

# Year of Green Action 2019

Introduction for partners



# The 25 Year Environment Plan

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Environment Plan

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The [25 Year Environment Plan](#), published in January 2018, sets out the government's plan for an improved environment.

The plan commits Government to over 200 initial actions to enhance the environment, in England and internationally, with more to follow.

## Government actions include:

- A pledge to eliminate all avoidable plastic waste, such as microbeads and straws;
- Support for the development of a new Northern Forest;
- A new statutory body to hold government to account on the environment;
- A new Clean Air strategy, and legislation to tackle medium combustion plants and generators;
- A nature recovery network to reverse the declines in wildlife.

## 25 Year Environment Plan Goals

1. Clean air.
2. Clean and plentiful water.
3. Thriving plants and wildlife.
4. A reduced risk of harm from environmental hazards such as flooding and drought.
5. Using resources from nature more sustainably and efficiently.
6. Enhanced beauty, heritage and engagement with the natural environment.

In addition, we will manage pressures on the environment by:

7. Mitigating and adapting to climate change.
8. Minimising waste.
9. Managing exposure to chemicals.
10. Enhancing biosecurity.



# Why a Year of Green Action?

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We are committed to being the first generation to leave the environment in a better state than we found it.

The 25 Year Environment Plan has strong backing from government but ultimately it cannot be delivered by government alone. Action from all of us will be required to improve the environment over the next 25 years.

The Year of Green Action provides an opportunity to generate momentum.

We would like to see more people, from all backgrounds, taking action that improves the natural world. In turn encouraging and inspiring others to do the same.

It is important we all understand how the choices we make affect the environment.

We want to work with partners from across all sectors to make 2019 a 'Year of Green Action' and demonstrate how together, we can achieve our environmental aims and improve the environment through collective action.



# Themes

The Year of Green Action aims to promote and inspire activity and action around the three themes described below.



## *Connect*

Improving people's understanding of the state of the environment, the benefits a healthy environment can bring, and the effect of their actions on the natural world.



## *Protect*

Helping communities and businesses to reduce their impact on the environment through greener decision-making.



## *Enhance*

Inspiring people to enrich the environment, encouraging individuals and organisations to actively improve their local environment.

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# What is Green action?

We are defining a ‘green action’ as any action that delivers against at least one of the three themes.

Below we have provided some examples of the kinds of action that could be encouraged but the opportunities are almost endless.

We want to support you to encourage actions from all levels of society including organisations, businesses, government, communities or individuals.

	<b>Connect</b>	<b>Protect</b>	<b>Enhance</b>
<b>Green action</b>	<p><b>Individuals</b></p> <ul style="list-style-type: none"> <li>• Take part in citizen science projects to measure local wildlife populations.</li> <li>• Visit local greenspace.</li> <li>• Use a green gym.</li> <li>• Spend more time experiencing and learning about the natural world.</li> <li>• Learn to identify non native species and report sightings.</li> </ul> <p><b>Organisations / Businesses</b></p> <ul style="list-style-type: none"> <li>• Support youth action and increase greenery in workplaces.</li> <li>• Take steps to inform your workforce as to the value nature provides, including to mental health.</li> </ul>	<p><b>Individuals</b></p> <ul style="list-style-type: none"> <li>• Use energy and material resources more efficiently.</li> <li>• Make less journeys by car</li> <li>• Use peat free compost</li> <li>• Support the zero plastic waste agenda.</li> <li>• Understand what can and can't be recycled.</li> </ul> <p><b>Organisations / Businesses</b></p> <ul style="list-style-type: none"> <li>• Examine your supply chain to reduce environmental impact.</li> <li>• Minimise the use of pesticides.</li> <li>• Increase the number of electric fleet vehicles.</li> <li>• Install water refill points.</li> </ul>	<p><b>Individuals</b></p> <ul style="list-style-type: none"> <li>• Plant trees and pollinator friendly flowers.</li> <li>• Take part in environmental volunteering activities such as litter-picking.</li> <li>• Put up a bird or bat box.</li> <li>• Create a wildlife pond – even small bodies of water will attract frogs, newts and dragonflies.</li> </ul> <p><b>Organisations / Businesses</b></p> <ul style="list-style-type: none"> <li>• Support green infrastructure by installing green walls and roofs.</li> <li>• Encourage corporate volunteering days or funding of community environment projects.</li> </ul>



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# Children and young people

Children and young people are at the heart of the year. To help us achieve this Defra has formed a partnership with the charity [Step Up To Serve](#) to develop an environment theme for the national #iwill Campaign in 2019.

Together we aim to empower more young people to take action for the environment.

## You can get involved too by:

- Creating [good quality opportunities](#) for young people to fundraise, volunteer or campaign to improve or protect our environment
- Finding ways to involve young people in the leadership of your organisation so they can help you shape positive action for the environment
- Joining the #iwill campaign by [making a pledge](#) and helping to grow embedded youth social action.



The [#iwill campaign](#) is a movement led by all sectors that by 2020 aims to make involvement in meaningful social action a part of life for all 10-20 year olds.

We are working with partners from the environmental and youth sectors to promote environmental opportunities that attract young people from all backgrounds.

If you would like to know more about the campaign, a copy of the #iwill action plan is available via the email address on the following page.

# Get involved

Throughout 2019 we intend to raise awareness of opportunities for green action.

## Your green action

We would love to hear about action your organisation is taking or how you plan to engage the public, business and leaders in green action during 2019 including key events you will be promoting.

## Please tell us:

- 1) What you intend to do?
- 2) What theme, or themes, it delivers against?
- 3) Who it is aimed at/who it involves?
- 4) When you are doing it?
- 5) That you are happy for us to store, and potentially use, the information in relation to the year.

## Do you have any case studies?

Case studies that showcase the benefits green action brings to both the environment and those taking part are a great way to inspire others to get involved. If you have photos and videos that you're happy for us to use, please provide links or include them.

## Spread the word

We want to hear from stakeholders and organisations who want to be part of this initiative and generate action in 2019. Please distribute this information through your networks.

## Contact us

Please contact us via email in the first instance:  
[25YearEnvironmentPlan@defra.gsi.gov.uk](mailto:25YearEnvironmentPlan@defra.gsi.gov.uk)

## Stay informed

[Register to receive future updates](#) on the Year of Green Action.