



WALES NATURE WEEK
29 June - 7 July 2024

CELEBRATING NATURE

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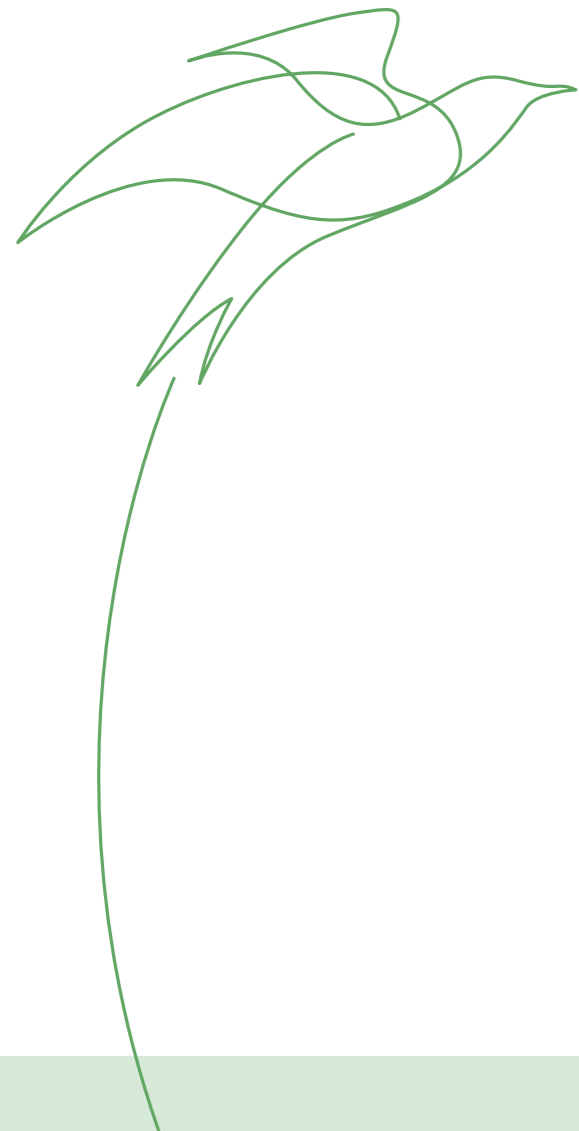


#WalesNatureWeek

Community Group Briefing Pack

WELCOME TO WALES NATURE WEEK 2024!

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 a host of organisations and individuals.

Wales Nature Week are encouraging as many groups as possible to get involved in showcasing and celebrating local action in community green spaces across Wales.

Wales Nature Week is an opportunity to spread the word about the steps your community group, school, faith group or business is making to protect our precious nature in Wales. By showcasing your project and telling people about the plants and animals you encounter, you will help make nature an integral part of our towns, cities and settlements.

By taking part in Wales Nature Week, you will be joining hundreds of like-minded people and groups, all celebrating the fantastic species and habitats in Wales.

This briefing pack provides you with all the information you need to take part in Wales Nature Week.

Thank you for your support. We look forward to more people than ever taking part in your events during Wales Nature Week 2024!

Sean McHugh
Wales Biodiversity Partnership

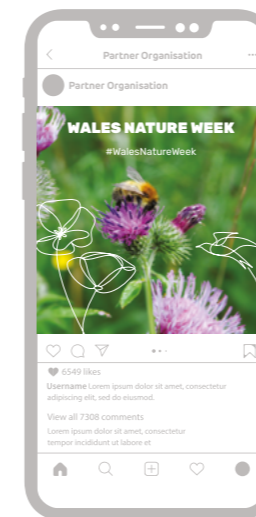
How you can help

To be part of Wales Nature Week you simply need to organise an activity or event that people can take part in. Your group could organise anything: a nature walk and talk, a wildflower gardening event, an arts project, building bug homes, a litter pick, or anything nature-related!

Free online Wales Nature Week resources for publicising your event or activities are available to download. They will help support you marketing your event as part of the celebration of nature which is at the heart of Wales Nature Week.

Your friendly and knowledgeable Local Nature Partnership coordinator is also there to support and encourage you with your event and bring nature to your community at any time of the year not just in Wales Nature Week.

With your help we can celebrate nature and spread the word about the fantastic nature projects your community, school, charity or business are carrying out across the length and breadth of Wales!



1. Your Resources

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

To download these social media resources, please click this link below.

[Download Here](#)

We have also created a poster template for you to add your event and print out. See our Resources section.

[Resources](#)

2. Social Media

We are on the following platforms:

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

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



How you can help

3. #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.

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

Contact us with your event details so we can feature on our dedicated events page. We will share and interact with your social media posts – don't forget to use the hashtag! [#WalesNatureWeek](#)

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!

