



COP26: Cycling fights climate change

Help us share the message



With the spotlight on Glasgow ahead of the COP26 summit, [we lit up iconic Glasgow locations](#) to take a message to world and local leaders: cycling fights climate change.

Transport is the UK's biggest polluting sector, and at Cycling UK we want to highlight the urgent need for investment in cycling and other modes of active travel as part of the solution to climate change, but **we need our members and supporters to help** share that message on social media.

This simple guide makes that easy, and by using the #ThisMachineFightsClimateChange hashtag, we can amplify our message together.

1. Share a photo of you on your bike – or use one of ours

- 🚲 Take a selfie or photo while you're out on the bike – try to get the bike in shot. Whether you're popping down to the shops or off on an epic ride, it all counts!
- 🚲 If you don't want to use your own photo, share one of our powerful projections – you can download them [here](#).

2. Use our template text – or write your own

Feel free to use any of the suggested text below to accompany your image – or create your own posts.

Every time we leave the car at home and cycle instead, #ThisMachineFightsClimateChange – but we need more government investment to enable more people to cycle.

Ahead of #COP26 I'm supporting [tag Cycling UK]'s call for more investment – are you? <https://bit.ly/cop26-cyclinguk>

Did you know the domestic transport sector accounts for nearly 1/3 of the UK's greenhouse gas emissions?

#ThisMachineFightsClimateChange. That's why I'm backing [tag Cycling UK]'s call for urgent investment in cycling ahead of #COP26: <https://bit.ly/cop26-cyclinguk>

World leaders at #COP26 need to agree action to get more people #cycling - not just talk about e-vehicles. Creating safe cycle space on our roads is vital and urgently needed. #ThisMachineFightsClimateChange [tag Cycling UK]

Find out more: <https://bit.ly/cop26-cyclinguk>

Please tag Cycling UK in your posts and we will do our best to share and amplify your message. Here are our different social handles by channel:

-  [Facebook](#) @CyclingUK
-  [Twitter](#) @WeAreCyclingUK
-  [Instagram](#) @wearecyclinguk

It is always worth using hashtags if you have enough character space, such as **#COP26** and **#ThisMachineFightsClimateChange**.

If you live in Scotland, Wales or Northern Ireland, please also considering tagging our national pages:

-  Scotland
 - [Twitter](#) @CyclingUKScot
 - [Facebook](#) @CyclingUKScotland
-  Wales
 - [Twitter](#) @CyclingUK_Wales
 - [Facebook](#) @CyclingUKCymru
-  Northern Ireland
 - [Twitter](#) @CyclingUK_NI

3. Any questions?

Thank you for supporting this campaign. With your help we can make sure that cycling is accessible for all, for a brighter future.

If you have any questions regarding Cycling UK's involvement at COP26 or about using this guide, please contact campaigns manager campaigns@cyclingsuk.org