

Wales Nature Week

22 - 30 July 2023



Help us Celebrate Wales Nature Week!

Partner Briefing Pack

This Year's Theme:
'Celebrating Nature's Treasures'



Follow us   

#WalesNatureWeek



Welcome to Wales Nature Week 2023!

Welcome to Wales Nature Week, the annual celebration of nature showcasing the wonderful habitats and species of Wales.

It is a week focused on Welsh wildlife, but it can only be successful with the support of our partner organisations.

This year we are encouraging people to discover and enjoy the wealth of flora and fauna that surrounds us, under our theme: Celebrating Nature's Treasures.

The natural world is full of wonder, revealing nature's treasures from the seemingly humble to the truly expansive, marvelling at the iridescent beauty of a starling's plumage, to our breathtaking Welsh landscapes. Large and small, these are our treasures, our natural heritage, inherited by each generation to discover, celebrate and to protect.

This briefing pack provides you with the resources to badge your activities as official Wales Nature Week events, and communicate this year's theme.

Thank you for your support. We look forward to more people than ever taking part in your events during Wales Nature Week 2023!

Sean McHugh
Wales Biodiversity Partnership



How you can help

We appreciate that partner organisations resources are stretched and the pressure on us as individuals is greater than ever to carry out our own roles and responsibilities.

Which is why we want to make participating in Wales Nature Week 2023 as easy and least time-consuming as possible.

We have therefore created a suite of social media posts for you to issue to show your support for Wales Nature Week, with no design editing required.

We would be grateful if you could simply use them as part of your everyday social media output, as your network of followers is invaluable for engagement with nature during Wales Nature Week.

Together, our Partner organisations can achieve more for Wales Nature Week and we thank you for your support.

1. Your Social Media Resources

This briefing pack gives you access to social media graphics and video clips for you to issue as a post, backed by your individual message.





To download these social media resources, please click this link below, or email us and we will send them to you.

[Download Here](#)

We believe that the impact of your great work in organising an activity will be further strengthened by holding it under the banner of Wales Nature Week.

This year we are pleased to announce that we have two new social media platforms for Wales Nature Week, in addition to our existing Twitter account. This will enable more people to participate and enjoy Wales Nature Week.

We are now on the following platforms:

- [Instagram](#)
- [Facebook](#)
- [Twitter](#)

So, please keep a look out for us and if possible follow, share and like, we would be most grateful.

2. #WalesNatureWeek Hashtag

We would also be grateful if you could use the hashtag #WalesNatureWeek on your posts so that we can raise awareness of Wales Nature Week across social media platforms.

This will also enable us to monitor the uptake and effectiveness of Wales Nature Week social media activities via shares and likes.



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3. Template Local Press Release

We have developed an official Wales Nature Week press release template for you to complete with your local information and issue to your media networks.

This press release can be downloaded using the following link:

[Download Here](#)

4. Central Communications

Wales Nature Week will be issuing social media posts based around our main messages and directing people to our web page where they can find out about their local events.

This will reinforce and assist your own local promotional activity. Please keep us posted of your events and we will do our best to share them centrally:

5. Add Your Event to our Events Web Page

We can post your event so it is featured in Wales Nature Week through local media networks and centrally on our dedicated web page.

We have a dedicated web page:

www.biodiversitywales.org.uk/wales-nature-week

Your Local Nature Partnership will send a call out for events to give you the opportunity of featuring your event.





Thank you

Follow us



#WalesNatureWeek

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LOCAL NATURE PARTNERSHIPS
CYMRU



Ariennir gan
Lywodraeth Cymru
Funded by
Welsh Government

Wales Nature Week is made possible by nature-friendly organisations hosting events and through participation from Local Nature Partnerships, communities, schools, businesses and individuals. It is for everyone in Wales.