

ST ANDREW'S DAY 2020 TOOLKIT



INTRODUCING THE CAMPAIGN



Fairer
Scotland
Scottish
Government

#WeAreScotland

BACKGROUND



St Andrew’s Day is a powerful opportunity for us to show that kindness is part of what makes us who we are as a country. We are open, welcoming, friendly and inclusive with compassion and respect at our heart. We are Scotland.

Acts of kindness and connecting with others have never been more important, and our national day is a significant moment to celebrate the resilience, community spirit and shared kindness that has helped us all get through these difficult times.

Even though we can’t celebrate in the way we used to, we’ve all discovered new ways to come together. Whether you’re a Scot or a Scot at heart, at home or overseas, there are lots of opportunities to celebrate Scotland’s world class culture and unique heritage this St Andrew’s Day through a range of online activities.

With themes of kindness, fairness, inclusivity and empowerment, this year’s St Andrew’s Day celebrations share a message of hope and positivity from Scotland to the rest of the world. After all, music and the arts continue to make an invaluable contribution to our physical and mental health and wellbeing.

So this 30th November, let’s all come together and continue to reach out and share kindness with those around us.

Join these very special celebrations and the #WeAreScotland conversation.



#WeAreScotland



HOW TO GET INVOLVED



#WeAreScotland

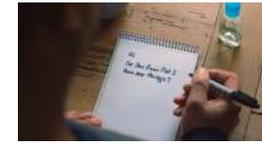
St Andrew's Day is part of Scotland's Winter Festival, a Scottish Government initiative supported by a wide range of partners and delivered in collaboration with VisitScotland, BEMIS Scotland, the Fair Saturday Foundation and the English Speaking Union Scotland.

Our campaign will launch on 23rd November and we hope to generate one million words of kindness between then and 30th November.

You can help us achieve that by sharing our assets and utilising our messaging to create your own #WeAreScotland activity.

This toolkit contains our shared narrative, information on our activities (which we are often doing together) and all our materials for you to use in your own activities and channels.

- Hero film
[Download here]



- Social assets
[Download here]

Please use them!

Encourage your audience to find out more about the range of online events and activities planned for St Andrew's Day by visiting www.onescotland.org/st-andrews-day and add your voice to the social conversation by using #WeAreScotland in your posts.





HOW TO JOIN IN THE CELEBRATIONS



#WeAreScotland

SHARE KINDNESS



One million words of kindness

We may not be able to get together physically on our national day, but that doesn't mean we can't continue to look out for each other. This year we're asking people across Scotland to connect and share kind thoughts and words with family, friends, neighbours and communities near and far.

We've teamed up with artist Emily Hogarth to create a bespoke postcard that can be popped in the post, emailed, sent by text or across your social media pages to help send kind words across our country and beyond.

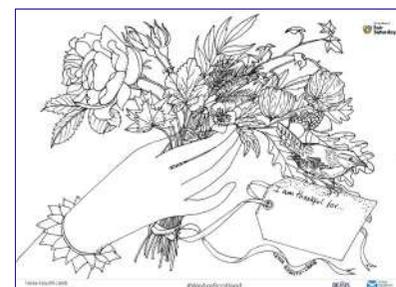
Thanks to Lidl, these free postcards will be available to pick up in all their stores across Scotland from 23rd November. **You can spread this message even further by using our digital version – [Download the digital postcard]**

When sharing the postcard, you can use the following copy or GIFs:

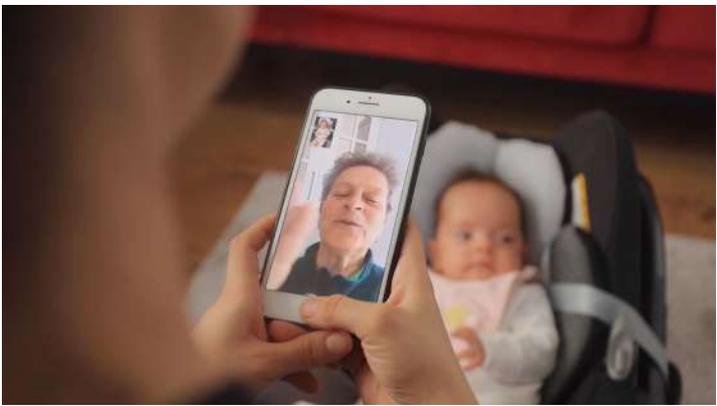
[Download here]

Activity resources have been created for schools and youth groups to get involved easily and share messages of kindness. Two pieces of artwork by artists Kat Hayes and Tessa Asquith Lamb have been commissioned by the Fair Saturday Foundation to reflect Scottish culture and the values of kindness, community and connection. These are ideal for anyone who wants to feel creative while reflecting on why they feel grateful on St Andrew's Day. Perfect for popping into your windows at home and adding to the #WeAreScotland social conversation!

[Download the artwork]



CONNECTING THROUGH CULTURAL ACTIVITIES



Acts of Kindness community projects

BEMIS Scotland will celebrate St Andrew’s Day 2020 by supporting ethnic minority communities to instigate and deliver a series of multicultural Acts of Kindness that reflect the collective resilience and inclusive community spirit that have been displayed in recent months.

These Acts of Kindness could range from provision of food, arts and crafts materials and online art sessions, to dedications to frontline workers, recorded video messages and online events, helping to create new ways of supporting and sharing with each other despite difficult times.

To find out more please visit www.bemis.org.uk

St Andrew’s Fair Saturday

Fair Saturday, a global movement, aims to celebrate the arts and spread support for social and cultural causes through cultural events and performances. Last year it recorded more than 800 events in 140 cities involving 15,000 artists and over 250,000 attendees. Scotland’s contribution is St Andrew’s Fair Saturday 2020, a cultural festival running across the country from Fair Saturday, 28th November, to St Andrew’s Day, 30th November, showcasing concerts, exhibitions, dance shows and workshops.

Each will support a social or cultural cause chosen specifically by the event organiser and many are free to watch with attendees simply encouraged to make a donation on the day.

Events will take place mainly online through the official Fair Saturday Events app. To get involved and find out more please visit www.standrews.fairsaturday.org

The Festival of Small Halls, Isle of Skye

SEALL Festival of Small Halls running from 26th-28th November 2020 celebrates community, culture and traditional music on Skye. This year the festival invites the world to experience the music, friendship and craic with live-streamed concerts from Braes Hall and Drumlanrig Castle and a St Andrew’s Night Big Cèilidh in Seumas’ Bar at the Sligachan Hotel.

To find out more please visit: www.seall.co.uk

Frontline Festival

The Frontline Festival Scotland is a new virtual gig, supported by over 30 Scottish artists, which will be streamed over social media on St Andrew’s Day to raise funds for four of Scotland’s frontline charities.

facebook.com/events/ceangail/the-frontline-festival-scotland/353168125645100



SCOTLAND CONNECTS WITH THE WORLD



Scotland's Winter Festival

Scotland's Winter Festival is the first ever virtual festival created by the Scottish Government's international offices to mark St Andrew's Day and herald the start of Scotland's Winter Festival season. Sharing some of Scotland's world class culture with people from across the globe, the programme is delivered by internationally renowned Royal Conservatoire of Scotland, Cryptic and Live Music Now.

Jenn Butterworth, 2019 Scots Trad Music Award Musician of the Year, will collaborate virtually with musicians connected to the countries the offices are located in. You can watch the performances from noon on Friday 27th November on www.scotland.org/events/st-andrews-day/winter-festival-virtual-events

Traditional music duos Ainsley Hamill (song) and Alistair Paterson (piano/keyboards); Beccy and Lucie of Aves O'May; and Scott Wood (pipes) and Mhairi Marwick (fiddle) of Kilda, will perform sessions that will be streamed into care homes, hospitals and schools in Brussels, France, Ireland and London. You can watch the performances from 1pm on Saturday 28th November on www.scotland.org/events/st-andrews-day/winter-festival-virtual-events

Cryptic artist Heather Lander will present a piece that responds to the theme of climate change. Watch the performance from noon on Monday 30th November on www.scotland.org/events/st-andrews-day/winter-festival-virtual-events

Symphony for a New World

A unique event will herald the global launch of Fair Saturday this year. A special performance of Dvorak's New World Symphony will be performed at the Euskalduna Palace on 26th November by the Bilbao symphony orchestra joined virtually by musicians from other cities around the world.

As the only country supporting Fair Saturday, Scotland will be represented in style by Nevis Ensemble, an incredible collective of 70 musicians on a mission to remove barriers to accessing orchestral music, by creating full-scale orchestral pop-up performances with music of all genres as well as a carefully planned programme of community-based performances.

Tune into this incredible global music collaboration here

www.festival.fairsaturday.org/en/symphony-for-a-new-world



SCOTLAND CONNECTS WITH THE WORLD



The St Andrew's Day debating tournament

One of the most prestigious school debating competitions in Scotland, the St Andrew's Day debating tournament will virtually bring together S3 to S6 pupils from schools all over the country to discuss and debate topics chosen to highlight the values of a progressive, kind and welcoming Scotland. The debate will be chaired by school children from Spain as part of the St Andrew's Day Fair Festival and supported by Young Scot, who are rewarding participants with Young Scot card points.

The tournament will take place on 30th November and the final debate can be viewed by the general public here: youtu.be/j7Yd8iYy8Pw at 17:30pm.



#WeAreScotland



THANK YOU

Thank you to all those who have already pledged #WeAreScotland support for sharing kindness across the country this St Andrew's Day.



Big on quality
Lidl on price



USEFUL CONTACTS

For more information, please contact the Scotland Marketing Team

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