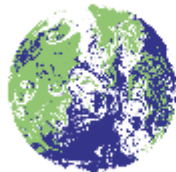




HM Government



**TOGETHER
FOR OUR
PLANET**

WE CAN SAVE THE PLANET BY WORKING TOGETHER



**Hull and
East Yorkshire
Local Enterprise
Partnership**

“Hull & East Yorkshire on the Road to Net Zero”

18 October 2021 – COP 26 Flagship Event

Vision, Aims & Objectives

The Zero Carbon Tour

The **HEY LEP** has been selected to host a flagship event on the government-backed, COP26 affiliated “**Zero Carbon Tour**”.

The Tour takes place in three months prior to COP26 and will see the social enterprise **Planet Mark** - in partnership with **BEIS** - travel the UK on a **100% electric “battle bus”**.

Visiting regions that can showcase ways in which we can all contribute to the race to net zero, Planet Mark will meet **local innovators** and **solution creators** across **business, community, and public sector** groups.

The tour will gather “**Carbon Stories**” which will be showcased at **COP26** in Glasgow **from 31 October to 12 November**.

The “*HEY on the Road to Net Zero*” flagship event takes place on **Monday 18 October 2021**.



**WE'RE TACKLING
CLIMATE CHANGE
BETTER THAN
YOU MIGHT THINK**

#TOGETHERFOROURPLANET #COP26

Driving growth of the Hull and East Yorkshire economy for the benefit of our communities

Vision for Flagship Event

*A region that's aware,
inspired and challenged to
do more in the race to zero
carbon, by celebrating
what's already been
achieved, and exploring
what's yet to be done.*



**AHEAD OF COP26,
JOIN US TO
CELEBRATE THEIR
INSPIRATIONAL
EFFORTS**

#TOGETHERFOROURPLANET #COP26

Driving growth of the Hull and East Yorkshire economy for the benefit of our communities

Event Aims

Raise awareness

Raise public and organisational awareness about COP26, the Race to Zero, the Together for Our Planet campaign, and what part HEY is playing.

Inspire

Inspire the public and organisations to think more broadly and more regularly about the Climate Crisis and the Race to Zero. Motivate them to believe they have a vital role to play.

Challenge

Challenge conventional thinking and seek pledges from the public and organisations on the actions they will take to help catalyse the HEY Race to Zero.

Keep the Conversation Going

Maintain regular & visible conversations with all members of the HEY community even once the Zero Carbon Tour has left town. Embed the Race to Zero in everything that we do.

Event Objectives

Audience Group	Raise Awareness	Inspire	Challenge	Keep the Conversation Going
Businesses	<ul style="list-style-type: none"> • Increase COP26, Race to Zero and Together for Our Planet recall rate • Engage 200 businesses via event (in person attendance or access livesteam) 	<ul style="list-style-type: none"> • Gather 15 “Carbon Story” business case studies of inspirational sustainability initiatives in HEY • Generate 50 referrals to relevant biz support schemes 	<ul style="list-style-type: none"> • Obtain 100 business sustainability pledges for HEY pledge tree • Obtain further 50 “Race to Zero” pledges 	<ul style="list-style-type: none"> • Host the Planet Mark Net Zero Carbon Essentials virtual workshops within 1 month of event • Manage progress of HEY Race to Zero pledges
Public & Community	<ul style="list-style-type: none"> • Increase COP26, Race to Zero and Together for Our Planet recall rate • Engage 200 members of the public via event (in person attendance or access livesteam) 	<ul style="list-style-type: none"> • Gather 10 “Carbon Story” community & public sector case studies of inspirational sustainability initiatives in HEY 	<ul style="list-style-type: none"> • Obtain 100 public sustainability pledges for HEY pledge tree. 	<ul style="list-style-type: none"> • Publish 1 case study per day for duration of COP26 on LEP website • Issue press release summarising the sustainability pledges within 2 weeks of event
Education	<ul style="list-style-type: none"> • Increase COP26, Race to Zero and Together for Our Planet recall rate • Engage 60(?) school age pupils via event 	<ul style="list-style-type: none"> • Pupils from 22 schools pitch their innovative solutions to environmental issue in their schools. • Winning school is given media coverage 	<ul style="list-style-type: none"> • Obtain 50 child sustainability pledges for HEY pledge tree. 	<ul style="list-style-type: none"> • 35 HEY secondary schools deliver “Climate Awareness Assembly” w/c 01 November • Issue press release summarising the sustainability pledges within 2 weeks of event

Event Logic Model

Objectives	Inputs	Activities	Outputs	Outcomes
Increase COP26, Race to Zero and Together for Our Planet recall rate for businesses, public and schools	BEIS Funding	Gathering of “Carbon Story” case studies in build up to event	(Number of) businesses, members of public and schools that can recall COP26, Race to Zero and Together for Our Planet	Increased level of business awareness of COP26, the Race to Zero and Together for Our Planet Campaign
Engage 200 businesses, 200 members of public and 60 school age pupils via event (in person attendance or livestream)	HEY LEP Funding & Matched Funding	Pre-event promotion of carbon stories	(Number of) businesses, members or public and school age pupils engaged via event	
Gather 25 “Carbon Story” case studies of inspirational sustainability initiatives in HEY from business, community and public sector.		Keynote talk to open event	(Number of) Carbon Story case studies created	Increased level of public awareness of COP26, the Race to Zero and Together for Our Planet Campaign
Generate 50 referrals to relevant business support schemes	Marketing Humber Waterline Summit	Waterline Summit Question Time Session	(Number of) referrals to relevant business support schemes	
Pupils from 22 schools pitch their innovative solutions to environmental issue in their schools – winner gets media coverage.		Planet Mark Sessions 1) Race to Zero Session 2) Carbon Stories & 3) Carbon Dating Networking	(Number of) schools participating in Micro-Tyco Competition	Increased level of school pupil awareness of COP26, the Race to Zero and Together for Our Planet Campaign
Obtain 250 sustainability pledges for pledge tree from businesses, public and schools	Planet Mark		(Number of) sustainability pledges obtained	
Obtain 50 “Race to Zero” pledges from Businesses.	Keynote speakers & exhibitors	Breakout Sessions	(Number of) Race to Zero pledges obtained	Increased number of businesses taking steps to decarbonise
Publish 1 case study per day for duration of COP26 on LEP website		Exhibitors Marketplace	(Number of) Carbon Story case studies published during COP26	Increase number of individuals taking steps to decarbonise
Issue press release summarising the sustainability pledges within 2 weeks of event	Wildhearts Education Session	Pledge Trees	(Date of) Press Release Issued	Wider awareness of decarbonisation & clean-growth business support schemes in HEY
35 HEY secondary schools deliver “Climate Awareness Assembly” w/c 01 November		Micro-Tyco Innovate Schools Competition	(Number of) HEY schools delivering Climate Awareness Assembly	Wider awareness of community & natural decarbonisation project in HEY



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