



FARMING TOGETHER  
TO ACHIEVE NET ZERO

# Countryside COP4 4-8 November 2024

Creating the space ahead of COP29 for the UK's rural community to take centre stage and showcase our contribution to a just and equitable resilient net zero economy.

Agriculture and Land use Alliance  
Enquiries: [netzero@nfu.org.uk](mailto:netzero@nfu.org.uk)



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# Event formats

- Anyone with an interest in the countryside may host an event. Events are intended to be easy for the organiser to stage and suit their audience:
  - Flexible format: In person or virtual
  - Flexible platform: Use the platform **best suited to your needs**. Consider your audience size: Zoom Business plan accommodates 500 participants, Teams Business plan 300
  - Flexible length: The virtual event length can suit the complexity of the theme. We recommend between 1 and 2 hours. Live events may require longer
  - Flexible time: You choose the date and time that best suits your audience. Events will run concurrently to allow the greatest flexibility.

# Book in your event with Countryside COP

Send your event details:

- Date and time of event
- Event title
- 25 word summary (approx.) with link for more information if applicable
- Speakers
- Name of the organiser
- Event registration link\*

to [netzero@nfu.org.uk](mailto:netzero@nfu.org.uk)

[\\* Schedule a Teams meeting with registration \(microsoft.com\)](#)

[Setting up registration for a meeting – Zoom Help Center](#)

If you prefer to keep your event entirely open, then please send the joining link or let us know if it is a member only/closed event.

# Countryside COP Event Videos

**To help promote Countryside COP, we are looking for short videos (about 30-90 seconds) covering e.g.:**

- An overview of your event
- An introduction to your speakers
- Who will it interest?
- What are you trying to achieve with your project/workshop?

Videos will be hosted on [Countryside COP - YouTube](#) and posted on [Countryside COP Twitter](#). These can be shared by all to publicise the programme, and to encourage other organisations to get involved in the Alliance and to host an event. Promotion by all involved will help build audience participation for the Countryside COP week of events.

# Publicising your event

- The Countryside COP and the programme of events are listed on [Countryside COP4: 04 - 08 November 2024 – Agriculture](#)
- You to directly invite participants to register for your event
- Promote your event programme and amplify the Countryside COP programme across your channels. If possible, use tracked links and feedback where audiences are coming from.
- Please follow [Countryside COP \(@CountrysideCOP\) / X \(twitter.com\)](#)

Following the event:

- Send us a recording watch again link to make it available to a wider audience.
- Please send your audience numbers and if possible, your social media reach stats to the secretariat ([netzero@nfu.org.uk](mailto:netzero@nfu.org.uk))

**Thank you for your support of Countryside COP**