

BIODIVERSITY

Communications Toolkit

USEFUL DATES AND EVENTS

Piggyback national events or awareness campaigns

The launch of national campaigns, statistics and annual awareness weeks like Biodiversity Week give you opportunities for additional exposure.

This is particularly useful when national statistics are released. Study the findings and pull out information relevant to your local area or your field

Below is a list of annual events you can associate your message with. Please be aware that some of the dates may vary from year to year.

22 Jan – 2 Feb 07 Big Schools Garden Watch <http://www.rspb.org.uk/schoolswatch/index.asp>

27-28 Jan – RSPB big Garden
www.rspb.org.uk/birdwatch/

2 February – World Wetlands Day
<http://www.wildlifetrusts.org/index.php?section=environment:water:world%20wetlands%20day>

20 March – Earth Day
<http://www.earthsite.org/>

21 March - World Forestry Day

19-27 May Scottish Biodiversity Week
<http://www.snh.org.uk/biodiversityweek/>

22 May International Day for Biological Diversity
<http://www.unep-wcmc.org/biodiversityday/>

2-23 June - Wildlife Week
<http://www.wildlifetrusts.org/>

5 June - World Environment Day
<http://www.unep.org/wed/2007/english/>

8 June - World Oceans day
<http://www.mcsuk.org/>

17-25 June – Green Transport week/bike week
<http://www.eta.co.uk/>

16 June National Badger Day
<http://www.badger.org.uk/Content/Home.asp>

18-25 June – National Insect Week

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<http://www.nationalinsectweek.co.uk/index.htm>

4-19 August Marine Week

<http://www.wildlifetrusts.org/index.php?section=places:events:marineweek>

25-27 August – European Bat Week

30 Aug – 8 Sep Red Squirrel Week

www.wildlifetrusts.org/index.php?section=places:events:redsquirrelweek

Beach Watch 2007

<http://www.mcsuk.org/>

21 Nov – 2 Dec National Tree Week

<http://www.treecouncil.org.uk/>