

Scotland's Climate Festival

Final Report 2021 - 2022



Food



Travel



Waste



Culture



Growing



Conversations



Energy



Policy



#ClimateFestivalScot

Supported by:



Introduction

Scotland's Climate Festival was formally launched at the beginning of November 2021, during the UN Climate Change Conference (COP26).

From the outset, Keep Scotland Beautiful aimed to put local communities at the heart of the festival, supporting them to run events that got their communities thinking about and acting on climate change.

The festival supported communities across the country to plan and deliver their own local climate festivals, alongside our national programme of events.

Alongside these community events, we ran a successful national event series that drew an audience from across the country and beyond, bringing together a diverse range of speakers and topics.

This report provides a summary of activities and achievements over the five month duration of the Climate Festival.

Scotland's Climate Festival was funded and supported by the Scottish Government:



Impact Arts (Glasgow)

Programme strands:



National Event Series

Inspiring and informative online events, free and open to all.



Community Advice and Support

Expert help and resources to organise and promote local climate events.

Programme highlights

The National Event Series encompassed critical current issues such as COP26, Women in Agriculture, The Wellbeing Economy, Year of Stories and more.

The **Community Events** programme kicked off with a parade in Falkirk during COP26 and quickly spread across the country with eco fairs, film screenings, bike rides, repair workshops, growing activities and more.

Seed Funds totaling £14,715 were disbursed to 37 groups, creating new festivals and events from Annan to Inverness to the Isle of Raasay.

The Climate Festival fostered partnerships with 14 **National Partners**, including Creative Carbon Scotland, Home Energy Scotland, SCCAN, and Scottish Wildlife Trust, with collaboration on resources and ideas for community events.



18,283

attendees across
all events



994,000

impressions of
our Climate
Festival content



62

Community festivals
& events in 17 local
authorities nationwide



45%

groups holding events
for the first-time



9

events in our National
Event Series, online
and in venues



33

guest speakers with
78% women and 21%
international speakers



100%

of national events
were free and open to
the public



15

UN Sustainable
Development Goals
were addressed

Community festivals and events

After launching in November, appetite for the Climate Festival grew with each month. Groups registered events across the country, from Annan in Dumfries & Galloway to the Isle of Raasay in the Hebrides, to Montrose in Angus. The most popular type of event by far was growing workshops and sessions, with a wide range of groups planning to get their communities involved and talking about pollinators, food security and sustainability.



Potato Day, Three Town Growers (Ardrossan)



STORM at Shop26 (Falkirk);
photo by Sam Fleming



Costing the Earth Film
Festival (Montrose)

Types of event

Growing Events	Active Travel Events	Community Festivals	Upcycling/ Recycling Events	Film Screenings	Guided Walks and Litter Picks	Talks/ Workshops
23	4	12	3	2	5	8

Events



62
events



16,000
attendees



17
local authorities

Festival and event locations



Supporting communities

Project highlights included:

The Isle of Coll community in **Argyll and Bute** hosted a screening of Scotland: Our Climate Journey (which also featured in our national programme). The screening was a catalyst for considering different community projects aimed at addressing the climate emergency on Coll.

'Wear not Waste', a project based at Ashton Secondary School in **Glasgow**, aimed at recycling uniforms.. The pupils involved in the project all have additional needs and they were part of the process of collecting, repairing, labelling, and selling the clothing. This project is based in an area of economic deprivation and will help provide affordable school uniforms for families.

'Brass in the Park' was an event in **North Ayrshire**, encouraging people to use their local parks and enjoy the local heritage and green space. There was a brass band playing and stalls for environmental activists and organisations to engage with the community on climate change.

In **Dumfries & Galloway**, the group Propagate held a Seed Swap and Growers Get Together for experienced growers and beginners alike to come together and learn about seed swapping and composting, with tea and cake!

Killin Primary School in **Stirling** organised a Community Clean Up and Bike Ride, taking part in the Clean Up Scotland Spring Clean and then taking school children on a bike ride in the afternoon on National Cycle Routes – the teachers received training from Bikeability in order to run the event.

The Granton Spring Eco Fayre was an event in **Edinburgh** focused on reusing, recycling and upcycling. There were stalls for local crafters and makers, as well as workshops on upcycling, a second hand fashion show and even a creative writing workshop on spreading the environmental message.

Seed funding



37

projects funded



15

local authorities



£14,715

distributed

Event themes



22

Food



8

Travel



19

Waste



12

Culture



27

Growing



21

Conversations



11

Energy



4

Policy



Supporting our communities

Festival Forum

Our online Festival Forum connected climate festival and event organisers across Scotland.

Topics covered at the forum:

January: New Year's Mixer with Elaine Grant, Falkirk Delivers

February: Meet the Partners with Zero Waste Scotland, Home Energy Scotland, Scottish Wildlife Trust, Creative Carbon Scotland and Scottish Communities Climate Action Network.

March: Greening Events with Keep Scotland Beautiful staff.

Organiser Resources

A key aim of Scotland's Climate Festival was to enable groups that had no event experience to hold festivals and events in their community. To help them, we created a range of resources that were free and easy to access.

National Partners

Fourteen national partners provided different resources and expertise to offer community groups and inspire audiences to take action. Some partners were able to offer speakers for talks and workshops, while others were able to provide physical resources, including a fleet of bikes that could be taken to any location in Scotland!

Communications Kit

The Communications Kit was available to any group that registered an event with the festival. It included social media cards, hashtags and sample posts to enable anyone to post about their event, even if they had no social media experience.

How To Guide

To support groups with no events experience, we compiled a comprehensive [How To Guide](#), which assisted groups with planning and executing an event. Over the five month duration of the festival, 158 people viewed the guide online.

National Partners



National Event Series

We produced a series of national events, which kicked off in December 2021 and were held online over the winter, with our first in-person event on 14 March 2022 at Glasgow Science Centre. Our national events were livestreamed on Eventbrite and YouTube. Hosting the events online meant we had a wide geographic reach, with audience members joining from all over the country as well as around the globe. Altogether, we had **1,482** attendees.

Events

- We kicked-off the programme on 7 December 2021 with an event **After COP26, What Next? Scotland's Climate Future**, reflecting on COP26 and what was to come next for Scotland.
- Our next event **Food: Women on the Frontline** was on 12 January, exploring the role of women in sustainable food systems, from a Scottish and Zambian perspective.
- We then held a screening of the documentary **Scotland: Our Climate Journey** followed by a Q&A with the filmmakers and characters from the film.
- On 16 February, Minister Lorna Slater joined us for our panel discussion on **the Wellbeing Economy** and its role in creating thriving communities in a changing climate.
- On International Women's Day in March, we celebrated Scotland's Year of Stories 2022 with acclaimed storytellers in our **Storytelling for Change** event.
- Finally, for our last event, we were delighted to partner with Glasgow Science Centre and hold a free, in person screening of **The Ants and the Grasshopper**, followed by a Q&A with filmmaker, author and activist Raj Patel.



Storytelling for Change with Prof. Bashabi Fraser, Alycia Pirmohamed & Mara Menzies



Wellbeing Economy with Rachel Cowper, Dr. Lukas Hardt, Dr. Suzy Morrissey, Lewis Ryder-Jones and Lorna Slater MSP



Q&A with filmmaker Raj Patel following **The Ants and the Grasshopper** screening at Glasgow Science Centre

National Event Series

Community collaborations

We collaborated with Glasgow Film Festival to present the World Premiere of new documentary The Hermit of Treig, and with Glasgow Science Centre to host two days of screenings and discussions of the films Living Proof and The Ants and the Grasshopper for local community groups.

Community Groups involved:

- Galgael
- Children's Wood/St Charles Primary
- Glasgow Home Ed
- Kinning Park Complex

Highlights

The national event series gave a platform to voices not always heard in the climate conversation:

'There's been a huge change in communities on the ground, I've been working in climate change for the last 12 years with communities and I've never seen this level of interest...everybody is getting involved.'

Zarina Ahmad at 'After COP26, What Next'

"It was so encouraging going around Scotland and realising how many people are committed to change and how many people are committed to doing something, anything, whether it's at a community level or the top of industry."

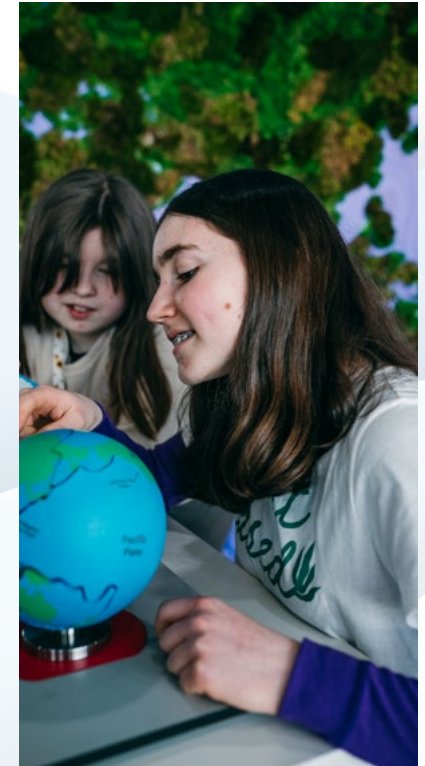
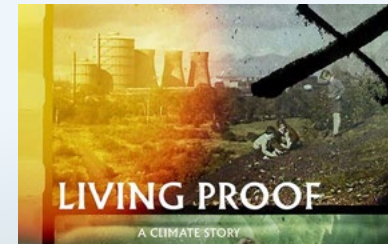
Finbar O'Sullivan, Producer of Scotland: Our Climate Journey

"The power of stories, it's about planting seeds, because we can have the best intentions...but all of us are at a different point in our lives...as opposed to trying to force people to accept something they might not necessarily be ready to accept because that lead to any real change but, stories are something that can really get to the core of the problem."

Mara the Storyteller at 'Storytelling for Change'



[Watch the events on YouTube](#)



Community Screening photos courtesy of Glasgow Science Centre

Speakers

Our national event series welcomed many brilliant speakers from a diverse range of professional and personal backgrounds, including two Scottish Government Ministers, a comedian-academic, filmmakers and wellbeing economy experts. The speakers joined us from as close to home as Glasgow, to as far as the US, New Zealand and Zambia!



Kaisie Rayner, Climate Lead, Royal London



Zarina Ahmad, climate communicator and trainer



Dr. Matt Winning, comedian and environmental economist



Richard Lochhead MSP, Minister for Just Transition, Employment and Fair Work



Nikki Yoxall, Farmer & Educator



Barbara Banda, CEO, Natural Agriculture Development Program Zambia



Alycia Pirmohamed, poet



Mara Menzies, storyteller



Professor Bashabi Fraser, Director, Scottish Centre of Tagore Studies (ScoTs)



Lewis Ryder-Jones, Deputy Chief Executive Officer, Scotland's International Development Alliance;

Speakers



Dr. Suzy Morrissey, Research Associate, Public Policy Institute, University of Auckland; co-founder, WEAll Aotearoa New Zealand Hub



Lorna Slater MSP, Minister for Green Skills, Circular Economy, and Biodiversity, Scottish Government



Dr. Lukas Hardt, Policy and Engagement Lead, WEAll Scotland



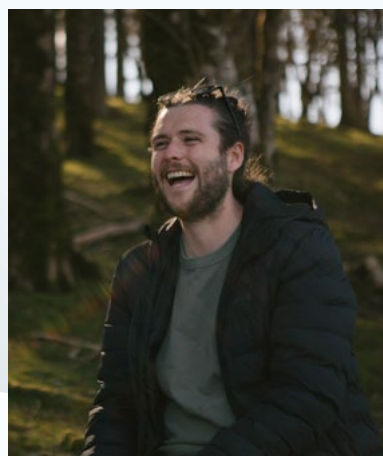
Rachel Cowper, Programme Director, Children's Neighbourhoods Scotland, University of Glasgow



Mike Robinson, Chief Executive, Royal Scottish Geographical Society



Roisin Hyde, Queen's University Belfast



Finbar O'Sullivan, producer, Scotland: Our Climate Journey



Ted Simpson, director, Scotland: Our Climate Journey



Fraser Stewart, Energy and Climate Policy Researcher, University of Strathclyde



Raj Patel, author and filmmaker, The Ants & the Grasshopper [photo Sheila Menezes]

Extending our reach

In the news



- [Hoping to inspire positive action with Scotland's Climate Festival](#)
The Edinburgh Reporter
- [New events announced for Scotland's Climate Festival](#)
Grampian Online
- [Inclusive Cop26 Strategy drawn up](#)
The Herald

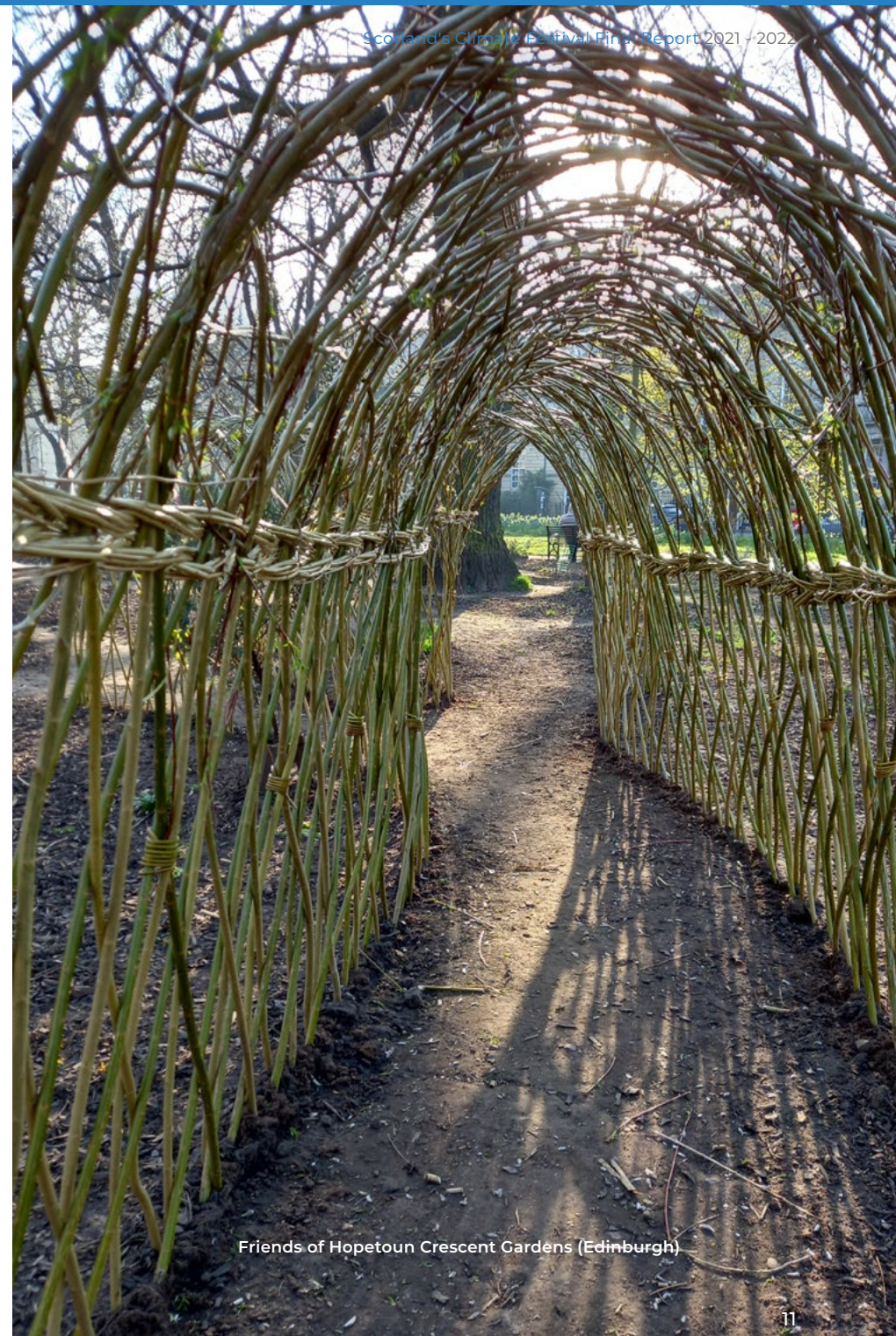
Estimated **528,120** media impressions in total.

National partnerships

14 national partners working on environmental issues, connecting us to wider audiences and campaigns. Estimated reach is **38,000** people who saw our Climate Festival content through partner channels.

Local communities

167,000 estimated impressions through the promotional efforts of 62 community festivals and events across Scotland, including their social channels, newsletters, and press outreach.



Friends of Hopetoun Crescent Gardens (Edinburgh)

Extending our reach

Our channels

From festival launch to the last event, we reached a growing online community, connecting people to the speakers and issues of Scotland's race to Net Zero.

Over **268,000** people saw our content through our Keep Scotland Beautiful channels, including:



12,000 (people who like our page/profile)
with **47,503** views of our Climate Festival content



3,000 (people who like our profile)
with **80,440** views of our Climate Festival content



15,000 followers
with **113,182** tweet impressions of Climate Festival content



8,367 views of Climate Festival events on Eventbrite



Over **2,500** impressions from KSB email newsletters



9,379 unique visitors to
keepsotlandbeautiful.org/climatefestivalscot



714 people rewatched our Climate Festival national events

Global audiences

Presenting the National Event Series online meant that we could attract attendees from across Scotland - and far beyond. National events were livestreamed on Eventbrite and YouTube, delivering over 13 hours of climate content.

700+ people have tuned in to watch these conversations on our YouTube channel and the number continues to grow.



What participants said

We asked participants of our national events what they thought.



92%

felt inspired to take action.

89%

of attendees rated the programmes as "good" or "excellent".

92%

thought the event theme/content/guest speakers were important.

92%

attended to Learn something new/information gathering.

Audience experiences

"Really interesting speakers...opened my eyes to many things."

"Thank you – could have listened all night!"

"I really enjoyed Raj Patel's film and learnt a lot about agriculture, climate change engagement and gender equality."

"Thank you all, leaving feeling very hopeful!"

"Thanks again for hosting us at the Glasgow Science Centre last week. Everyone had such a good time and we have had lots of interesting chats sparked by the film."

"I thought it was fascinating and a great opportunity for the kids."



*Based on Audience Survey results for national event series 7 Dec 2021 – 23 March 2022."

Amplifying impact

Through the Festival Forum, our seed fund and resources provided to communities nationwide, we encouraged people across the country to take action on climate.

Our seed funded community events:

- Provided forums to start conversations about new local climate-related projects
- Supported spaces for communities to plant and access locally grown food
- Tackled litter and waste in local areas
- Encouraged active travel around neighbourhoods
- Promoted wellbeing and mental health awareness
- Connected people with their local green spaces and nature
- Created ways to recycle, reuse, and repair clothing and other items
- Gave people many more ways to get involved in tackling climate issues in their community!

Quotes from seed fund grantees

"I really enjoyed learning about climate change and applying for the Seed Fund, I made a speech about it and was confident enough to give the speech in front of the audience during the event. I don't think I would have been confident if we didn't apply for this funding."

From Impact Arts

"A fantastic day seeing people with smiles on their faces and we were able to get epicure potatoes"

Organic Grower

"What a fantastic day. I have learned so much about the different potatoes. I enjoyed making the bird feeder and potato head"

A volunteer from Youth Services



Amplifying impact

Audience actions*

In our Audience surveys, **92%** said that a Climate Festival event had inspired them to take action or make changes in their life.

What will you be doing to make a difference?

Attend more climate events	22%
Learn more about the issues	17%
Share my inspiration with friends and family	15%
Support Scotland's transition to Net Zero	11%
Make different purchasing decisions	11%
Volunteer	9%
Hold a climate event in my community	8%
Connect with the festival's national partners	4%
Write to my local government or MSP	3%



*Based on Audience Survey results for national event series
7 Dec 2021 – 23 March 2022."

Conclusion

Over the five month duration of Scotland's Climate Festival we surpassed almost all the targets of the project and were delighted to host and fund such a diverse range of thought-provoking events. Our national event series welcomed audience members from as far a field as Spain, the US, Nigeria and India, taking Scotland's Climate Festival global.

Through the Climate Festival, we have built connections and community capacity across the country, enabling groups to host engaging events. The Festival has shown and amplified the appetite for community climate action in Scotland and we are sure this energy and commitment will continue.

Climate Festival information and resources to help local communities hold their own festivals and events will continue to be available on our website:
www.KeepScotlandBeautiful.org/climatefestivalscot



We support the Sustainable Development Goals.

Keep Scotland Beautiful is your charity for Scotland's environment. We work with you to help combat climate change, reduce litter and waste, and protect and enhance the places we care for.



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