

ACCESSIBILITY-OPTIMISED VERSION



# People's Emergency Briefing

## Screening Guide

Revised 8 May 2026

*Everything you need to plan and  
promote a screening + discussion*

*Click or press arrows to advance slides / Not for printing  
Note: please refresh this page regularly, for the latest version*





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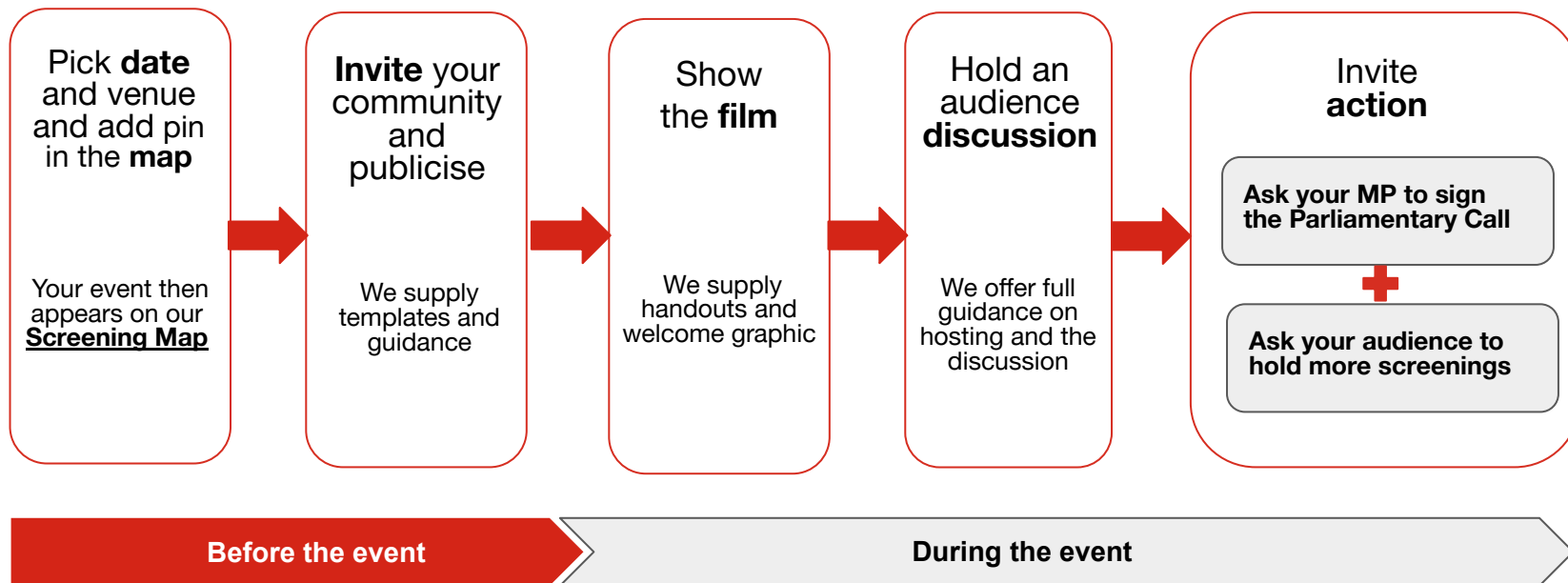
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# Overview of the screening process



## Introduction

The NEB aims to create a social tipping point towards genuine emergency action on the climate and nature crisis. The **People's Emergency Briefing** film - and the communities that screen it - are the catalyst for this.

The aim is simple: **screenings everywhere, for everyone**. This guide helps you bring the film to your community – and seed additional screenings as a result.

Screenings are followed by a facilitated discussion, creating a calm, inclusive and non-judgmental civic space where diverse audiences can engage seriously with the evidence, connect locally, and build a shared sense of understanding, confidence and practical agency.

Where possible, communities and their elected representatives are invited to take part together.



## Section 1



# Planning & Promotion

## Event Format

The **People's Emergency Briefing** is not just a film. It's a prompt for a people to come together and act.

### Community Screenings

Designed to be in-person events, with a discussion after. The exact format you choose is down to you. Some organisers choose to host panel discussions after the film, which can work well in certain contexts. However, experience shows that audiences are more likely to take meaningful next steps when they have space to reflect, share their own responses, and connect with others in the room. For this reason, **we recommend** a facilitated discussion, rather than a panel.

### Workplace Screenings

Organisations, businesses, universities and professional networks are also encouraged to host screenings - an opportunity for colleagues and members to watch the film together and discuss how the climate and nature crisis relates to their sector, workplace or professional responsibilities. See our **Workplace Screening Guide** (coming soon) for more information.

### Cinema Screenings

Cinema screenings are being handled by our distribution partners UK Green Film Network. If you would like your local cinema to screen the film contact [info@ukgreenfilm.net](mailto:info@ukgreenfilm.net)



#### Screening venues include:

- Cinemas
- Community cinemas
- Community centres
- Village halls / pubs
- Faith buildings
- Businesses
- Conferences and events
- Universities
- Hospitals & healthcare locations
- Council premises
- Libraries
- Festivals

## Your Screening on the Map

The government is not briefing the nation on the most important issue of our time. So civil society is now stepping up.

Our **interactive map** shows where communities like yours are doing this.

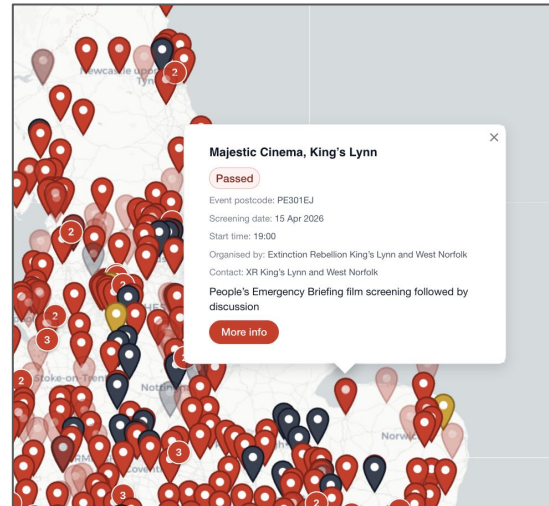
Please follow the instructions linked below to add a pin to the map with details of your event.

**Key document:**

**Instructions on adding your pin on the map**

**Please complete this step so we can send you the film.**

Want to find a screening in a particular town, see our [screening map](#) and try table view (top right of the map) and insert a postcode to see a list of all screenings in that location. To find a postcode for a town use this [link](#)



Unsure about hosting your own screening? How about asking your local independent cinema to screen it. Email our cinema distributor UK Green Film Network: [info@ukgreenfilm.net](mailto:info@ukgreenfilm.net) for guidance.

## Invitation Templates

Screenings are an opportunity to bring together **a diverse range of people** from across your community. So please **invite** your MP, but also consider inviting all elected representatives.

(NB MPs are more likely to be in their constituencies on Friday and Saturday evenings).

We have developed a range of templates to assist you in inviting the MP, councillors, faith groups, businesses, youth groups and many more.

### Key document:

Variety of PEB invitation templates - [here](#)

16

Please note, we recommend that audiences be aged **16+**. Full explanatory documents from the Climate Psychology Alliance [here](#) and [here](#).



Our partners Hope for the Future specialise in non-partisan engagement with politicians. Their website has a collection of resources that may be useful, as well as links to their upcoming free trainings - link [here](#).

## Ticketing

We are providing the film to hosts for free, but some hosts will charge to cover costs.

### Ticket price

#### **Community screenings**

Hosts may charge at their discretion. This should be minimal and purely for covering costs.

A small fee for pre-booked tickets helps to protect against no-shows. The aim is to maximise attendance.

#### **Workplace screenings**

For corporate screenings, we invite an optional pay-what-you-can contribution, using this [link](#).

#### **Cinema Screenings**

Cinemas usually charge a fee.

### Ticketing software

This can make it easier to estimate attendance, reduce the number of direct queries you need to handle, and ensure numbers remain within venue capacity.

We recommend [Ticket Tailor](#). It is free for free tickets

▶ How set up Ticket Tailor, including template wording - click [here](#)

▶ Ticket Tailor banner graphic - click [here](#)



**NOTE:** Some venues may require you to take out public liability insurance. This is uncommon but we recommend you check.



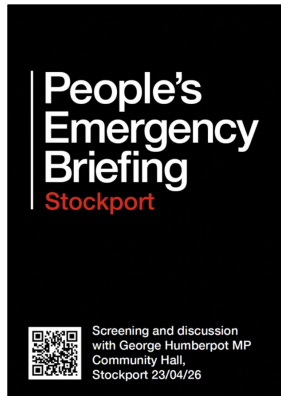
# Promoting the People's Emergency Briefing

## Film Posters

To encourage broad participation, we emphasise that this is a nationwide event open to everyone - hence the strapline “**Screenings everywhere, for everyone.**” We’ve used similar white-on-black branding to our landmark briefing to convey authority: science-led evidence from the UK’s leading experts. The look and feel isn’t aimed primarily at the climate “ecosphere”, but at reaching people who may not yet be aware of the risks - and drawing in MPs and local decision-makers to attend screenings.

Here are our key assets - download to help in your promotion:

### 1. Customisable Poster



**Key document:**

Click [here](#) to add your location to our key poster. White version also available for home printing [here](#)

### 2. Generic Posters



**Key document:**

Click [here](#) select one of our many poster designs

## Promoting the People's Emergency Briefing

### Trailers

Every film needs a trailer - and we have two!

You can watch and share these from our YouTube channel or you can download and share in other ways. Note we have the regular trailers, with occasional swearing and bleeped versions.

#### Trailer 1



Swearing bleeped



With swearing  
Note - BBFC Certified 12a

#### Trailer 2



**Key document:**

Download the trailers - [here](#)



## Local Press Guide

Local press is one of the most effective ways to reach wider local audiences. It is key to success. Community newspapers are widely read and highly trusted, making them a powerful way to spread the word about your screening. Our aim here is to encourage local press to attend and cover your screening. See below to help make that happen.

We have developed a range of assets to help you hit the news; sample press invites, sample press release, local press contact guide, quote bank and photo library..

### Key document:

PEB local press guide - [here](#)

**Chris Packham's climate change film to be screened in York**

**Brent residents watch climate change film at library**

**Hampshire will screen new People's Emergency Briefing**

NEWS / NATIONAL EMERGENCY BRIEFING

**EMERGENCY CLIMATE BRIEFINGS PLANNED ACROSS BRISTOL**

**Warrington to screen People's Emergency Briefing on climate**

**Climate briefing film comes to Beccles**

A climate briefing film is coming to Beccles, inviting residents to hear the evidence and discuss how to respond

**People's Emergency Briefing film draws strong public support at Christ Church**



## MP Participation Guide

If an MP attends, the aim is to welcome them as a participant in the discussion rather than as a speaker or representative of a political position.

Facilitators should help maintain a calm, non-party-political space focused on hearing a range of personal responses from across the room, using gentle redirection where necessary.

The aim is not to put politicians on the spot but to reassure them that they have their constituents' support for taking action - **building a positive relationship**.

For fuller guidance on approaching and hosting your MP, see our **Discussion Guide**.



## **Timeline Checklist**

It can be helpful to see the actions you need to take arranged chronologically — from venue booking and promotion, to press outreach, technical checks and follow-up.

A simple timeline is provided to help you plan backwards from your screening date.



**[View Organiser Timeline](#)**



## SECTION 2



## Showing The Film

## Film Delivery

### Community and Workplace Screenings

**Film delivery:** At least ten days before your event. If you haven't received an email after checking in junk, [please contact us at info@nebriefing.org](mailto:info@nebriefing.org)

**What is sent:**

- A link to download the film as an .mp4 from Vimeo (swearing and bleeped versions, and Welsh subtitles)
- A password to access Vimeo
- Short instructions on how to download the film

**Technical assistance:** Guide to using projectors/hiring equipment [here](#)

### Cinema Screenings

**Film delivery:** The film will be supplied to cinemas by our distributor UK Green Film Network. BBFC certification is 12a. (Please note that our recommended age is 16+). If you want your local cinema to screen the film, or have any other queries contact [info@ukgreenfilm.net](mailto:info@ukgreenfilm.net)



## The Bath Survey



Professor Lorraine Whitmarsh



### Important audience research with Bath University

This will provide valuable data about public feeling on the climate and nature crisis at a national and constituency level. We will provide the constituency-level results to MPs, and use them to drive press coverage of the People's Emergency Briefing.

This research is being delivered by Professor Lorraine Whitmarsh, of Bath University.

Please **encourage** audiences to complete this survey:

- 1) **Before your event** - invite them by email (via your online ticketing platform) to complete the Bath Survey (Part 1) in advance of the screening. Then send them the Bath Survey (Part 2) afterwards.
- 2) **During the event** - prompt audiences to complete **both parts** during the event, pointing them to the QR code on the Handout and Welcome Slide.

#### Key document:

The research webpage (reached via the QR code) is found [here](#).

## On the Day

Before your event begins, print out a **Screening Handout** for each member of the audience, as well as the **Discussion Guide crib sheet** for yourself. **Download** the film, and the **Welcome Slide** (to be projected as people come in).

As your event begins, hand the **Screening Handout** to arriving guests and point them towards the QR to complete the Bath Survey (Part 1).

Using the Discussion Guide crib sheet:

- Welcome guests
- Show the film
- Host a facilitated public discussion
- Explain the two key asks:
  - 1) ensure your MP supports the Parliamentary Call
  - 2) organise more screenings.

If the MP is present, ask them for a follow-up meeting to discuss backing the Parliamentary Call.

### Key documents:

#### Screening Handout

Print for audience members - [here](#). *Hand this out on entry, prompting completion of the **Bath Survey** (before and after viewing the film)*

#### Discussion Guide

Guide to post film discussion - [here](#)



*Developed in  
partnership*

#### Climate Psychology Alliance - Support material

Further support for facilitators - click [here](#)

Bespoke Zoom sessions for facilitators - click [here](#)

#### Welcome slide / Research

Show on screen before the film  
Download [here](#). Includes QR code  
To the **Bath Survey**  
(completed by audience before and  
after the film)



Specific guidance for church, healthcare and academic screenings [here](#)

## How Your Screening Makes an Impact

The evidence is that the *People's Emergency Briefing* leaves audiences wanting to take action. As screening host, you can help them do this. Our two key actions are:

**(1) Ask your MP to support the Parliamentary Call** for a prime-time televised emergency briefing, staged by government, introduced by the PM, and delivered by trusted independent experts.

**(2) Create more screenings.** Until the government stages a televised briefing, it's up to us to make sure as many people as possible see this film. Screenings can seed more screenings, as audience members decide to host the film in their own communities or workplaces.

More actions are set out on our **Take Action** page. The QR code on the Screening Handout that you give to your audience links them to resources to support these actions.

You have primed your audience to recognise that **they** are key to securing **further screenings**. As someone who has hosted the film, you are an invaluable resource to those considering doing the same. So please invite potential hosts to speak to you after the event.

## SECTION 3



## Assets & Additional Support

A one-page summary of this Screening Guide is available [here](#).

## Additional Support

We regularly update the Screening Host Noticeboard with news, upcoming online calls and support.

Click the image  
to access the  
Noticeboard



People's  
Emergency  
Briefing

NEB Screening Host Noticeboard

National  
Emergency  
Briefing

*If your screening is within 10 days & you haven't had an email with the film, after checking junk, please email us at [info@nebriefing.org](mailto:info@nebriefing.org)*

**Upcoming Online Calls**

**Support for Screening Discussion Facilitation**  
*(by our partners Climate Psychology Alliance). Book [here](#)*

**Drop-in clinics to support MP engagement**  
*(by our partners [Hope for the Future](#)):*

- Monday 27 April, 1.00–2.00pm — join [here](#)
- Thursday 30 April, 6.30–7.30pm — join [here](#)

**Technical Guidance on hosting screenings**  
*(by our partners [Cinema For All](#)):*

- Thursday 30 April, 1.00pm–1.30pm – join [here](#)
- Wednesday 6 May, 5.30pm–6.00pm – join [here](#)

**Recorded Online Meetings**

- Introduction to this Screening Guide 19 Mar - [here](#)
- NEB Connectors Zoom 23 Mar - [here](#)
- Facilitation Guide walkthrough 1 Apr - [video](#) / [chat](#)
- Q&A around a film preview 14 Apr - [video](#)
- Disinformation webinar with Jennie King - [video](#) / [slides](#)

**News and Updates**

**Screening map now live:** [here](#). Please add / edit your details using the instructions [here](#)

**NEW TRAILER - COMING OUT ON EARTH DAY**  
**(Launch Trailer: can still be found [here](#))**

**Screening Guide** - available [here](#)

**Discussion Facilitation Guide** - available [here](#)

**New: Screening Handout for printing** - [here](#)

**Next Steps Guide** (for film audiences) - [here](#)  
(accessed via the screening handout QR code)

**Technical Assistance (projectors)** - [here](#)

**Climate & Nature Meter A1 print file** - [here](#)  
(how to run a climate & nature meter - [here](#))

*Note: please refresh this page regularly, for the latest version* Pg 1/2

## Asset Library 1 of 2

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**Groups to Invite** - a list of the many local groups you could send invitations to

**MP Invitation** - template invitation with advice on handling a refusal or non-response

**Councillor Invite** - local councils have a vital role to play

**Other Invitations** - template invites for a range of other groups

**Guide To Ticketing** - to help ticket your event, if needed

**Customisable Launch Poster** - add your event details to our promotional poster in Canva

**Posters To Grab Attention** - a range of posters and flyers to backup your event poster

**Suggested Social Media Posts** - some ideas to help your social media promotion

**Local Press Assets** - how to find contact details and invite local journalists

**Technical Guide** - using projectors and hiring equipment

**Timeline Checklist** - a 'T-minus X weeks' checklist to make sure you're on-track

**Discussion Guide** - everything you need to host the post-film chat

**Screening Handout** — print-out for your audiences.

**Climate And Nature Meter Guide** – a guide to this simple technique for engaging with the public on climate and nature

**One-Page Summary Screening Guide** – this guide in its simplest possible form

## Asset Library 2 of 2

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**Map Pin Instructions** - how to add your pin to the map - or edit it

**NEB Noticeboard** - useful key links + info about upcoming zooms, and recordings

**Responding to MP emails** - the first of our articles with evidence-based responses to MPs' claims

**Film Download Instructions** - we will send this to you at least 10 days before the event

## Film Soundtrack and Letterboxd



*Leave us a review!  
(Word of mouth matters)*

## Acknowledgements

The People's Emergency Briefing film was conceived and developed by Ben Carey and Henrik Delehag at climate comms lab **Utopia Bureau**, who lead on our creative strategy. The Utopia Bureau also created the look and feel of the Westminster briefing which helped propel our event into the mainstream



CLIMATE COMMS LAB

We would like to thank our distribution partners; the **Green Film Network** for taking on our cinema distribution and providing excellent advice overall.

We would like to thank **Cinema For All** for assistance in providing technical screening advice for our supporters



**CINEMA  
FOR ALL**



***Social tipping points are hard to see...until they happen***

Thank you for your support  
Info and feedback: [info@nebriefing.org](mailto:info@nebriefing.org)

