



Everyone's Exeter Media Toolkit

April 2019 - April 2020

Campaign page:

www.exetercityfutures.com/everyonesexeter

Hashtags:

#ExeterCan #EveryonesExeter

What is Everyone's Exeter?

'Everyone's Exeter' is a new city-wide campaign that will focus on and explore one of the 12 Goals each month over the next year. The campaign will encourage participation of individuals and businesses in Exeter through pledges to help transform the City and address city challenges including: Congestion, air pollution, affordable housing, renewable energy and low-carbon travel. We want to build awareness around the 12 Goals, inspire action and to promote a collaborative city approach: working together to address these goals. The goals will follow the same order as they are presented on the [12 Goals webpage](#). Find out how you can get involved by visiting the [campaign page](#).

Why Everyone's Exeter?

In 2019, Exeter was named as the [sixth fastest-growing city](#) in the UK. Under its new strategic plan, the Greater Exeter region hopes to deliver up to [50,000 new homes](#) over the next 20 years. Unless solutions are found, this growth will bring increased pressure on affordable housing, employment, the environment and our transport network.

In response to these concerns Exeter City Futures, in collaboration with [key city organisations](#), have set out a clear set of [12 Goals](#) that reflect the feedback from the people and organisations with whom we have engaged since launching in 2016. (Think [UN Sustainability Goals](#) but localised for the City of Exeter). These 12 Goals are intended to help deliver the City's vision of a more vibrant, sustainable, and inclusive Exeter for future generations.

Get Involved!

We are inviting all groups of the City to get involved in the Everyone's Exeter campaign. There are lots of ways you can do this:

1. [Pledge](#) as an individual or business towards meeting the 12 Goals
2. Spread the message on social media using the **#ExeterCan** hashtag
3. Organise an event or activity during one of the 12 Goals
4. Join our [Partner Network](#) to show support for our 12 Goals

Business & Individual Pledges

Make individual pledges, such as:

- I pledge to commute to work by car sharing when possible
- I pledge to commute by public transport when possible
- I pledge to shop at local independent retailers
- I pledge to travel around Exeter by active transportation in my leisure time
- I pledge to switch my energy supplier at home to a green energy supplier.
- I pledge to reduce the amount of single-use plastics I use
- I pledge to get a smart meter at home, so I can better understand and reduce my energy consumption
- I pledge to commute to work by active transportation (bicycle, foot, run etc)
- I pledge to join the Exeter City Clean during the 'Waste as a resource' goal

Make business pledges, such as:

- We pledge to change to a green energy supplier
- We pledge to incentivise car sharing/ public transport/ cycling at our organisation
- We pledge to switch to a green website domain host
- We pledge to better understand our business energy use through a smart meter
- We pledge to improve the energy efficiency of our business (e.g. installing LEDs)
- We pledge to purchase from local suppliers in our supply chain where possible
- We pledge to remove single-use plastics from our organisation
- We pledge to join the Exeter City Clean during the 'Waste as a resource' goal

Make your pledge official by taking a [short pledge survey](#), then post your pledge on social media using the campaign hashtag - *#ExeterCan* - and tag us in.

Social media inspiration

- Spread the Everyone's Exeter campaign on social media to help us reach the entire City and include the campaign hashtag: *#ExeterCan*.
- Is your business involved in an innovative project, activity or initiative that contributes towards one of our 12 Goals? Let us know about it and we can add it as a case study under the relevant goal (e.g. [Reliable Journeys & Resilient Roads](#))
- Recently, or about to, change to a green energy supplier or purchased a smart energy monitor? Share the news with us on social media to let us know how you are taking control of your energy use and helping to save the planet. *#ExeterCan*.



- Are you taking any actions to reduce your carbon footprint? (e.g. swapping out the car for a cleaner commute by bicycle?) Take a photo and tag **#ExeterCan**.
- Seen something on your travels to other cities across the UK or abroad that you want to see in Exeter? Post about it and tag us in using the campaign hashtag **#ExeterCan**.

Social media post suggestions:

Social media is the perfect way of spreading the message about our Everyone's Exeter campaign. If you are planning to host an event during one of the goals, talk about it on social and we will help to promote your event to a wider audience!

Make the most of your social fuel

- Don't forget to use our hashtags and tag us in:
 - **#EveryonesExeter**
 - **#ExeterCan**
 - **@execityfutures** on Twitter
- Tag the Exeter City Futures page when posting on Facebook.
- Make sure to tell us about your event by emailing: james.geer@globalcityfutures.com so we can help share it with Exeter and beyond
- Want more? Like Exeter City Futures on Facebook, LinkedIn, Instagram and Twitter so you can help share the latest updates and content.

Write your own

Use your voice to share with us and the City why you are excited about **#EveryonesExeter**. Below are some examples of what you can post:

Twitter:

Heard about @execityfutures brand-new Everyone's Exeter campaign? Find out how you can help tackle the 12 Goals for #Exeter, by visiting: <http://bit.ly/Everyonesexeter> #ExeterCan #EveryonesExeter

Can you help @execityfutures achieve the 12 Goals for #Exeter? Get involved with #EveryonesExeter by making an individual or business pledge for an even better Exeter: <http://bit.ly/Everyonesexeter> #ExeterCan

Did you know that #Exeter is one of the fastest-growing cities in the UK? Help @execityfutures ensure that it remains to be a vibrant, sustainable, inclusive place for future generations: <http://bit.ly/Everyonesexeter> #ExeterCan #EveryonesExeter

Come to [Your event name] that we are hosting as part of @execityfutures #EveryonesExeter campaign on [date/time]. #ExeterCan

As part of @execityfutures #EveryonesExeter campaign I/we pledge to: [add your pledge].



What will you pledge? <http://bit.ly/Everyonesexeter> #ExeterCan

Facebook:

Exeter City Futures is leading a city-wide campaign, *Everyone's Exeter*, to ensure that real, tangible differences will be made to benefit the individuals who live and work in Exeter now, and in the future. Make a pledge, host an event join their Partner Network plus more. Get involved over at: <http://bit.ly/Everyonesexeter>

Can you help Exeter City Futures achieve the 12 Goals for #Exeter? Get involved with their *Everyone's Exeter* campaign by making a pledge for an even better Exeter. What will you pledge? Find out more: <http://bit.ly/Everyonesexeter> #ExeterCan #EveryonesExeter

LinkedIn:

Sign into your account and share [this post](#) from the Exeter City Futures LinkedIn page – it includes a link to the Everyone's Exeter campaign page and will really help us to get the message out via your network! Why not comment and add your support to the post too.

Hold an event

We're encouraging businesses, community groups and citizens to organise events* that:

- Improve awareness about Exeter City Futures 12 Goals and their benefit for the City.
- Highlight Exeter's challenges and the economic and social benefits from the transition to sustainable methods of generating energy and travelling around the City
- Showcase sustainable, low carbon, circular economy sector and businesses, solutions and initiatives that are tackling the goals.

**Remember to let us know about your events that align with the Everyone's Exeter campaign and our 12 Goals. Please email: james.geer@globalcityfutures.com*

Join our Partner Network:

The 12 Goals of Exeter City Futures are supported by individuals and businesses across the city through our Partner Network. Together the network is striving to make Exeter a healthier and more sustainable city. [Add your name](#) to the growing list.

Image bank

This document should be accompanied by a collection of images that we have created for you to use when getting involved with this campaign – from social media cards and more. If for whatever reason you need to re-download them they are available, [here](#).



PRESS RELEASE

For immediate use

Exeter City Futures Launch City-wide Campaign to Tackle Global Challenges.

Exeter City Futures have launched their 12-month campaign to raise awareness around transport and energy challenges across the City of Exeter. As part of the company's mission to make Exeter congestion free and energy independent, these 12 Goals will be used as a framework to tackle increasingly important issues around air pollution and affordable housing, as well as working to encourage more journeys to be made on foot and cycle.

The Exeter-based community interest company (CIC) recently announced that the Royal Devon and Exeter NHS Foundation Trust, Exeter College, the University of Exeter, Devon County and Exeter City Council join as members of Exeter City Futures' CIC board. This CIC board is in place to ensure the city's key organisations collaborate to tackle the biggest challenges facing Exeter as a rapidly-growing city.

With an increase in city congestion, and as a result air pollution and parking charges, the 12 Goals will be used to help create a more healthy, inclusive and sustainable city. Everyone's Exeter will start with Reliable Journeys and Resilient Roads.

Reliable Journeys and Resilient Roads

"Exeter City Futures are dedicated to working towards creating a Better Exeter. The introduction of Exeter's 12 Goals is a pivotal step towards changing the way we, as a city, shape the place in which we live and work. As the city economy and population grows, it must also evolve to ensure we tackle these challenges and to help Exeter city lead the way for sustainability, but most importantly, change." - Liz O'Driscoll, Programme Director, Exeter City Futures

"Exeter City Future's Community Interest Company has made us collectively challenge and shape the future vision for Exeter as an emerging city. The introduction of the 12 Goals ensures we have a clear and concise focus on tackling the issues that not only concern Exeter but the wider UK economy. We are delighted to be working closely with Exeter City Futures and key organisations across the city and ask the local community to have their say and be involved in helping to create a better Exeter." - Karime Hassan, Chief Executive & Growth Director, Exeter City Council

In 2019, Exeter was listed as one of the fastest growing cities in the UK, according to [EY's Regional Economic Forecast](#). Services sectors such as ICT put Exeter above the UK average of 1.79% annual gross value, and the South West outperformed many UK regions, and is expected to further outgrow cities including London between 2017-2020.

With city employment growth in Exeter expecting to steadily rise this brings challenges around congestion, resilient roads, and inevitable effects to our health as a city. The 12 Goals aims address this by encouraging individuals and businesses to make pledges to help transform the City and address city challenges including: Congestion, air pollution, affordable housing, renewable energy and low-carbon travel.

Those individuals who are interested in getting involved, either by making a pledge, hosting an event or joining their Partner Network, can do so by visiting: www.exetercityfutures.com/everyonesexeter/

[ENDS]

Notes to editors:

About Exeter City Futures

Exeter City Futures is an independent Community Interest Company that is bringing local government, citizens and the private sector together to tackle Exeter's biggest challenges in a way that reduces social inequality and contributes to economic growth.

It is governed by a CIC board controlled by a Board of Directors who represent the member organisations. This board includes key stakeholders from across the City (Exeter College, University of Exeter, Devon County Council, Exeter City Council and Global City Futures) that will ensure that Exeter City Futures operates within the rules of the CIC and deliver impact in the region to meet its 12 goals and to support investment, jobs and growth.

To find out more about Exeter City Futures, please visit:

<https://www.exetercityfutures.com/>

Exeter City Futures media contact:

James Geer, Comms Lead, Exeter City Futures

james.geer@globalcityfutures.com

+44 (0) 7507 881 835

Exeter City Futures, Broadwalk House, Southernhay West, Exeter, EX1 1TS