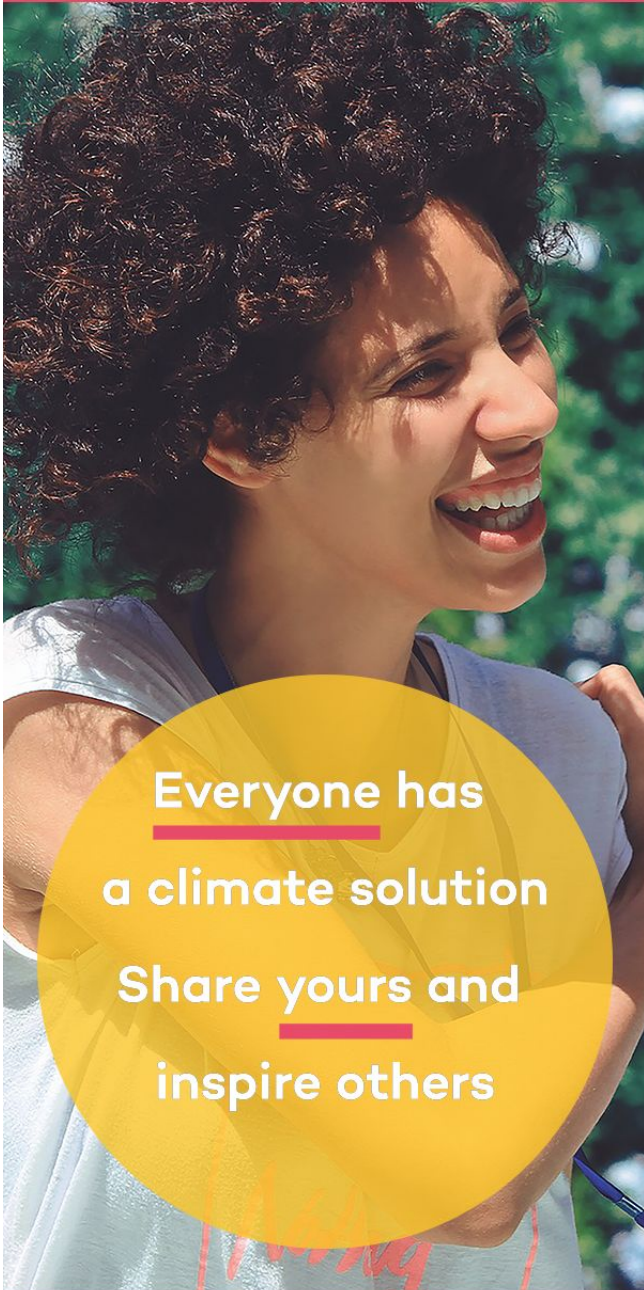


PROJECT neutral



Everyone has
a climate solution
Share yours and
inspire others

a project of
Tides Canada
SHARED PLATFORM

Project Neutral Campaign Toolkit

#TakingClimateAction

Share these simple, everyday climate action solutions on social media and help people discover their 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

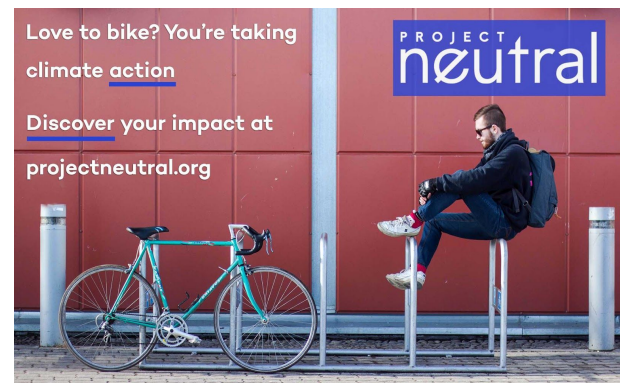
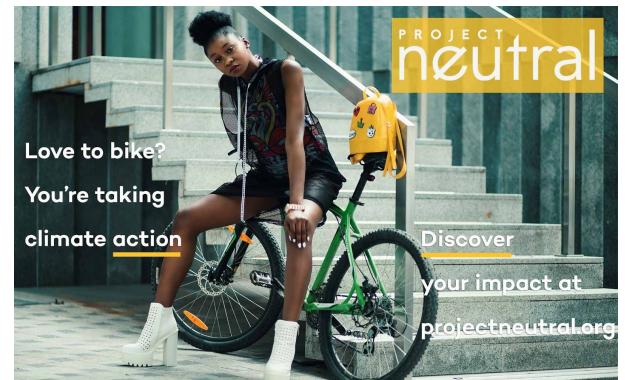
Campaign call-to-action:

Are you taking climate action? Discover your impact!

Key messages to share:

You know your audience best, so choose the image that represents your local area or needs

- Love to bike? You're #TakingClimateAction. Discover your impact at <https://app.projectneutral.org>



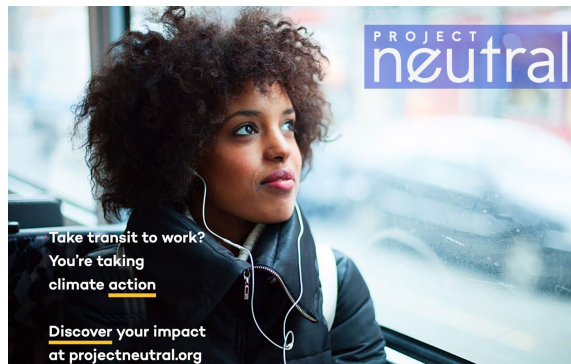
Measure. Act. Connect.

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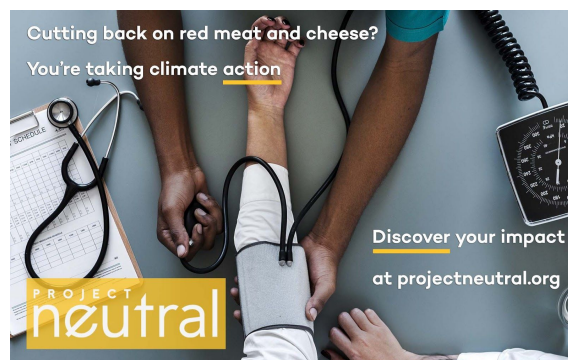
Key messages to share (continued):

Again, choose the image that represents your local area or audience

- Take transit to work? You're #TakingClimateAction. Discover your impact at <https://app.projectneutral.org>



- Cutting back on red meat and cheese? You're #TakingClimateAction. Discover your impact at <https://app.projectneutral.org>



- Are you a vegetarian? You're #TakingClimateAction. Discover your impact at <https://app.projectneutral.org>



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- Do you compost food scraps? You're #TakingClimateAction. Discover your impact at <https://app.projectneutral.org>



- Planning a staycation? You're #TakingClimateAction. Discover your impact at <https://app.projectneutral.org>



- Feeling toasty-warm about insulating your windows? You're #TakingClimateAction. Discover your impact at <https://app.projectneutral.org>



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Develop your own messages:

There are many ways you can decrease your GHG emissions. And the good news is that some of the most effective climate solutions are also good for our health, our economy, and our well-being.

Actions like ...

1. **making your home more energy efficient** makes it more comfortable, more resilient and increases its value
2. making **small changes to your diet**, like **including more plant-based meals**, can improve your health while reducing powerful climate pollutants like methane
3. **driving less** adds up to more savings and gives you **more time for exercise** or **reading on your commute**
4. choosing a **staycation instead of a flight** destination **saves time, money** and **supports your local economy**
5. installing a **smart thermostat** to avoid heating/cooling your home when no one is there
6. **choosing local food** that has travelled fewer kilometres to your plate, like produce grown in some U.S. states that **ship closer to home** than produce shipped from across the country
7. freezing last night's leftovers for a great lunch later in the week and **avoid throwing out spoiled food**
8. **composting food waste** to keep it out of landfill, where it turns into highly-polluting methane gas
9. **using your municipality's online search tool** to identify whether items can be **composted, recycled or trashed**

... all add up to immediate reductions in greenhouse gas emissions (CO₂e).

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