

Publicity Calendar

Instructions

TIME

1 hour +
creative time

(which may be weeks for a
comprehensive exploration).

YOU WILL NEED

A highlighter and a pen.

WHAT IS IT FOR?

Use the calendar to activate your Purpose across the year, making use of the key moments consumers will identify most.

HOW DO I USE IT?

1. Think about what your Purpose means and which types of moments will be authentic areas to engage in (people or planet oriented, for example).
2. Cross out the ones that are disconnected or unrelated to your Purpose.
3. Highlight the remaining ones that get you excited.
4. Consider picking up to 15 final moments that sit across the year, to then explore further creatively.
5. Plot them on the tiered grid below to prioritise how much scale you want to give your moments.

Note: This list is comprised of moments highlighting common and less common fights worldwide, but is not a fully comprehensive list. Feel free to add any further moments (including traditional and national holidays) to your publicity calendar on the following page.

JANUARY

Veganuary

2nd World Introvert Day
4th World Braille Day
18th Blue Monday ("the most depressing day of the year")
17th World Religion Day

FEBRUARY

USA Black History Month

11th International Day of Women and Girls in Science
15th Singles Awareness Day
17th Random Acts of Kindness Day
20th World Day of Social Justice

MARCH

3rd World Wildlife Day
8th International Women's Day
18th Global Recycling Day
20th International Day of Happiness
21st International Day for the Elimination of Racial Discrimination
21st International Day of Forests
22nd World Water Day
28th Earth Hour

APRIL

Women in the World Summit

2nd World Autism Day
6th International Day of Sport for Development & Peace
7th World Health Day
21st World Creativity & Innovation Day
22nd Earth Day

MAY

Deaf Awareness Week

15th Endangered Species Day
17th International Day Against Homophobia, Transphobia & Biphobia
21st World Day for Cultural Diversity
21st Global Accessibility Awareness Day

JUNE

Pride Month

5th World Environment Day
8th World Oceans Day, & the UN Ocean Conference during the previous week
12th World Day Against Child Labour
20th World Refugee Day
22nd World Rainforest Day

JULY

Plastic Free July

17th International Justice Day
30th International Day of Friendship

AUGUST

USA Black History Month

9th International Day of the World's Indigenous Peoples
19th World Humanitarian Day

SEPTEMBER

UNGA Climate Week

5th International Day of Charity
21st International Day of Peace

OCTOBER

UN Biodiversity Conference

10th World Mental Health Day
16th World Food Day
17th International Day for the Eradication of Poverty
24th United Nations Day
31st World Cities Day

NOVEMBER

COP26

13th World Kindness Day
25th International Day for the Elimination of Violence against Women
30th Giving Tuesday (2020)

DECEMBER

3rd International Day of People with Disability
5th International Volunteer Day
5th World Soil Day
9th International Children's Day

TIER 1

Headline Grabbers
 Popular moments that will catapult your brand Purpose into the spotlight during busy times.

TIER 2

Pre-Established
 Moments that shouldn't be left out but are secondary to your Purpose.

TIER 3

Differentiators
 Less well trodden moments that align with your Purpose.

JANUARY			
FEBRUARY			
MARCH			
APRIL			
MAY			
JUNE			
JULY			
AUGUST			
SEPTEMBER			
OCTOBER			
NOVEMBER			
DECEMBER			

Instructions

TIME

45+ mins

YOU WILL NEED

Pen, and print outs of the template for everyone to fill in.

WHAT IS IT FOR?

Measuring the impact of your actions is essential to show your Purpose in action, to build loyalty and trust with customers, and to make sure you're never greenwashing.

This exercise won't give calculate the impact outright, but it will provide the framework that ensures you're seeking the right data as you purposeful actions play out.

HOW DO I USE IT?

1. First, go through the framework and example with the whole group. Make sure everyone is clear on the difference between output and impact. (10 mins)
2. Give everyone the chance to fill out the framework. (10 mins)
3. Share, discuss and align on final impact measurement framework filled in. (10 mins)
4. Agree how you will measure this impact and what is needed to make it a reality. (10 mins)
5. Brainstorm on what exciting ways you could tell the world about the impact you've had, once you've measured it! (5 mins)