



**SHOW
THE LOVE**

COMMUNITY ACTION PACK

2025

#ShowTheLove
theclimatecoalition.org



Contents

Getting Started

3

♥ Crafts for Everyone

3

- Make a Simple Paper Green Heart
- Draw or Colour a Green Heart
- Upcycle Materials into Green Hearts
- Leaf Heart
- Create a Digital Green Heart

♥ Craftivism for Communities

5

- Make, Wear, and Share Green Hearts
- Bake a Green Heart
- Create a Green Heart with
Your Community
- Show The Love at School

♥ Take Part in A Collaborative Piece of Art

7

- Write to Your MP
- Start A Conversation

Get Inspired

11





Getting Started With Show The Love



Use this guide for some hints, tips and ideas for how you can Show The Love this year.

From crafting green hearts **to** having a conversation with a colleague, meeting your MP **to** baking a cake, every way you Show The Love helps build a movement for positive change!

Crafts for everyone!

We believe climate and nature action should be for everyone, regardless of time or resources. Here are some simple and low-cost craft ideas to get involved:

Make a Simple Paper Green Heart

- Use scrap paper, an old magazine, or leftover wrapping paper to cut out green heart shapes.
- Write a message about why climate and nature action matters to you.
- Share it on social media, tag your MP, or pin it somewhere visible in your home or community.

Top Tip:

If you're crafting with others, create a "heart wall" to display your messages in a public space, like a library, school, or community centre.

Draw or Colour a Green Heart

- No craft supplies? No problem! Draw a heart with a green pen, pencil, or crayon on any piece of paper you have at home.
- Add a message about what you love and want to protect from climate change.
- Snap a photo and share it online, tagging your MP to call for action.

Upcycle Materials into Green Hearts

- Use scrap paper, an old magazine, or leftover wrapping paper to cut out green heart shapes.
- Write a message about why climate and nature action matters to you.
- Share it on social media, tag your MP, or pin it somewhere visible in your home or community.

Top Tip:

Ask local businesses or charities for fabric or material donations for community crafting sessions. This is a **great way to involve more people!**

Leaf Heart

- Find a green leaf in your garden or local park (ensure it's safe and legal to pick).
- Cut it into a heart shape or use it as is.
- Take a picture with a message about protecting nature and tag your MP or share it with friends.

Create a Digital Green Heart

- Use free online tools or apps to design a green heart. Canva is free to use, and easy to put together your designs!
- Add a short message and share it across your social media channels.
- Tag your MP to call for leadership on climate and nature.

Craftivism for Communities

Craftivism is a powerful way to combine creativity with action! Here are some additional ideas to inspire collective efforts:



Make, Wear, and Share Green Hearts

- Make your own green heart – check out [our craft tutorial](#) by Great British Sewing Bee's Patrick Grant.
- Personalise your green heart for your MP and send it with a message of your hope for the future for the things you love most.
- Share your green heart on social media, tagging your MP to show them climate and nature action matters to their constituents.

Top Tip:

Host a community crafting event to make green hearts together! This is a great way to **build relationships** and **encourage local action**.

Want more ideas to get started?

Why not check out two guides created by communities? Try your hand at making a [patchwork green heart](#), or a [felted green heart](#)?

Bake a Green Heart

If baking is your passion, why not make a green heart cake or biscuits?

- Personalise your bake with your MP's name or a message about climate action.
- Take a photo and share it on social media, email, or by letter, tagging your MP to let them know what matters to you.
- Share your bakes at a community event or fundraiser to spread the message.

Create a Green Heart with Your Community

Bring your community together to create a living green heart – using people, bikes, or a nature-inspired backdrop:

- Form a heart shape in a local green space - you could position yourselves to form a heart shape, find natural objects place them in a heart, or even plant some trees in a heart shape!
- Take a photo and share it on social media, tagging your MP.
- Combine this with other community events, such as clean-ups or group walks, to make it even more impactful.



Picture credit: southhampton Greenpace

Let's show the power of communities united for climate and nature!

Show The Love at School

Encourage students to explore what they love and want to protect from climate change - with green hearts!

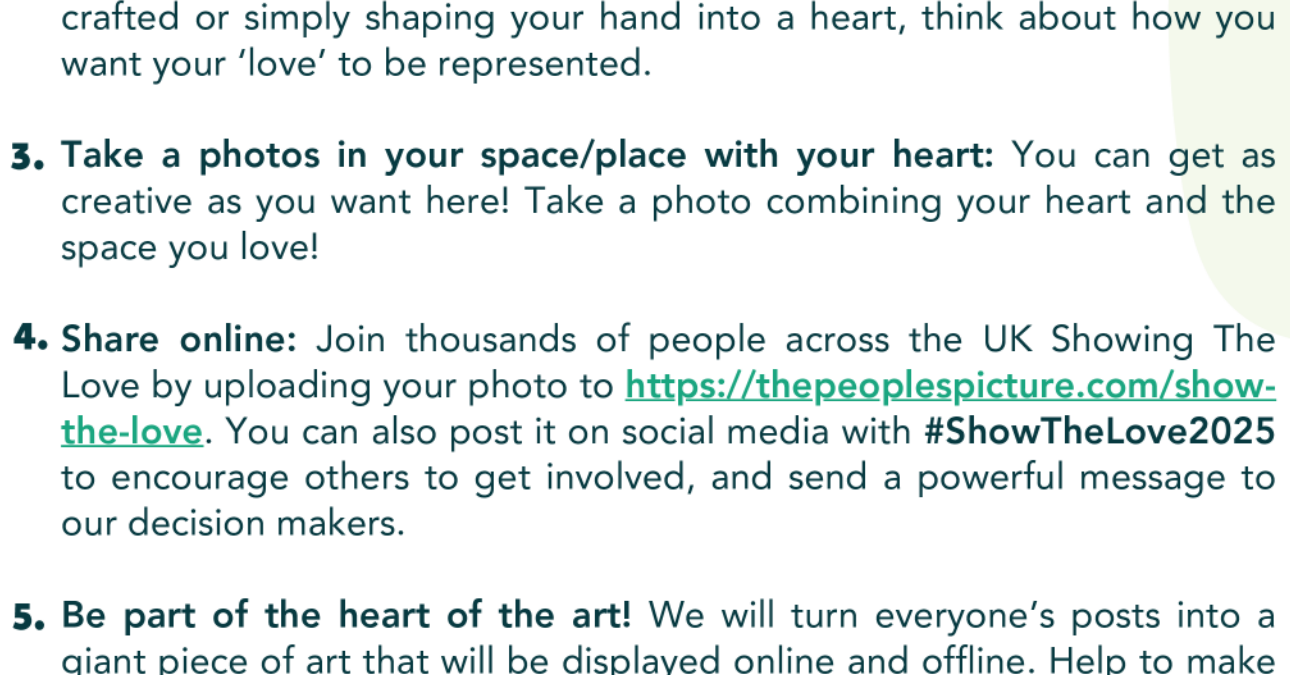

- Ask your pupils to craft green hearts as unique as they are, and write messages on them about what they love and want to protect from climate change.
- Hang them on your favourite tree or display them in the school so that you can inspire others to think about how we can protect things like trees, and all the other everyday things we love and cherish.
- Take a photo of your heart-covered tree or display and share it with us and your MP on social media



Take part in a collaborative piece of art **with the People's Picture!**

Show your love for the places that matter most locally by taking part in our 2025 digital action!


Here's how it works...

- 
- 1. Find your space or place:** Where is special to you and your community that you want to protect from the impact of climate change?
 - 2. Get creative with green hearts:** Whether that's a heart you have crafted or simply shaping your hand into a heart, think about how you want your 'love' to be represented.
 - 3. Take a photos in your space/place with your heart:** You can get as creative as you want here! Take a photo combining your heart and the space you love!
 - 4. Share online:** Join thousands of people across the UK Showing The Love by uploading your photo to <https://thepeoplespicture.com/show-the-love>. You can also post it on social media with **#ShowTheLove2025** to encourage others to get involved, and send a powerful message to our decision makers.
 - 5. Be part of the heart of the art!** We will turn everyone's posts into a giant piece of art that will be displayed online and offline. Help to make it impossible for decision makers to ignore your call for action on nature and climate!
 - 6. And lastly... encourage others to do the same!** Share this guide, have conversations and encourage your friends, family, neighbours and colleagues to share what they love too.
- 



Write to Your MP

Personalised letters are a powerful way to call for action.

- Share why climate and nature action matters to you and ask your MP to champion local projects and solutions in Parliament.
 - Include your green heart or send a photo of your craftivism to reinforce your message.
 - Ask them to write to the Prime Minister and Chancellor, urging them to lead on climate action and nature restoration.
- 

Top Tip:


Use our template letter to craft a powerful message to your MP.



Start a Conversation

Use green hearts as a tool to spark meaningful conversations about climate and nature with friends, family, colleagues, and politicians. Combining empathy, storytelling, and action can inspire connection and drive change.

Why Green Hearts?

- Symbol of everything we love and want to protect from the impact of climate change, for generations to come.
 - A thoughtful gesture that opens the door for impactful dialogue.
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Conversation Steps

1. Gift the Green Heart

- Explain its meaning and personalise it to the recipient if you can (e.g., craft, bake, or use a Climate Coalition sticker).

2. Make It Personal

- Link the issue to their values or concerns, like rising bills or changes in nature.

3. Ask Open Questions

- Examples:
 - “What’s one place in nature that has always been special to you?”
 - “Are there people you care about who are already feeling the effects of climate change?”
 - “What’s one thing you’d love to preserve for future generations, whether it’s a tradition, a place, or a way of life?”



4. Share Stories

- Share your experiences and invite them to share theirs to build connection.

5. Explore Solutions

- Highlight simple actions (e.g., planting flowers, joining events, supporting local initiatives).

6. Invite Action

- Encourage next steps, like joining you at a Great Big Green Week event or lobbying your MP.

Top Tip:

Visit [our conversation guide](#) for more hints and tips on how to have an authentic, powerful conversation!



Get inspired



From local community groups to schools to churches, we've seen people from all walks of life using the power of green hearts and craftivism to show decision makers that we want to see urgent and decisive action to tackle climate change for the love of our families, homes and livelihoods.

People get creative for the climate in all different ways.

School students got involved and made **eye-catching green heart formations**, like the students at Challock Primary School, and WI members gave a new lease of life to a **disused bus shelter** to display and share their green hearts with their community.



Picture credit: Challock Primary School



And you don't have to craft something yourself to get creative and make an impact - **The Oxfam Shop** on Castle Street in **Swansea** put some green heart post-it notes on a '**Green Heart Message Wall**', and encouraged people to share their messages of what they love and want to protect from the impacts of climate change.



Picture Credit: The Oxfam Shop, Swansea



Picture Credit: The Oxfam Shop, Swansea

Decision makers have heard our calls for action...



Picture Credit: Zero Carbon Guildford

...with MPs and Councillors receiving messages of support for real and rapid action on the climate crisis from across the country.

In Guildford, **3000 green hearts with personal messages from students and residents** were collected and displayed at community hub...

ZERO and local shopping centre, The Friary Centre, with **many local decision makers stopping by to read them.**

Green hearts have popped up in nature...

...like this beautiful heart made by Trebah Gardens. Local Greenpeace groups made **green hearts from natural materials** and organised litter picks in their local areas, whilst community groups in Cornwall held beach cleans and crafting sessions to show their love for our oceans.



Picture credit: The Friary centre



Picture Credit: Trebah Gardens

And it's not just during Show The Love we've seen people coming together around craftivism.

During Great Big Green Week, Go Green Eco Urban Festival ran a 'Great Big Green Tea Party', including **interactive workshops that focused on swapping skills and getting creative for the climate**, like knitting, crafting with recycled materials and planting.



Picture Credit: Go Green Eco Urban Festival

The event also highlighted Loneliness Awareness Week, and offered people less well connected in the community a chance to **connect, chat, and contribute to an inclusive greener world for all.**



The event saw returning and new members of the community attending, with new connections formed and skills learnt. The Mayor of Haringey, Councillor Sue Jameson, and Councillor Mike Hakata attended the event and stayed to really engage with event attendees and organisers.



Picture Credit: Go Green Eco Urban Festival

Glossary

Use the links below to explore our resources and find the information you need

- **Craft tutorial**
 - https://drive.google.com/file/d/1__5z6yzLrfz5KgS8g2GVif_XwqYIZRDc/view
- **Patchwork green heart**
 - <https://docs.google.com/document/d/14eFOwIUTgIIKKFy8OZ-sDUCzYEa1KHMiqU1-F2HYIMc/edit?tab=t.0>
- **Felted green heart**
 - <https://docs.google.com/document/d/1YfIX-7TxiuYGPAupzKc0WDLLsVQ0WyZhur0IZgydVPM/edit?tab=t.0>
- **Email to MP template**
 - https://assets.nationbuilder.com/tcc/pages/839/attachments/original/1739378940/STL_MP_action.pdf?1739378940
- **Conversation guide**
 - https://assets.nationbuilder.com/tcc/pages/842/attachments/original/1739378815/STL_-_Conversation_Guide_-_2025-1.pdf?1739378815