

2019 Year of the Environment

Workshop

NATURE
CONNECTED



What we aim to do

- Aims
- Programme
- Metrics – what might we be able to show?
- What can we each contribute?
- Sponsors – who might provide resources?

Aims of the Year

- In 140 characters!

Here are a few tips.

Short writing still needs to be good writing.

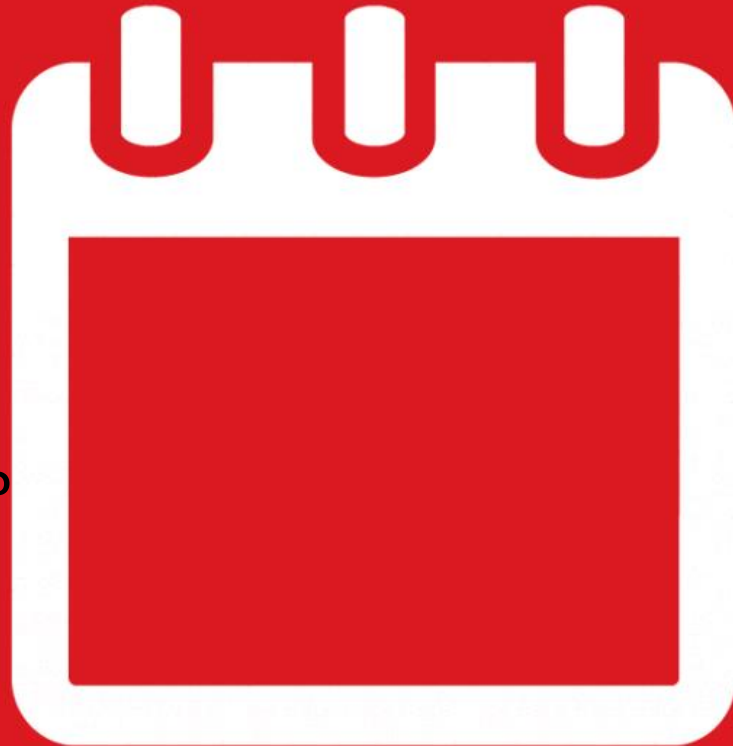
Every character counts, so

- **use strong verbs and a minimum of adverbs** – you just can't afford to say in two words what you can say in one.
- **avoid "university words"**. Almost every long word in English has a short, blunt word that means the same thing. Use it instead.
- **Write first, then rewrite**. It's hard when you can feel that 140-character limit breathing down your neck. Spill it all out and then trim.
- You can usually **cut "that" and "which"**. "The toy train that my sister got for Christmas" can be "The toy train my sister got for Christmas."
- Take your cue from Spanish (and Obama) and **eliminate personal pronouns**. "I am going to the Apple store" can be "Going to the Apple Store".
- **Use punctuation!** Many will tell you to rely on forceful words, not exclamation marks, but when words are limited, punctuation adds impact.
- **Get to the point**. Say what you want me to do and why I should do it. You have no room to build anticipation – cut straight to the chase.



Calendar of activities

What?
When?
Where?
Who is organising?
Contact



What	When	Where	Who /contact

Metrics

What do we want to do/change?	Do we know current situation/baseline?	How might we measure the activity/change	Who might do this	Who cares?
Example Tree for each child born in 2019	Not 2019 yet!	Count of trees planted with this purpose	MF Team	DEFRA, NHS, Parents!



HELP

AND

SUPPORT

Volunteers

Volunteers needed for

- Steering group
- Working group
- Comms media group
- Glossy brochure development

Sponsors

Confirmed	Potential	Speculative