

Environmental and Sustainability Awareness Calendar 2024

At Something Big we're passionate about helping businesses raise the profile of their sustainability activity both internally and externally. If you'd like some help navigating your green story, talk to us.

<p>January</p> <p>Veganuary</p>	<p>February</p> <p>World Wetlands Day 2 February</p> <p>Skip the Straw Day 23 February</p>	<p>March</p> <p>World Wildlife Day 3 March</p> <p>Global Recycling Day 18 March</p> <p>International Day of Forests 21 March</p> <p>World Water Day 22 March</p> <p>Earth Hour 23 March</p>	<p>April</p> <p>Earth Day 22 April</p> <p>Stop Food Waste Day 24 April</p>	<p>May</p> <p>No Mow May</p> <p>Meat Free May</p> <p>Love a Tree Day 16 May</p> <p>World Bee Day 20 May</p> <p>International Day for Biological Diversity 22 May</p>	<p>June</p> <p>30 Days Wild 1-30 June</p> <p>World Environment Day 5 June</p> <p>World Oceans Day 8 June</p> <p>The Great Big Green Week 8 - 16 June</p> <p>World Refill Day 16 June</p> <p>World Day to Combat Desertification and Drought 17 June</p> <p>World Rainforest Day 22 June</p>
<p>July</p> <p>Plastic Free July</p> <p>National Marine Week</p> <p>International Tiger Day 29 July</p>	<p>August</p> <p>Earth Overshoot Day 2 August</p> <p>World Humanitarian Day 19 August</p>	<p>September</p> <p>#SecondHandSeptember</p> <p>Zero Waste Week 2 - 6 September</p> <p>International Day of Clean Air for Blue Skies 7 September</p> <p>Fairtrade Fortnight 9 - 22 September</p> <p>World CleanUp Day 15 September</p> <p>International Day for the Preservation of the Ozone Layer 16 September</p> <p>World Car Free Day 22 September</p> <p>FSC Forest Week 23 - 29 September</p> <p>International Day of Awareness on Food Loss and Waste Reduction 29 September</p>	<p>October</p> <p>Unblocktober</p> <p>World Vegetarian Day 1 October</p> <p>World Animal Day 4 October</p> <p>No Disposable Cup Day 4 October</p> <p>International e-Waste Day 14 October</p> <p>Recycle Week 14 - 20 October</p> <p>World Food Day 16 October</p>	<p>November</p> <p>World Vegan Month</p> <p>European Week for Waste Reduction 20 - 26 November</p> <p>Buy Nothing Day 29 November</p> <p>National Tree Week 25 November - 3 December</p>	<p>December</p> <p>Carbon Literacy Action Day 4 December</p> <p>World Soil Day 5 December</p> <p>International Volunteer Day 5 December</p> <p>International Mountain Day 11 December</p>

Get in touch to find out how we can help you roll out your environmental and sustainability awareness calendar.
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Environment and sustainability awareness days are great opportunities to engage others in the important work of protecting our planet. Make the most of these days with our top tips:

Get the tone right

Try to avoid 'tell style' communications. Balance factual information with lighter content to draw in audiences and bring them on the journey.

Be solutions focused to reduce anxiety

Many people feel helpless and anxious when digesting climate change communication. Try combatting this by sharing ways audiences can take positive action and be part of the solution.

Avoid getting caught up in green washing

Work with subject matter experts to ensure language and claims are accurate. When sharing goals and ambitions, make sure they are supported by concrete actions and short-term commitments.

Keep the story going

Don't let climate fatigue stop the conversation. Take your audiences on your sustainability journey with ongoing communication and regular progress updates.