inspire other countries to follow.**

Our declaration brings together people from all walks of life with businesses, community groups, MPs, local decision makers to send a strong and unified message that #TheTimeIsNow to take urgent action to protect what we love from the climate crisis.

We want to reach one million voices before the UN Climate Summit. Add your name to the declaration at [thetimeisnow.uk](http://thetimeisnow.uk), and send this postcard to your MP to ask them to commit to #ShowTheLove by championing climate action.



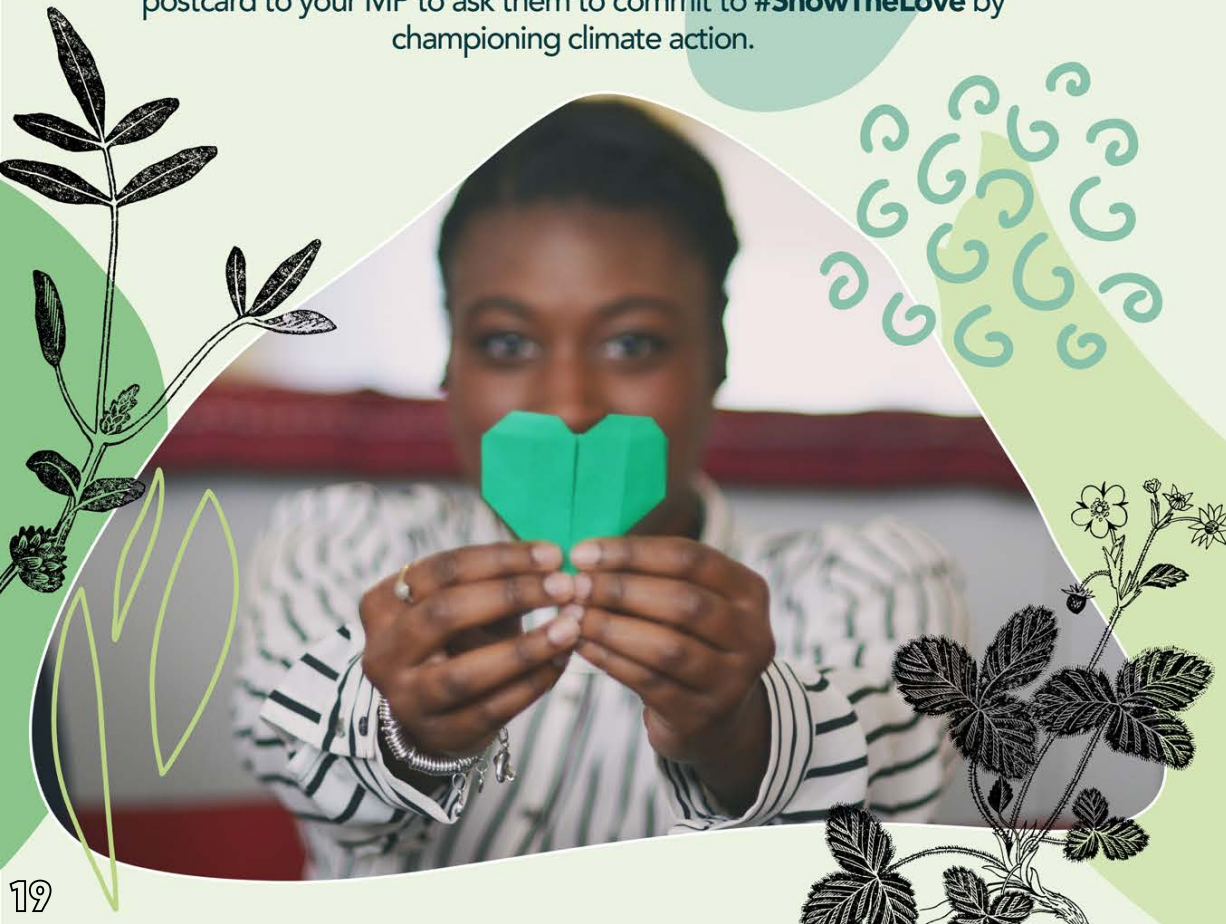
**STEP ONE:** Add your name to the declaration at [thetimeisnow.uk](http://thetimeisnow.uk) (or email [campaigns@theclimatecoalition.org](mailto:campaigns@theclimatecoalition.org)) - you can sign up as an individual and as a community, faith, school or sports group too.

**STEP TWO:** Fill in the postcard and add a bit about why you've signed the declaration so your MP knows why you care about climate action.

**STEP THREE:** Cut out the postcard and attach a crafted heart if you've made one - don't forget to add the name of your community group!

**STEP FOUR:** Pop the postcard and heart in an envelope and send it to your MP. You can find their constituency surgery address at [members.parliament.uk](http://members.parliament.uk) or alternatively send it to House of Commons, London, SW1A 0AA.

**STEP FIVE:** Keep an eye out for their response.



Dear ..... MP

I want to see urgent action to protect what I love from the climate crisis. I've added my voice to The Climate Coalition's Declaration because I care about...

Before the UK hosts the world at the UN Climate Summit in November, we need to show global leadership by ensuring our recovery gets us on track to a cleaner, greener world that works for everyone. Will you #ShowTheLove by championing climate action this year?

**Please show your support by:**

- Signing The Climate Coalition's Declaration for a Healthy, Green And Fair Tomorrow (please email campaigns@theclimatecoalition.org to sign)

- Sharing a photo of this green heart on Twitter pledging your support to protect all that we could lose to the climate crisis - don't forget to tag @theccoalition and use #ShowTheLove

**Thank you,**

Name:  
Postcode:  
Email/Phone:  
Organisation/Group:

[theclimatecoalition.org](http://theclimatecoalition.org)



[theclimatecoalition.org](http://theclimatecoalition.org)