



## Report of Activities and Outcomes December 2025

Green Tangerine is grateful for the grant from Inverclyde Windfarm Community Fund to support some of the activities

# Aim of the campaign



- Through collaboration with local community groups to provide information, events and workshops to help residents of Inverclyde enjoy a greener, more sustainable Christmas.
- The workshops, open to everyone, will promote ideas and help people learn new skills to reuse, repurpose and upcycle materials rather than buying new, for example Christmas decorations.
- Publish a series of social media posts on different topics that will have hints and tips to reduce waste, upcycle items for decorations etc.

# Objectives of the campaign



- Reduce waste, encourage use of local shops, benefit charities, the community and good causes
- Increase the profile of Green Tangerine and attract more volunteers to participate in our activities
- Partner with other local community groups in the Inverclyde Climate Action Network
- Raise money for Green Tangerine to help with running costs

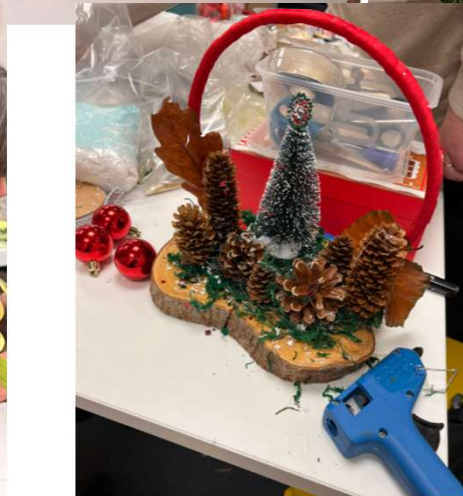
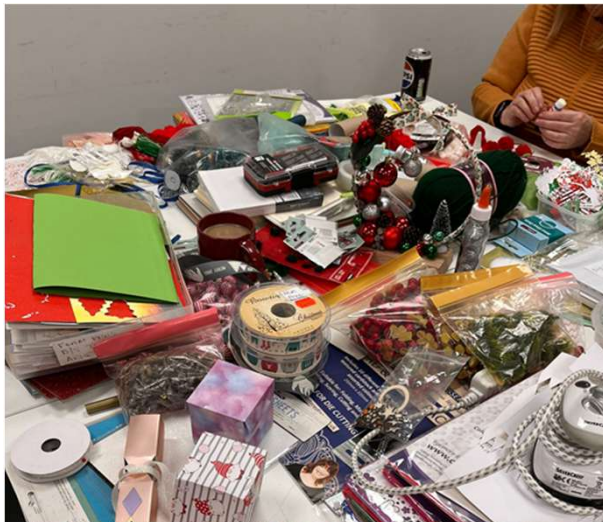
# Farmers market



Green Tangerine was happy to share the stall with the Olive Tree selling Fair trade gifts from Palestine.

# Inverclyde Shed Craft Group

Over Mondays in November the craft group invited others to join them to make wreaths and decorations



# RIG Arts Origami Decorations Workshop



# RIG Arts Gift bags Workshop



# Parklea Branching Out

The Tenement Kitchen provided an interesting talk about the history of Christmas and food in Scotland. This included a demonstration of making gingerbread from a recipe book written in 1929 by Florence Marian McNeill from Orkney.



# Parklea Branching Out – Willow Weaving



# Inverclyde Libraries and RIG Arts upcycling materials into decorations



# Inverclyde Food Network



Inverclyde Food Network made chutney from excess green tomatoes, this was available at Parklea Branching Out Christmas Fair

# Movie and Cocktail Night at the Picture Hoose in Gourock

**Movie & Cocktail Night**  
with Green Tangerine and The Picture Hoose.  
Tuesday 25th November, 7pm

# PICTURE HOOSE

Lost for Words is a scientific film with an artistic heart which celebrates our relationship with nature through an odyssey around the UK with people of all ages and from all walks of life.

Followed by a Christmas Cocktail Demonstration by Clyde from The Picture Hoose, Gourock.

Tickets £10 purchased in advance. Book your ticket:  
[greentangerine.org.uk/cheer](http://greentangerine.org.uk/cheer)



**Less Waste! More Cheer!**  
Love the season, not the stuff using our ideas and workshops



# Finlaystone Country Estate promoted the campaign on their website

The screenshot shows the top navigation bar of the Finlaystone Country Estate website. It includes the phone number 01475 540 505, a 'HOW TO FIND US' link, and the estate's logo and name. Below the navigation is a large image of the estate's main building. The main content area features a green banner with the text 'CHOOSE & CUT YOUR OWN CHRISTMAS TREES' and 'Christmas Trees at Finlaystone'. Below this, it states 'We grow Norway Spruce on our family estate which customers can...'. Social media icons for Facebook, Twitter, LinkedIn, and Google+ are visible on the right side of the banner.

tree from 15 November onwards and return to cut it when you want it. This is a ritual several generations of local families have enjoyed.

Please also look out for wreath making dates on our website. If you are interested please register an interest. You will be helped to make wreaths from materials sourced from the estate.


This year we are proud to support the Less Waste, More Cheer campaign, collaborating with Green Tangerine, a local environmental community group.

Real trees are more sustainable because they provide a habitat for wildlife and capture carbon from the atmosphere. Shopping for your tree locally, means the tree travels less miles to reach you, also helping the planet.

We provide great value. A 7ft tree is £44 and as fresh as the day you cut it. We also provide some pre cut trees from end November and can arrange delivery on request.

For all enquiries and prices please visit our website [finlaystone.co.uk](http://finlaystone.co.uk) or call 01475540505.

After you have used your Christmas tree, we suggest you take it to your local Council depots where they will complete the cycle by mulching it.



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A vertical sidebar on the right side of the page. It features a green 'SIGN UP' button at the top, followed by a dark blue 'FOLLOW US ONLINE' button. Below this are two social media icons: a white Facebook 'f' on a blue square and a white Twitter bird on a blue square.

# Website and Social media campaign – November and December

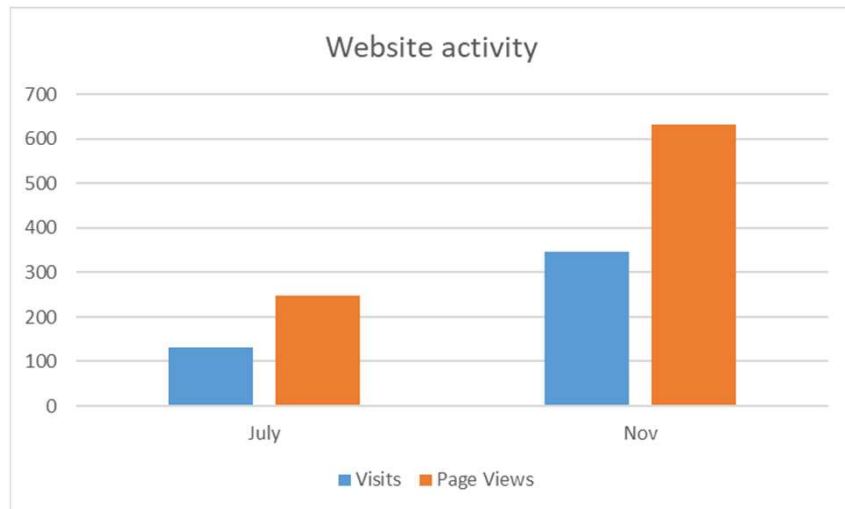


These are examples of the Green Tangerine’s elf providing hints and tips for a greener more sustainable Christmas.

These were published on the website, Facebook and Instagram

## Data: Website

Significant increase in people viewing Green Tangerine's website compared to July 2025

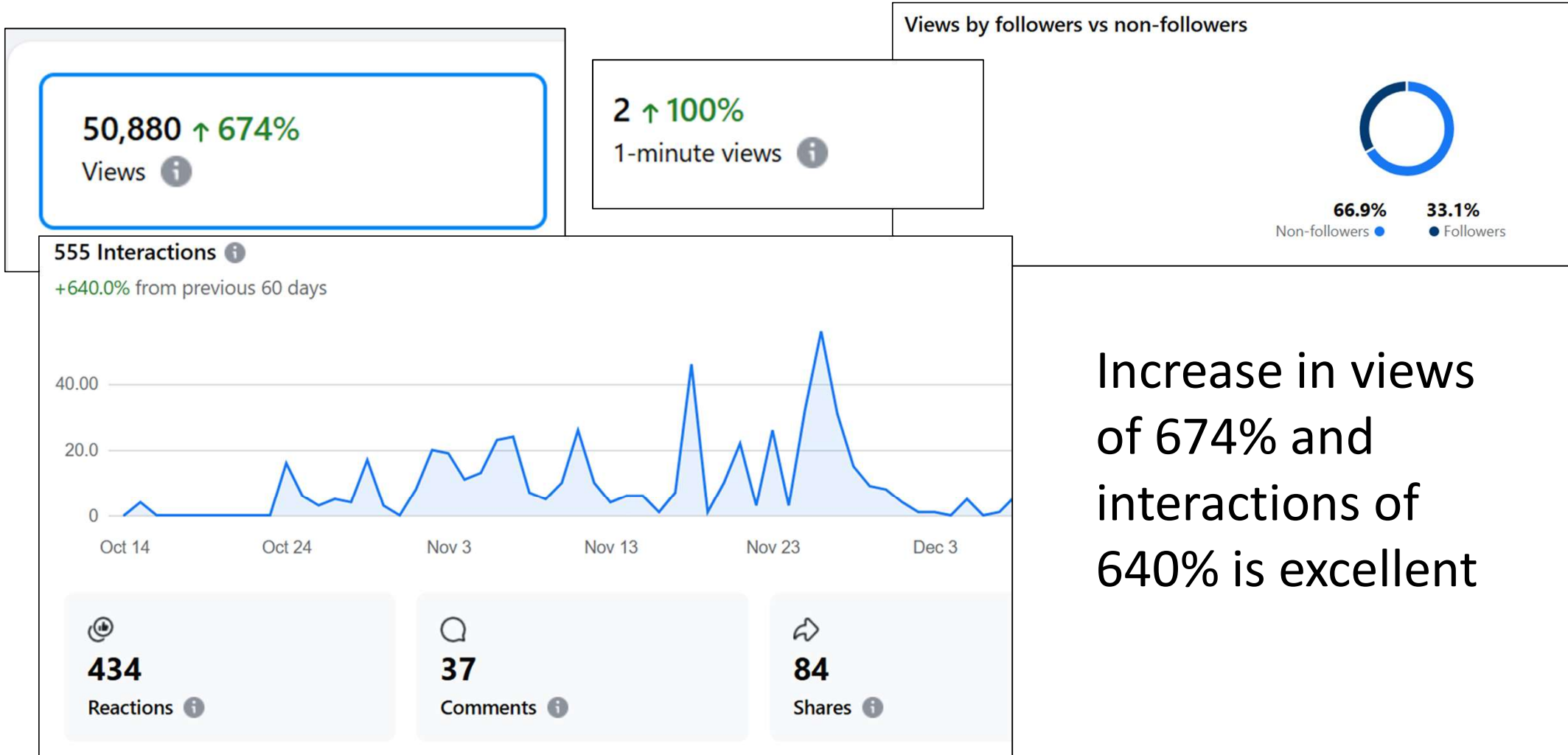


## Data: Participants

At least 100 people attended the workshops to learn new skills and find out about how to have a greener more sustainable Christmas.

All the reports were very positive and people left delighted with the items they had made.

# Data: Facebook – November and December



Increase in views of 674% and interactions of 640% is excellent

# Data: Instagram – views in the last 90 days

## Account insights

### Views ⓘ

**1,558**

Views

Followers	31.1%
Non-followers	68.9%
<hr/>	
Accounts reached	120

### By content type

All Followers Non-followers



● Followers ● Non-followers

Thank you to all our partners!

