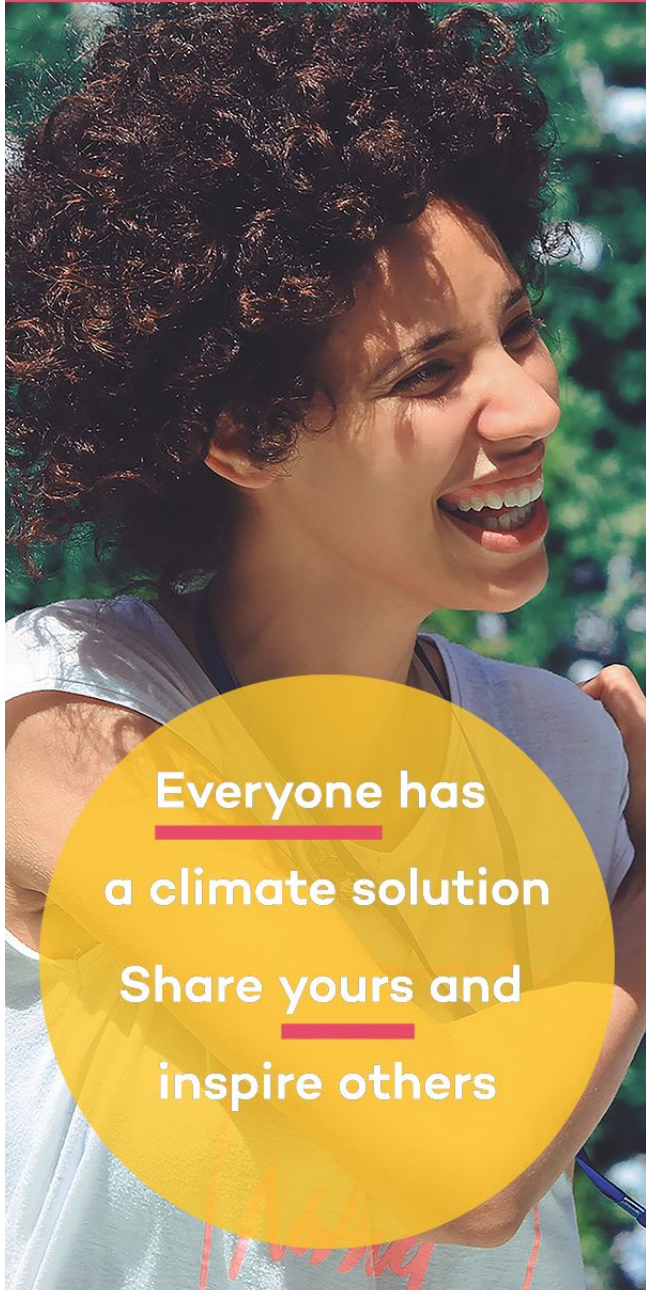


PROJECT
nøutral



Everyone has
a climate solution
Share yours and
inspire others

a project of
Tides Canada
SHARED PLATFORM

Project Neutral Campaign Toolkit

#MeasureYourImpact

Help us share Project Neutral's carbon calculator on social media and encourage people to measure their climate impact

Use this campaign kit with our [Social Media Toolkit](#)

Download these ready-to-use campaign images specifically designed for [Facebook](#) and [Twitter](#).

Need help? Contact us!

By email: hello@projectneutral.org

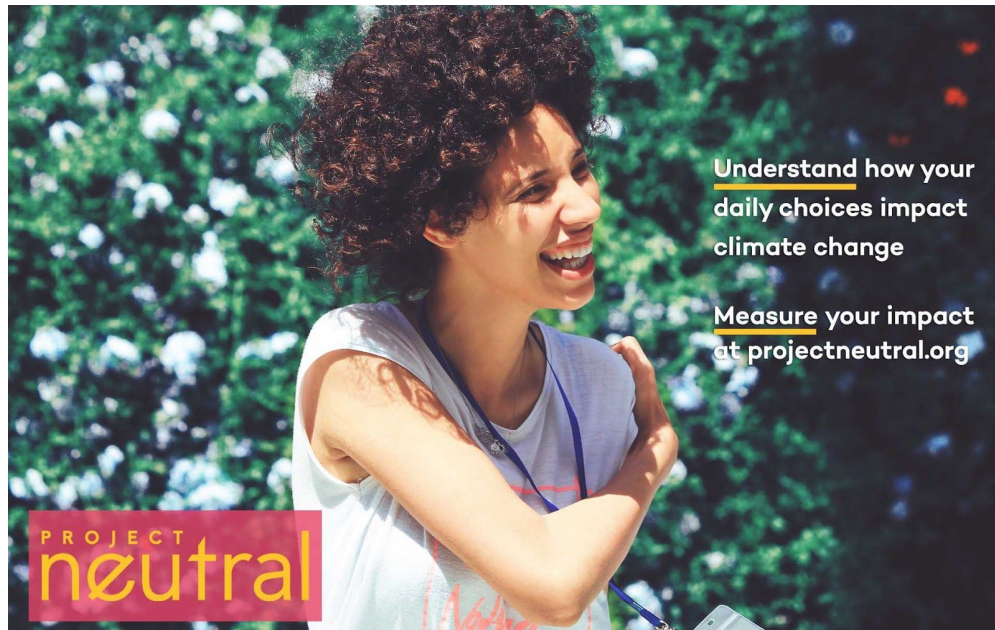
By phone: 647.799.4009, ext 3

Campaign call-to-action:

Measure your impact using Project Neutral's carbon calculator.

Key messages to share:

- @ProjectNeutral helps people understand how their daily choices impact climate change. #MeasureYourImpact at <https://app.projectneutral.org>



- Everyone has a climate solution. Discover yours. #MeasureYourImpact at <https://app.projectneutral.org>



Measure. Act. Connect.

Centre for Social Innovation | 720 Bathurst St, Toronto ON M5S 2R4 | 647-799-4009 | hello@projectneutral.org

Key messages to share (continued):

- You CAN do something about climate change. #MeasureYourImpact at <https://app.projectneutral.org>



- Take your first step towards #ClimateAction. #MeasureYourImpact at <https://app.projectneutral.org>



Measure. Act. Connect.

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Key messages to share (continued):

- Anyone can take #ClimateAction. #MeasureYourImpact at <https://app.projectneutral.org>



Develop your own messages

We encourage you to make this campaign your own and create messaging that best suits your audience! Here's some tips to help you craft your copy:

- The simplest and most effective action you can take to influence others is to **help them discover their climate impact**.
- We know we need multiple solutions to climate change. When you **share your simple, everyday solutions** to climate change, you'll influence others to discover their climate impact and take action on climate change, too.
- No one can do everything, but **when everyone does something** to reduce greenhouse gas (GHG) emissions, together all our actions will add up to immediate reductions that slow down the effects of climate change. That's powerful!

Choose images and words that are positive and meaningful
Avoid catastrophizing, blaming or shaming