

World Environment Day - Saturday 5 June 2021

A. Posts for CILT International Action

(This section is for action by the international marketing team but we are sharing the content for information purposes only)

1. Variations (x4) of I am CILT campaign with President's Message and hashtags noted below.

"We have to talk about our future. Climate change is a clear and present danger to our planet, and in response we as professionals must change the way we operate."

Dato' Radzak Malek
International President CILT

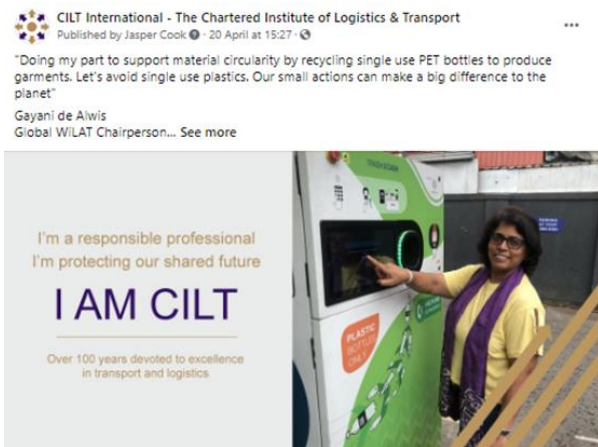
#WorldEnvironmentDay #WeAreCILT #GenerationRestoration #StrongerTogether



2. Green Statements with World Environment Day Hashtags

Re-release member green statements with CILT credentials and the following hashtags:

[#WorldEnvironmentDay](#) [#WeAreCILT](#) [#GenerationRestoration](#) [#StrongerTogether](#)



3. Video recordings

Re-release webinar recordings with following message:

This is our moment. Let's get active and reimagine, recreate, restore.

and the hashtags in this order of priority: [#WorldEnvironmentDay](#) [#WeAreCILT](#) [#GenerationRestoration](#) [#StrongerTogether](#)

- Smart and Sustainable Mobility: Delivering Low Carbon Places:
<https://www.youtube.com/watch?v=fylhVjdl81s>
- Green Series In Conversation With: Paul Le Blond:
<https://www.youtube.com/watch?v=WyqoTbn3gt8>
- Global Environmental Crisis: Future Challenges for the Transport and Logistics Profession:
<https://www.youtube.com/watch?v=FeQktvvlq5g>

B. Posts for CILT Branch Action

1. Post a local environmental message – perhaps a message from your President / Board Member / Senior Branch Figure in support of green technology and sustainability with one of the I am CILT campaign layouts.

Example:

Local message in support of green technology and sustainability in the body copy of your post (be aware that Twitter has a limit of 280 characters):

"As a researcher exploring new avenues of 3D printing for sustainable manufacturing, I am witnessing the transformation of production and consumption patterns towards a greener and better world."

With CILT credentials: [Biman Hettiarachchi](#), CILT Next Generation Regional Ambassador

With appropriate hashtags in this order of priority: [#WorldEnvironmentDay](#) [#WeAreCILT](#) [#GenerationRestoration](#) [#StrongerTogether](#)

And one of the CILT campaign layouts as the image (available on the DMS, filed under Brand Hub -> Green Technology & Sustainability Campaign -> Facebook folder):



A Twitter post might look like this:



"As a researcher exploring new avenues of 3D printing for sustainable manufacturing, I am witnessing the transformation of production & consumption patterns towards a greener & better world."

[Biman Hettiarachchi](#), CILT NG Regional Ambassador

[#WorldEnvironmentDay](#) [#WeAreCILT](#)



Tag people Add description

Everyone can reply

Example:

Local message in support of green technology and sustainability in the body copy of your post:

“I’m passionate to have greenery all around, and since my childhood I’ve been planting trees in every season. So far I’ve planted more than 2000. I have also been using solar energy for the last 30 years.”

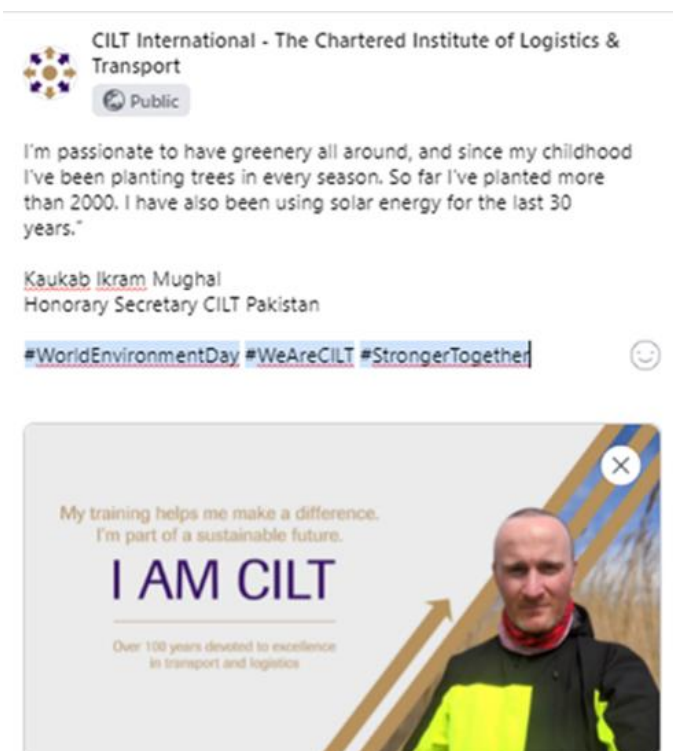
With CILT credentials: [Kaukab Ikram Mughal, Honorary Secretary CILT Pakistan](#)

With appropriate hashtags in this order of priority: [#WorldEnvironmentDay](#) [#WeAreCILT](#) [#GenerationRestoration](#) [#StrongerTogether](#)

And one of the CILT campaign layouts as the image (available on the DMS, filed under Brand Hub -> Green Technology & Sustainability Campaign -> Facebook folder):



A Facebook post would look like this:



2. Like / retweet / share international social media posts from our Facebook page at <https://www.facebook.com/ciltinternational/>, and our Twitter page at https://twitter.com/cilt_global

3. Share local or international Green Series webinar recordings with a local message and hashtags in this order of priority [#WorldEnvironmentDay](#) [#WeAreCILT](#) [#GenerationRestoration](#) [#StrongerTogether](#)

Links to the international recordings are:

- Smart and Sustainable Mobility: Delivering Low Carbon Places: <https://www.youtube.com/watch?v=fylhVjdl81s>
- Green Series In Conversation With: Paul Le Blond: <https://www.youtube.com/watch?v=WygoTbn3gt8>
- Global Environmental Crisis: Future Challenges for the Transport and Logistics Profession: <https://www.youtube.com/watch?v=FeQktvvlq5g>

A Facebook post might look like this:

CILT International - The Chartered Institute of Logistics & Transport

Public

This is our moment. Let's get active and reimagine, recreate, restore.

Watch CILT's Green Series webinar on the Global Environmental Crisis: Future Challenges for the Transport and Logistics Profession

[#WeAreCILT](#) [#CILTGreenSeries](#) [#WorldEnvironmentDay](#) [#GenerationRestoration](#)

<https://www.youtube.com/watch?v=FeQktvvlq5g>

I'm a responsible professional.
I'm protecting our shared future.

I AM CILT

Over 100 years devoted to excellence
in transport and logistics

YOUTUBE.COM

Future Challenges for the Transport and Logistics Profession with Professor Alan McKinnon

A Twitter post might look like this:



4. Share local member green statements using local CILT credentials and hashtags in this order of priority [#WorldEnvironmentDay](#) [#WeAreCILT](#) [#GenerationRestoration](#) [#StrongerTogether](#)

Example of Local Green statement:



Support materials are available on the DMS in the following location:
Brand Hub -> Green Technology & Sustainability Campaign

If you have any queries please contact ceri.williams@ciltinternational.org or jasper.cook@ciltinternational.org

C. Posts for Individual Member Action

Write your own statement in support of green technology and sustainability and post it on social media with your CILT credentials and one of the four I am CILT campaign layouts shown below.

Example:

Individual message in support of green technology and sustainability in the body copy of your post:

“I am all for sustainability and what we can do as Logistics service providers to reduce our carbon footprint. In order to learn more about Solar Energy I installed a mini unit on my house roof. It's been almost 3 years and I have reduced close to 15 Tons of CO2.”

With CILT credentials: [Tyronne Soza, CILT India Member](#)

With appropriate hashtags in this order of priority: [#WorldEnvironmentDay](#) [#WeAreCILT](#) [#GenerationRestoration](#) [#StrongerTogether](#).

And one of the CILT campaign layouts as the image (available on the DMS, filed under Brand Hub -> Green Technology & Sustainability Campaign -> Facebook folder):



A Twitter post might look like this



"The whole world is expecting a post-pandemic boost in various sectors and it is a perfect time to put green technologies and renewable resources on the agenda."

Aizhan Beiseyeva

Vice Chairperson [WiLAT Central Asia](#)

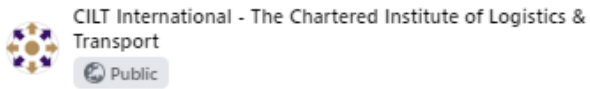
[#WeAreCILT](#) [#WorldEnvironmentDay](#)



Tag people

Add description

A Facebook post might look like this:



"I am all for sustainability and what we can do as Logistics service providers to reduce our carbon footprint. In order to learn more about Solar Energy I installed a mini unit on my house roof. It's been almost 3 years and I have reduced close to 15 Tons of CO2."

Tyronne Soza
CILT India Member

[#WeAreCILT](#) [#WorldEnvironmentDay](#)



Support materials are available on the DMS in the following location:
Brand Hub -> Green Technology & Sustainability Campaign

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