

Communications Toolkit for Partners

Make Greentime17 your own

GREENTIME17

an eden project



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Campaign launch: Take the nearest exit into nature.

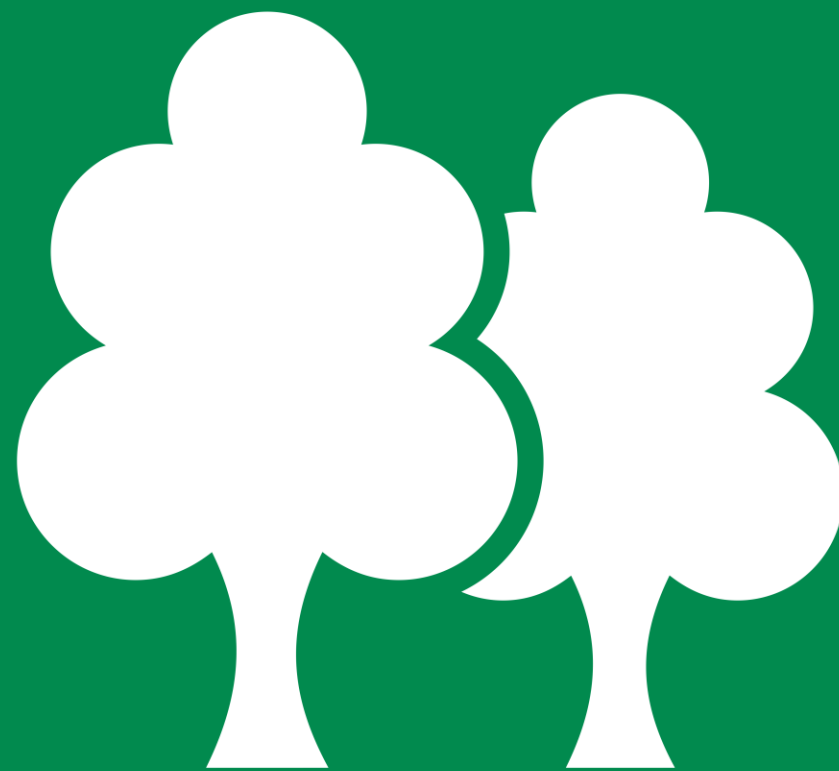
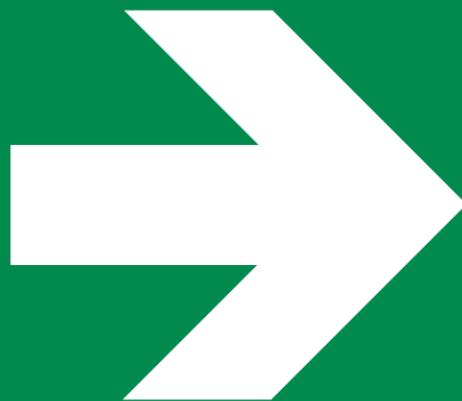
The Eden Project and partners are calling on the UK to swap screen time for Greentime17 – 17 minutes a day spent in nature.

A simple idea with a big ambition:

To help millions more people feel the benefits of spending time in nature, while helping communities take action to support nature and climate recovery. To make 17 minutes in nature a memorable daily habit, much like walking 10,000 steps or eating five a day.

Why 17 minutes?

Research* shows that spending at least two hours a week in nature is associated with better health and wellbeing. That's just 17 minutes a day – a small, achievable daily habit that can add up to a big difference.





Campaign launch – September 2026

Launching on 9 September with a striking 6m x 3m living Emergency Exit installation in Reuters Square near Eden Dock in London's Canary Wharf, hosted by Canary Wharf Group.

The campaign launch will bring Greentime17 to life with a bold invitation to **take the nearest exit into nature**. Built primarily from drought-tolerant plants, the installation will invite partners and participants of the Nature Connections programme from across the UK, as well as passers by, to complete the living wall as they come together to launch the three-year campaign and inspire **millions more people to make 17 minutes in nature part of their everyday lives**. Participants will also be invited to take part in a 17 minute Mindful Walk and other nature-based activities as part of the event.

The launch will be followed by a plant giveaway from 5-8pm on Thursday 10 September.

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Campaign launch – sample social post

 **Take the nearest exit into nature!**

Today we're joining Eden Project and partners to launch Greentime17 – a simple invitation to spend 17 minutes in nature every day. And what better way to launch than with a giant living Emergency Exit in Canary Wharf? 

Why 17 minutes?

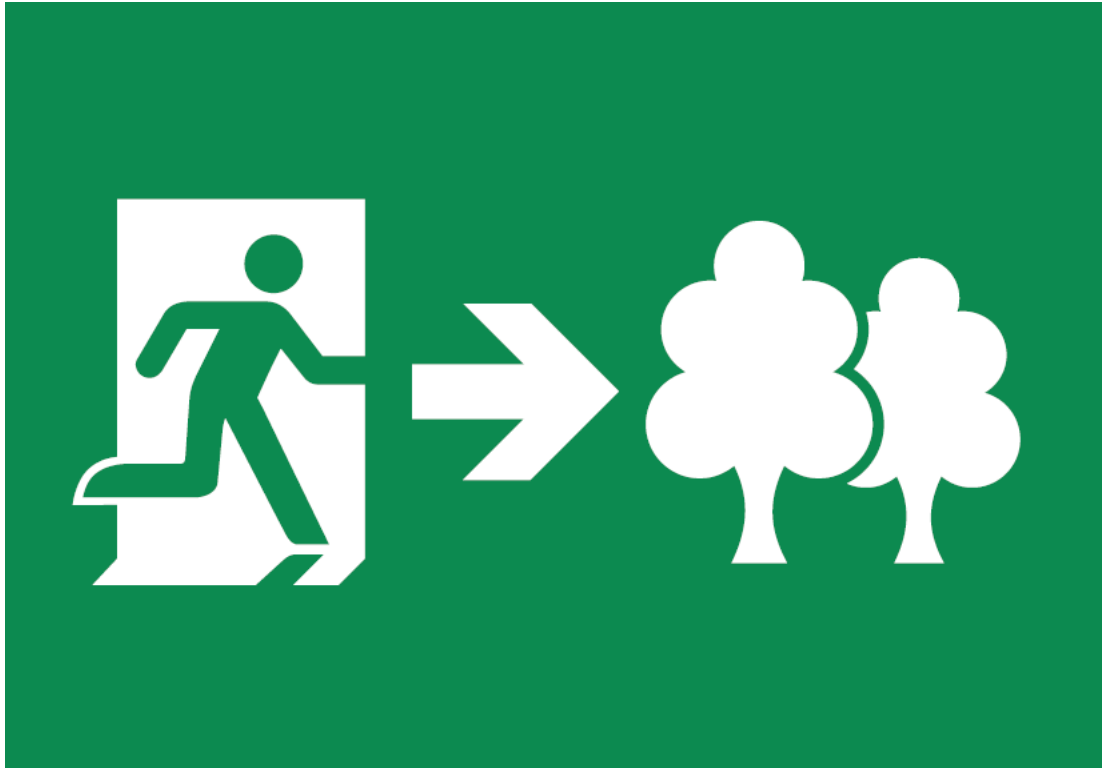
Research shows that spending at least two hours a week in nature is associated with better health and wellbeing. That's just 17 minutes a day – a small, achievable daily habit that can add up to a big difference.

So, when you need a boost, take the nearest exit and swap a little screen time for Greentime.

Find ideas to help you get your 17 of green: greentime17.com



Campaign launch – postcard:



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Take the nearest exit **into nature**

Greentime17 is an invitation from the Eden Project and partners to spend 17 minutes a day in nature – wherever you are, whatever the weather.

Why? Spending time in nature can help us feel calmer, happier and boost our mood. Research shows that at least two hours a week in nature is associated with better health and wellbeing – that's just 17 minutes a day! And it can be good news for nature, too.

How will you get your 17 of green? Find ideas at [Greentime17.com](https://www.greentime17.com)



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Printed using solar-generated power, recycled paper and carbon balanced through the World Land Trust.

Postcards will be given to passers by at the launch, as well as distributed at conferences and events following the Canary Wharf event.
If you would like a batch, contact [Kate Groves, Senior Marketing Manager](#), Eden Project.

Make it your own:



Greentime17 is a simple idea that you can bring to life in your own way.

Whether your work involves helping people get more active, supporting mental wellbeing, connecting communities with nature or taking positive action for the planet, **Greentime17** gives you a simple way to get more people involved.

Use your own spaces, channels, communities and expertise to help people **get their 17 of green.**

Run a 17-minute activity, share ideas and inspiration, create a local challenge, or use Greentime17 to bring your own nature, health or community work to life.

Your audience. Your place. Your activities. Your 17.





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Communications Toolkit

Templates and resources with different themes - to make Greentime17 work for you:

- Long copy
- Short copy
- Social media content
- [Imagery and logos](#)
- [Press release template](#)



THEME 1: Emergency – take the nearest exit into nature



LONG COPY:

TAKE THE NEAREST EXIT INTO NATURE

We're facing growing pressures on our mental health and the natural world – and it's time to take action.

Research shows that spending at least two hours a week in nature is associated with better health and wellbeing. That's just 17 minutes a day – a small habit that can make a big difference.

[PARTNER NAME] is helping people take the nearest exit into nature by [ADD DETAILS OF YOUR ACTIVITY / OFFER / INVITATION].

Getting outside isn't a nice-to-have. It's something we all need.

Take the nearest exit into nature. Get your 17 of green.

Find ideas and resources at [Greentime17.com](https://www.greentime17.com)

THEME 1: Emergency – take the nearest exit into nature



SHORT COPY:

TAKE THE NEAREST EXIT INTO NATURE

We're facing growing pressures on our mental health and the natural world – and it's time to take action.

Research shows that spending at least two hours a week in nature is associated with better health and wellbeing – that's just 17 minutes a day.

[PARTNER NAME] is working with the Eden Project and partners to encourage people get their 17 of green by **[ADD ACTIVITY / OFFER / INVITATION]**.

Take the nearest exit into nature.

Find out more: [Greentime17.com](https://www.greentime17.com)

THEME 1: Emergency – take the nearest exit into nature



TEMPLATE SOCIAL POST:

  TAKE THE NEAREST EXIT INTO NATURE

Research shows that spending at least two hours a week in nature is associated with better health and wellbeing – that's just 17 minutes a day. It can be good news for nature, too.

[PARTNER NAME] is working with the Eden Project and partners to encourage people get their 17 of green by [ADD ACTIVITY / OFFER].

So, when you need a boost, take the nearest exit.

Get your 17 of green: [Greentime17.com](https://greentime17.com)

#Greentime17 #Nature

THEME 2: SWAP SCREENTIME FOR GREENTIME



LONG COPY:

SWAP SCREEN TIME FOR GREENTIME

We're working with the Eden Project and partners to encourage people across the UK to swap screen time for Greentime17 – 17 minutes a day spent in nature.

Why 17 minutes? Research shows that spending at least two hours a week in nature is associated with better health and wellbeing. That's just 17 minutes a day.

And there's no wrong way to get your 17.

You could walk, play, pause, grow, notice, eat lunch outside or simply spend some time somewhere green. You don't have to be outdoorsy, have a garden or know anything about nature.

[PARTNER NAME] is helping people get their 17 of green by [ADD DETAILS OF YOUR ACTIVITY / OFFER / INVITATION]. So, what will you swap your screen time for?

Get your 17 of green. Find ideas and resources at [Greentime17.com](https://www.greentime17.com)

THEME 2: SWAP SCREENTIME FOR GREENTIME



SHORT COPY:

SWAP SCREEN TIME FOR GREENTIME

Got 17 minutes?

Put your phone down. Step outside. Take a walk. Sit somewhere green. Eat lunch outside. Watch the sunset.

Research shows that spending at least two hours a week in nature is associated with better health and wellbeing – that's just 17 minutes a day.

[PARTNER NAME] is helping people get their 17 of green by [ADD ACTIVITY / OFFER / INVITATION].

What will you swap your screen time for?

Find out more: [Greentime17.com](https://www.greentime17.com)

THEME 2: SWAP SCREENTIME FOR GREENTIME



SOCIAL POST:

  SWAP SCREEN TIME FOR GREENTIME

Got 17 minutes?

Mute the notifications. Put your phone down. Step outside. Walk. Play. Pause. Grow. Notice. Research shows that spending at least two hours a week in nature is associated with better health and wellbeing. That's just 17 minutes a day.

[PARTNER NAME] is helping you get your 17 of green by [ADD ACTIVITY / OFFER].

What will you swap your screen time for?

Greentime17.com

#Greentime17 #Nature

THEME 3: 17 MINUTES. EVERYONE'S INVITED



LONG COPY:

GOT 17 MINUTES?

You don't have to know how to connect with nature. You don't have to be outdoorsy. You don't need a beautiful garden or a countryside walk. You just need 17 minutes.

Greentime17 is an invitation from the Eden Project and partners to spend 17 minutes a day in nature – wherever you are, whatever the weather.

Research shows that spending at least two hours a week in nature is associated with better health and wellbeing. That's just 17 minutes a day.

Walk. Play. Pause. Grow. Notice. Simply be.

[PARTNER NAME] is helping people get their 17 of green by [ADD DETAILS OF YOUR ACTIVITY / OFFER / INVITATION].

How will you get your 17 of green?

Find ideas and resources at [Greentime17.com](https://greentime17.com)

THEME 3: 17 MINUTES. EVERYONE'S INVITED



SHORT COPY:

GOT 17 MINUTES?

You don't have to be outdoorsy. You don't need a beautiful garden or a countryside walk. You just need 17 minutes. Walk. Play. Pause. Grow. Notice. Simply be.

Research shows that spending at least two hours a week in nature is associated with better health and wellbeing. That's just 17 minutes a day.

[PARTNER NAME] is helping people get their 17 of green by [ADD ACTIVITY / OFFER / INVITATION].

How will you get your 17 of green?

Find out more: [Greentime17.com](https://www.greentime17.com)

THEME 3: 17 MINUTES. EVERYONE'S INVITED



SOCIAL POST:

GOT 17 MINUTES?

You don't have to be outdoorsy.

You don't need a garden.

You don't need a countryside walk.

You just need 17 minutes.

Walk. Play. Pause. Grow. Notice. Simply be.

[PARTNER NAME] is helping you get your 17 of green by [ADD ACTIVITY / OFFER].

How will you get your 17 of green? Greentime17.com

#Greentime17 #Nature



SHORT SOCIAL LINES:

- Get your 17 of green
 - How will you get your 17 of green?
- Emergency? Take the nearest exit into nature.
 - This is your sign to get outside.
 - Nature needs you. You need nature.
 - Swap screen time for Greentime.
- 17 minutes could make a world of difference.
 - 17 minutes. Everyone's invited.
 - Got 17 minutes?



RESEARCH:

**White et al., Scientific Reports (2019), based on data from 19,806 people in England. The study found that people spending at least 120 minutes a week in nature were significantly more likely to report good health and high wellbeing, with benefits peaking at around 200–300 minutes per week. It found no difference between one longer visit and several shorter visits.*

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