

Nature at Work Communications Toolkit



This guidance pack contains visual and written materials to help you promote your Nature at Work Project including:

Social Media Graphics

Sample Social Media Posts

Digital Flyer suitable for Whatsapp (or similar mobile messaging app)

All flyer and poster templates are available through free design software, Canva, so you can personalise them and download them directly via the links in this toolkit. If your organisation does not have a Canva, please let us know and we can arrange sending over the PDF copies of these materials.

Canva Templates: PRINT MATERIALS

Poster 1:

<https://www.canva.com/design/DAGou6o3sFc/>

Poster 2:

<https://www.canva.com/design/DAGo0RYH15Q/>

DIGITAL ASSETS

Instagram Story Template 1:

<https://www.canva.com/design/DAGooDT5GXs/>

Instagram Story Template 2:

https://www.canva.com/design/DAGp2bN_UQQ/

Instagram Post Template 1:

<https://www.canva.com/design/DAGouGQW2o4/>

Instagram Post Template 2:

<https://www.canva.com/design/DAGouwUZUgl/>

Facebook Post 1:

<https://www.canva.com/design/DAGou39WRYQ/>

Facebook Post 2:

<https://www.canva.com/design/DAGou9aHZDE/>

To edit these templates, you will need to create a free canva account, which you will be prompted to do upon using the links above.

Sample Stakeholder Newsletter Content

HAVE YOU SEEN OUR NATURE AT WORK PATCH?

Almost all of the UK's wildflower meadows have been lost in the last 100 years. East Anglia is the driest area of the UK. With rising temperatures, increased rainfall and sea level rise, the area faces huge challenges from both drought and heatwaves and flash flooding, coastal erosion and salt water contamination of arable land. The Suffolk Climate Change Partnership say that some of the county's farms are now drier than Jerusalem and 'In Suffolk, particularly in our national landscapes and nationally important nature reserves, nature needs protecting, for its inherent value and for the ecosystem services it provides to sustain human life.'

Nature depletion has also been having a negative impact on human health for many years. Numerous studies evidence how connection with nature supports our mental, physical, social and spiritual health and wellbeing, as well as inspiring more pro-environmental behaviours.

East Suffolk Council's declaration of a biodiversity and ecological emergency is a welcome recognition of the need for swift action, not just to protect nature but to reverse nature's decline and restore and boost biodiversity across the area with all the additional benefits to residents that this will bring.

To help tackle this, we are working closely with Groundwork East to install and maintain a Nature at Work patch. This project will allow for native wildflowers to bloom in the area selected, providing vital plants for pollinators, increasing biodiversity and creating a community space to improve well-being and stewardship of the natural world.

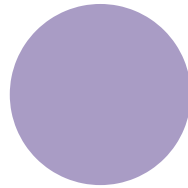
For more information on this project, head to:

<https://www.eastsuffolk.gov.uk/environment/nature-at-work/>

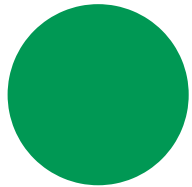
Brand Colours



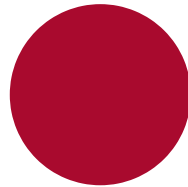
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RGB: (252, 195, 61)



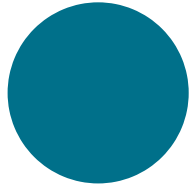
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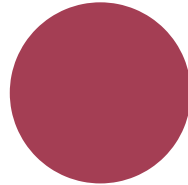
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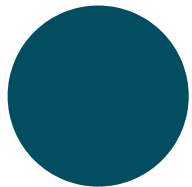
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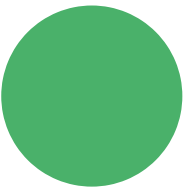
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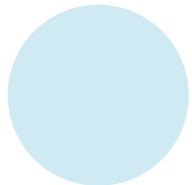
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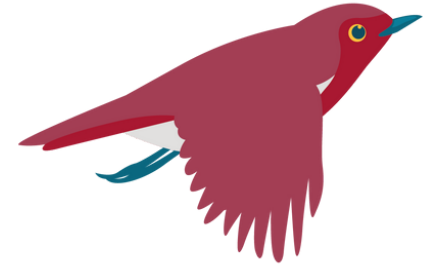


HEX: #4ab16a
RGB: (74, 177, 106)



HEX: #d0eaf4
RGB: (208, 234, 244)

Logos and Images



Nature
at Work

