

The Greening Campaign

A blueprint for Communities to take local action against
'Climate Change'.

PHASE ONE PACK[©]



Greening the Country – Community by Community

Greening Campaign CIC (No. 13099158)

The Greening Campaign is a 'Community Interest Company'
which means its assets are locked, and its focus is community interest, not profit.

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Executive Summary

Climate Change has become both a National and International problem, rising higher on the political agenda on a weekly basis. The predicted effects of Climate Change are now beginning to affect life across the world, as well as in the UK which has seen some pretty extreme weather. There are now national and international cries for something to change on a monumental scale – yet the problem is so big, individuals feel powerless and isolated, wondering how they can possibly make a difference.

The power of the individual lies in the community. By acting together, your voice becomes an effective tool, both in reducing CO2 and also, your £ effecting what products are sold on the shelves.

We didn't suddenly get to this devastating point – we all slowly changed how we behaved and slowly changed what we bought and that is how we created the problem – and so we are equally capable of changing how we act from now on and what we choose to purchase. A green economy gives good living conditions for everyone, reduces fuel bills and builds on community strength – the future is actually very positive!

This campaign is designed to be an effective community response to an international problem. It is designed so all members of that community feel they have influence through small, inexpensive actions. It is also designed to be fun and inclusive. Finally, it is designed to be very simple so that people find that it is not a challenge to cross the barrier from being 'not interested in tackling climate change' to 'visualising themselves as being green'. This creates step one for them to take further actions later.

The whole campaign creates a basis for further action later that will link with Councils, other groups, and also to Central Government, so that real change can take place with everyone playing a role. People often ask 'Why don't the government do more?' The answer is because if they put too many radical policies in place, the people complain (such as phasing out Diesel cars!). And so people need to better understand the problems so they can understand the reasons behind policy change – and this is part of the job of the Greening Campaigns.

This campaign has already been run in villages and towns across England, and so this is a tested 'blueprint' to make the administration of the project simple and with minimum input of time.

Each community is encouraged to 'own' their campaign.

However, each community must stay within the campaign guidelines, so the core values are not watered down.

Support through the Central Greening Campaign is available through the training day, telephone, emails and various on-line videos (page 4).

Please note the Political Statement at the end of the Pack – NO POLITICS (this is community stuff)

This process is subject to T&C's (see back of Pack)

If you use this process, you will have already signed up to the Terms and Conditions – please check your committee has seen them. The T&C's protect the integrity of the campaign for everyone, there is a copy at the back of this pack.

Videos for your support

Explaining The Greening Campaign to people in your community

We used to have a support video explaining the campaign but we have found that the On-line Introductory Events work much better. These take place twice a month and are free to join. Please look at the website for the dates (www.greening-campaign.org) and then email us for the relevant link.

ASK US FOR A LINK AND SEND IT TO YOUR COMMUNITY REPRESENTATIVES

You can send it to the school, the scouts, anyone who you think needs to know more. Tell them they only need to see the first 20 minutes to understand the Greening Campaign. Please do give us an idea of how many are likely to attend so we can be aware of numbers.

Phase 1 Public Meeting Video

We sometimes have an Introductory Video to show at the event – if available it will be on the link below.

SUPPORT VIDEOS FOR PHASE 1

This is the link to the 3 x videos which support you throughout Phase 1 of the Greening Campaign

<http://www.greening-campaign.org/phase-1-support.html>

You will be prompted as to when to watch these videos during the text of this pack

If you are worried about running an event, either call us, or call your local council who will be very happy to advise you.

Coronavirus

Coronavirus changed our thinking forever; we realised the power of nature and how easily health complications can quickly become economic complications.

During the height of the pandemic, we ran the Greening Campaign with a 'Lockdown' version, which enabled communities to still take action but just differently. As we move out of the pandemic and towards a more 'normal' way of living, you will need to decide whether it is appropriate to use the Lockdown version of the Launch or use the full launch which involves people gathering together. If you are worried or want support making this decision, please get in touch with us.

This Pack was developed before Coronavirus existed; you will find there are regular updates on how to develop each section of the campaign depending on how far you have come out of Lockdown.

The most important thing is to keep everyone safe and to keep within the law. If you need us to support you please either email us or telephone and we can talk it through.

Background Information

This section gives you some information so you can see the overall picture of the campaign and understand why this process works.

This Pack provides the support for Phase 1

Phase 1 is the most important step of the whole process.
It is the point where you ignite the fire for action in your community

The Greening Campaign

The campaign is run in Phases – this is very deliberate.

Phase 1 is the key to **engaging the community**, the foundation for all the other Phases to build.

There will be people in the community who are experienced and seasoned ‘greenies’ who will want to ‘run’ with the campaign and become complicated too soon. We ask that each phase is followed and not over complicated so everyone moves forward together, otherwise it **will result in a splinter group leaving the community behind**. People who have experience on how to live a ‘greener’ life are extremely valuable during Phase 1 as they can answer questions for the rest of their community and support and encourage those who want to make small changes. We are also setting up advisory groups for people with knowledge so the knowledge can be shared across the area – please see the section on ‘Those with expertise’.

Phase 1 is best run with a link to your Parish Council/Town Council/ CAT/ or similar.

By running Phase 1

- it will engage ALL the community.
- the community will feel involved, and this will result in larger numbers taking part in the following Phases.
- **After Phase 1 has engaged the community, only then can the campaign move on ‘together’ to bigger changes!!**

PHASES OF THE CAMPAIGN

Phase 1 – The Foundation - Community Engagement

Phase 2 – The Three Pillars – Rewilding, Retrofit, Health & Wellbeing.

Phase 3 – The Many Bricks – Assessing your community on all levels.

Phase 4 – Testing the strength – Understanding Adaptation to Climate Change.

To find out more about the remaining Phases, please go to the website and join an Information Evening – it is free for anyone to do so! www.greening-campaign.org

The Greening Campaign – Phase 1

The Greening Campaign is very simple and inclusive:

Members of a community (e.g. a Parish, area of a town or estate) take action together.

- A community takes action together.
- The community choose some challenges at a Public Meeting.
- Each household gets a card with a logo on
- On the reverse of the card is a list of 8 amazingly simple things for each household to commit to.
- The community launch the campaign together.
- Each household chooses 5 or the 8 challenges on the card and puts the card in the window on the front of the house.
- The cards are counted after the agreed number of weeks.
- The result of how much CO2 was jointly saved is celebrated.

This training pack allows you to learn how to bring the community together via events to make this a success.

We have learnt from hundreds of other communities and the pack passes the learning on to you.

Aims and Objectives of Phase 1

Objectives

1. To get as many people as possible in a community to make small changes in their behaviour at home.
2. To get people to display the card in their window.
3. To get the community to run a couple of events and get people talking.
4. To get the community committed to running Phase 2 of the Campaign.

Aims

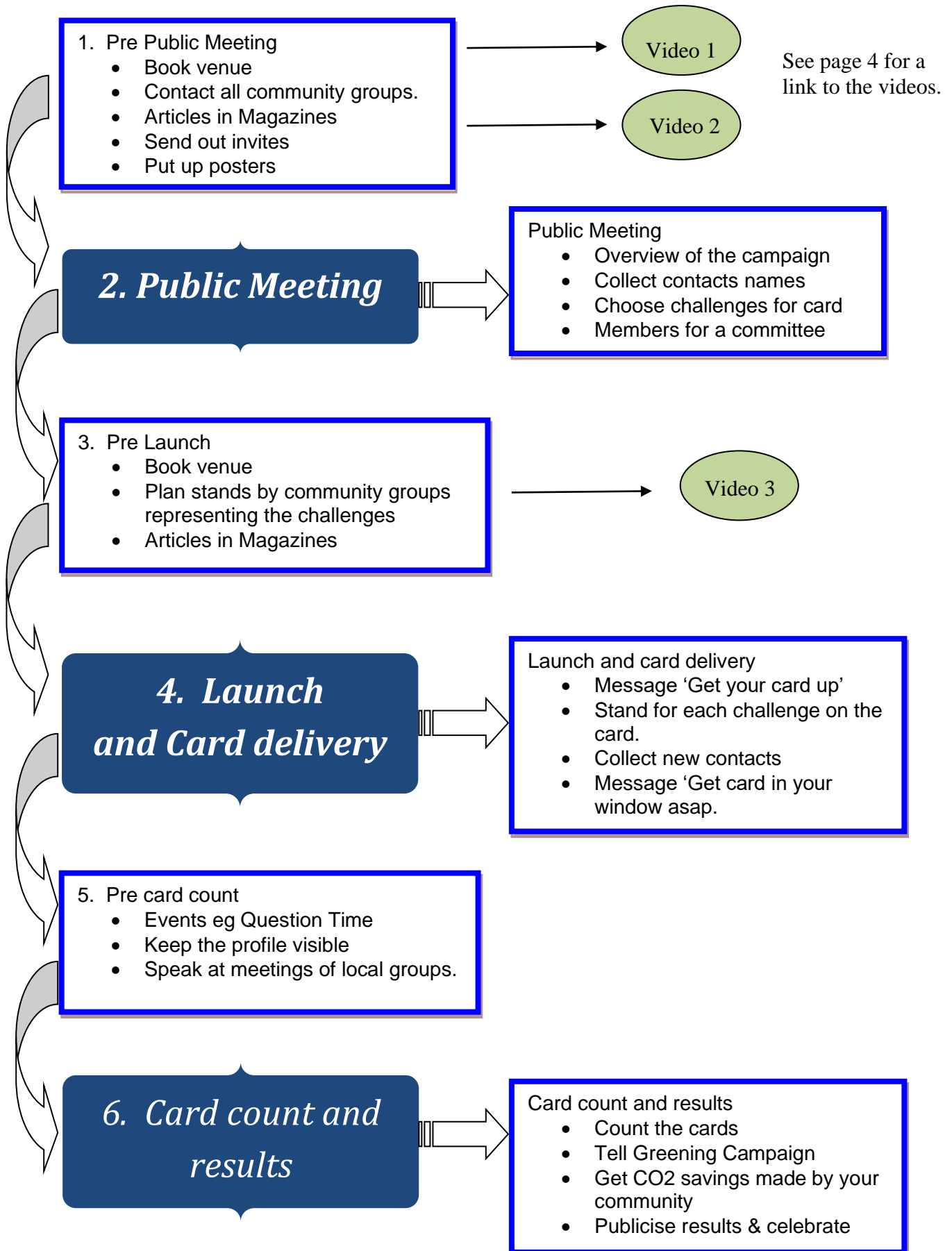
1. To demonstrate that small actions when taken together make big savings.
2. To create a sense that tackling climate change is possible.
3. To stop people feeling isolated and depressed about climate change.
4. To galvanise the community behind the campaign
5. To make the campaign simple and effective.

Running Phase 1 of the Greening Campaign

The next section explains exactly what you need to do with your community.

Please note there are options to do this safely during Lockdown throughout the pack.

Process of Events.



The videos

There is a link to some support videos on page 4.

The link takes you to the 3 x support videos. These are for use during the following process. They talk you through the process sections and explain some of the points.

You will be prompted as to when to watch the video.

Sometimes we have an additional video available to show at your Public Meeting.

Points to remember

- Everyone needs to work together, if a group of enthusiasts jump too far ahead, they will alienate the rest of the community.
- Please don't start talking about renewable energy, before people have even learned to turn the heating down and lights off!! It will scare people away.
- 10 people putting in renewable energy now, is not nearly as effective as 200 people conserving energy now and later replacing that with renewables.

Focus only on the 8 challenges your community chooses.

Keep Phase 1 extremely simple

Keep Phase 1 extremely local

Keep Phase 1 extremely positive.

..... enjoy it, the hard work can come later.

Someone running the campaign in a local Parish said

'There is no point in a few 'green' people running off with the ball and leaving the team behind'.

This is not meant to be a eco town running eco events. It is about small changes and getting your community involved and confident.


Keep the focus ONLY on the 8 challenges

Example of the Card

Phase 1 is all about the card and the challenges.

These savings may be out of date – it is purely a sample.

Sample Card



Greening Xxton

The Greening Campaign believes every little action helps to tackle Climate Change. Support your local campaign, and reduce carbon emissions, save money and help make Xxton a greener place to live. Once you have committed to **five of these challenges**, please display the logo side of the card in your window by **27th May 2010**.


Already doing some of the challenges? Go to the Energy Savings Trust website and pick some different ones. Then put the card up in the window to encourage others!

<input type="checkbox"/> Turn off lights (non LED) when you leave a room and save £14 a year and stop 25kg CO2 going into the atmosphere C	<input type="checkbox"/> Wash laundry at 30°C and save £8 and reduce the amount of CO2 going into the atmosphere by 15kg
<input type="checkbox"/> Replace all light bulbs with LED. This could stop as much as 65kg of CO2 being emitted and could save you £35 per year	<input type="checkbox"/> Turn the thermostat down by 1°C and save 325kg CO2 being emitted and could save you £80 per year
<input type="checkbox"/> Turn off all standbys when items not in use. Save £30 and stop 60kg of CO2 being pumped into the atmosphere C	<input type="checkbox"/> Top up loft insulation to a depth of 270mm and save £12 and stop 50kg CO2 being pumped into the atmosphere
<input type="checkbox"/> Line dry your clothes in the summer and save £35 and you can stop 65kg of CO2 adding to climate change. C	<input type="checkbox"/> Wash up using a bowl instead of running the tap and save £25 and 130kg of CO2 adding to climate change. C

C = Child friendly

We will be counting the cards between 27 May—6 June to calculate how much CO2 we have saved together, so please can you ensure the card is displayed where it can be easily seen, i.e. in a front window.

Supported by
**Logos will go
in this area**



*All calculations supplied by the Energy Savings Trust based on an average household per year.

If you need advice please contact Heather at greeningXxton@gogogo.com or call 1234 1234 123
(For more information about the central Greening Campaign go to www.greening-campaign.org)

Getting started

When you first start out with a campaign it can seem as if there is a never ending list of things to do. This pack will make it much easier as this method has been tried and tested and has (so far) worked. It is, however, open to suggestions and there may be small alterations you will need to enable it to fit the character and make-up of your Parish, estate, village or town.

If you have this pack then you must have registered with the Central Greening Team (otherwise please do so as it is a requirement as the pack is copyright and only for registered groups) and we will have sent you all the other information you will need. We will also provide support, on-line events and also added information.

There are a few basic points that you should be aware of:

1. ***Don't rush the campaign*** – it should be fun, not a nightmare.
2. Speak to a few people in the village or estate that you know to see how they take to the idea.
3. If you are not a member of the Parish or Town Council, or have the support of your Borough Council it is better to involve them at an early stage as they can be a great help and have links to many resources. Invite them to an information Event which is held twice a month.
4. *Keep Phase 1 simple and do not confuse it with other phases.*
5. *Do not turn the Public Meeting or the Launch into an ECO event – it is not an eco event, it may sadly alienate people who are not already 'green' and these are the people we need to grab!*

Getting the basics in place!

1. Link with a Council – we have learned they are the best option for making this work effectively.
2. You are going to need to book a hall or on-line event for the Public Meeting. To do this you need it to link with other community points for advertising so be aware of dates etc.
3. Is there a Community or Town Magazine and what is the date of the next few publications, you will want the event to be just after people get the mag.
4. Is there a Website for your community and/or Facebook page etc? This can make communication easy as you can direct people to information updates.
5. How far in advance do you need to book the village hall – make sure you can also access the chairs and tables (and possibly the kitchen if you want tea).
6. When are other major events in the village taking place so you can avoid clashing with them.

You can now begin to prepare for the Public meeting.

Preparing for the Public Meeting

The Public Meeting is an event open to the General Public where they can come and learn about the Greening Campaign and decide whether they want to get involved. You want as many people as possible to come and as many community groups represented as possible.

*You can have a highly effective on-line public meeting (**Coronavirus**) and we have learned during the pandemic that these can sometimes be more effective. In winter, many people do not want to leave their homes (especially on dark evenings) and during the pandemic more people are able to use on-line communications. Some people do not want to 'go' to a meeting as it takes extra time, some people do not want to pay for a baby sitter, also we have seen whole family groups attend the on-line versions, instead of one single family representative. Use the same format for the event – the same agenda!*

Maybe you could combine the two – hold an event in person and at the same time put it on-line.

The group will choose their challenges for the card at the Public Meeting!

(Use Support Video 1 with your steering group meeting – see link on Page 4)

Logo

Use the logo with all your publicity and people will begin to recognise it.

Book the Hall, or on-line event

Booking the hall will give you a date to focus on. Other groups have found evenings during the week the most useful, although some have done it on a weekend. Some groups have used the village/ town hall, and some have used the local school, you know your community so you will be able to make a judgement on this.

Try to make sure this date is after the next publication of the Community Magazine, but near enough so people do not forget. It is better to avoid August, Easter, or Christmas week because so many people are away or busy.

Make sure you have access to the tables and chairs – and possibly the kitchen for tea making!

CORONAVIRUS – if the virus is active and you are in Lockdown, please use an on-line event.

Advertising the meeting.

The Community Magazine and local newspapers and magazines will cover the story if you speak to a reporter. At the back of this pack there is also a sample press release that you are welcome to use. Put up posters and speak to as many people as possible – the pub is often a good place to start (no not to get drunk!!).

Some groups have also divided an A4 page into smaller leaflets (divided by 8). This has allowed more leaflets to be produced per page printed and shops are more likely to let you leave them on the counter if the leaflets are small (sample at back of the pack).

Community groups

Contact the local community groups and make sure they understand the importance of the Campaign but also how it can help them. For example, yoga group, spinning group, the Scouts could use the campaign to work towards their badges, etc. There is usually a list of

your community groups at the back of the Community Magazine, at the Council, or library. Ask each group to send a representative to the Public Meeting (sample letter at the back of the pack in case you would prefer to write) A phone call is often all it takes.

Contact the School - They are an especially important part of the community and they have the attention of the adults of the future.

Contact different religious groups.

Contact the farming community.

Contact the businesses and invite them to find out how it can help their business.

Make sure the Local Council and District council are aware of your event.

All the community group leaders will then feed the information to people attending their own community group meetings and it saves work for you. If they are getting involved as a group, they have a legitimate reason for contacting their members about it.

Challenge choices

At the back of the pack is a list of challenges and a page explaining how this was calculated. Print these off (back-to-back) and make sure there will be enough for people to share and see whilst they discuss their choices at the public meeting. Do not give them one each, as sharing will encourage conferring (and saves printing and paper).

CORONAVIRUS – If you are using an on-line meeting, you could put the challenges on screen-share, or put them up on a Facebook page beforehand.

The Public Meeting

(Use Support Video 2 at your steering group meeting – see Page 4)

This is your opportunity to convince your community that they need to come together to help reduce the effects of Climate Change. The community is going to do something special and everyone should be part of it. **Make sure the meeting is positive and fun.**

A few Pointers

- Contact details - Don't forget to leave a sheet of paper by the door to gather people's names. It is really annoying when you have a big group of supporting people and the next day you have no idea who they are. You must not pass this information to any other group or business by law, and you need them to tick a box to say they are happy for you to keep their details and to contact them. See sample at back of pack. If doing this on-line, ask if you can keep the details when sharing the link.
- Use the Risk Assessment form before the event.
- Maybe offer tea and coffee if you can, your local Co-op or your village shop may give you these for free if you explain what you want it for. Think of things to make people feel welcome.
- Get someone to bring a camera so you can record the event (see notes on the law about photos at the back of the pack). If screenshotting an on-line meeting, ask people who do not want to show to turn their camera off for a couple of seconds.
- Only use local people. This is about your community, there are lots of occasions where people can hear famous celebrities and it gets boring!! Your people will speak about your community, now that is special!!
- To layout the hall –
 - Make sure everyone will be able to see and hear clearly
 - Put the chairs in lines across the hall but leave space for a table for the projector to sit on.
 - Be very careful about electrical wires which are a trip hazard.
 - Put a table near the door with the form on to collect names and emails
- Equipment
 - A screen, projector, laptop
 - The video downloaded onto the laptop (if using one)
 - You may need to bring an urn for heating water if you are providing tea
 - You may decide you will need a microphone
- Decide who will be master of ceremony – or chair of proceedings to ensure it all runs to time.
- You may want to bring a copy of the Launch Pack to show them ideas of what you will all be doing.

Answers to some of the questions you may get asked by people attending the Public Meeting are on video number 2.

Example of a Running order for the Public Meeting:

Introduction – Local Champion, chair or similar. Apologies, bit of history, explain what will happen during the course of the evening. Explain that the following video will give an overview of the whole campaign but you are just doing Phase 1 for now.

Young person or an adult – read a poem or speak some words from the heart about how they feel about Climate Change

Presentation – Show the video from the Main Greening Campaign if available – (see page 4)

Where are we now – The Local Champion explains how far the community has already come. Who is keen to be involved e.g. the school. And why they personally feel it is important. Describe the reason for the break out groups and what you want them to do.

People may want to grab a cuppa before the discussions.

Break out groups:

At the back of the room are tables where people can go to (or people can pull their chairs into circles of about 6-8 individuals) these groups do the following:

They have 3 objectives to complete –

- Elect a representative from the group to feedback to the main meeting.
- Pick and discuss the 3 most important challenges from the list which will be fed back to the main meeting – the result from the vote will give the final 8 to go onto the challenge card for the houses.
- Come up with some simple ideas for the Launch to interpret the challenges – eg young children could sing a song about turning off the lights etc

Feedback to the Main meeting.

Each group representative reads out their top three challenges. The local champion will put the relevant marks on a big list. The 8 challenges with the most votes will go on the back of the challenge card.

Demo of challenges Ask the groups, school, WI etc if they will please represent a challenge at the Launch Event.

Those wanting to become part of the committee can stay back for a few minutes to discuss future meetings.

CORONAVIRUS – Note: if your launch is likely to take place in Lockdown or with Social Distancing, your event will not take place in the hall. Details will be below.

After the Public Meeting

**Send groups a copy of the Launch Pack (attached) so they get some ideas.
Send us your Card Order Form**

Pre-Launch Planning (CORONAVIRUS - see options in next section)

(Use Support Video 3 and the Launch Pack at your Steering Group meeting – see page 4)

The Launch event is an event focused on the 8 challenges you chose at the Public Meeting! This is your chance to motivate people to change their behaviour!

The Launch event is to:

- Draw the attention of your community to the card.
- Get the community groups to interpret the challenges on the back of the card
- If kids are part of the launch, parents will come to see them.
- Community groups have a vast network of contacts who they can inspire to get the card up and change behaviour.

So the planning begins

Set up a committee from those that volunteered at the Public Meeting.

The committee should at least have:

- A Chairman
 - A Secretary
 - Treasurer
- (these positions do not need to be official but it helps keep track of things)

The committee will need to meet to decide:

- The length of time to run the campaign (from Launch to Card Count is usually 6 weeks).
- Make sure they have the challenges for the Challenge Card from the Public Meeting
- Date and venue for the Launch
- Distribution method for the Challenge Card (by hand or by Parish Mag etc)
- How to keep the community groups motivated
- Whether to have further events during the campaign period.
- Press and advertising eg posters for the Launch (give start and finish times)
- Ask us for the Launch Pack and the Challenge Card Order Form
- The wording to go on the back of the challenge card

CORONAVIRUS – If you are unable to gather ask everyone to put their card in the window but also put scarecrows doing the challenges on the card in their garden – you could get people to do this anyway, it is great fun! And you could use other front garden ideas, like tie green scarfs to the gates etc etc

Enjoy it!

Make sure you have ordered your cards and sent out your Launch Pack

Remember – the event is about your challenges and you want the community groups to pick a challenge and interpret it!

Use the Launch Pack to give your community groups ideas for interpreting the challenges

CORONAVIRUS – or put some ideas in the community magazine for people to do in their gardens – see Launch Pack!

Below are some examples community groups from other Greening groups have done:

- The Beavers did a play about light bulbs.
- Spinning group dressed up like widow twanky and had a table explaining about washing at 30 degrees and using environmentally friendly products – they had samples of clothes washed at 30 and others washed at 60 and there was no difference.
- The farmers did a display on sensible water use and water saving – it was very Heath Robinson with pipes going to water butts etc but great fun.
- The school gave a presentation on insulating your house using a power point and cartoons which was very funny.
- The cycling group organised a 1 mile cycle ride to end at the opening of the launch.
- A group got a big map and marked the shops in the town and drew a circle for 1 mile radius – they then did the put the tail on the donkey sort of thing as to whether you lived within 1 mile.
- Children sang songs based on the challenges which they made up.
- A scout group got a wooden box, divided it into two sections and insulated one side. They then put a light bulb in each side. The general public were invited to point the heat monitor gun at each side of the box and the difference in heat loss was massive. This showed the logic for insulating your home.
- Low energy light bulb display
- Energy meters display
- Children reading out poems
- One school got their youngest class to put a bare foot onto paint and then put a green footprint on a long strip of wallpaper and write their name by it – at the top was written 'Please look after our future' and it was hung at the Launch.
- Some groups have had the logo put on a reusable shopping bag and given this out

ALWAYS MAKE IT VISIBLE

One community put a washing line across the village green up high, with particularly interesting underwear on. Everyone was talking about the washing line, a few days later they put a sign – 'Challenge number 7 – line dry your clothes'.

Be imaginative, be bold, and have a laugh.

Don't forget to keep the campaign focused on the challenges your community has chosen or you will stray into 'too much information' and they will again become confused – keep it simple!! This is not supposed to be a general environmental day, those can come later – I will say it again – 'Keep it simple'.

Make sure you order the challenge cards in plenty of time.

You need time to proof read the text for the cards.

Ask us for the form and also for the launch pack if you do not have them.

The Launch

Introducing the Launch Event

The Launch Event is where you are going to get your Greening Campaign to be visible throughout the community. Obviously, we have had challenges doing this in 2020 with Coronavirus stopping any events but we have learnt what works and we still got communities having excellent results even when events were banned.

There are really 3 ways of doing the Greening Campaign Launch and you should choose which will work best for you, depending on whether a Lockdown or social distancing is in place.

The 3 options are explained below.

With every launch there should be lots of publicity explaining that you want people to choose 5 challenges and get the card in the window.

1. Run a Launch Event in a hall, with lots of community groups demonstrating one of the challenges each (see full details below).
2. If social distancing is a must, then get everyone to put a scarecrow in the garden acting out one of the challenges – keep it focused on the challenges. You could ask everyone to put a green item tied to their window (like they do with the flag when the football is taking place), or get everyone to put a display in their garden. Ask the shops to do the same.
3. Do both the above and have extra added effect!

Some communities have also put some displays to draw interest before the event and these can be great fun

- Once community put a washing line across the village green high up in the trees with weird washing on – then later added a sign 'line dry your clothes'.
- Another community left a toilet on the front near the shop – then later added please save water and reduce your flush.

Get the clowns of the community to have some fun here or invite the local arts group or even the drama group to enjoy themselves.

Enjoy it – if people see you are having fun fighting Climate Change, they are more likely to want to be part of it.

The Launch Event (not in July or August) (LOCKDOWN - see next section for how to Launch during Lockdown)

Avoid holding the Launch in any of the main school holidays such as Christmas, Easter or the Summer Holidays as people are away and most community groups and schools are shut!

The Launch should be a local event. People from the local community should be involved and it is advisable to only use local speakers. This is about local not famous!!.

The launch event is also NOT an ECO event, it is an event all about making changes in your home so that everyone can join in. It is simple and inclusive. **It is about the 8 challenges.** An eco-event can overwhelm people as it has a different feel and focus, it also means that people that are not 'green' tend to feel 'it's not for them'.

Do not tag your launch onto another event – you will end up being the event in the corner. It is a stand-alone event.

**I cannot stress enough the importance of involving the school in the campaign.
I cannot stress enough the importance of involving community groups in the campaign.**

- The Launch could take place at the Village Hall or School, or anywhere in the community where there is a very large room.
- Get the local WI to arrange tea and cakes or the local pub to arrange some beer or find another source of refreshments.
- Make sure you advertise it everywhere.

Community groups should have chosen a challenge to interpret using their imagination and skills – the launch pack will give you some ideas, but I am sure you will come up with plenty yourselves.

Get the stalls arranged around the hall and make sure it is clear which challenge each stand is representing. Maybe put a big sign e.g. 'Challenge 7 – Do your washing at 30 degrees'

This is an event aimed at getting people to do 5 of the 8 challenges and getting the card up so make sure that is the key message over and over and over!

Make sure they know the date you are card counting so they can make sure their card is in the window and their challenges underway.

It is always advisable to fill in a Risk Assessment before the event – see Appendix.

This is your community, and your event – make it fun!

Example of the activities for a Launch

- Collect names and contacts as people enter.
- Let everyone mingle for a while and explore the exhibits and community group displays.
- Make sure the message is clear – Get the card in your window – have a sign in the middle of the room or a banner or get it by the main door.
- Make sure they understand each stand is about a different challenge – maybe number them.
- Give them a card as they enter so they discover the ‘point’ of the event.

- Introduction – Welcome everyone and explain the campaign.
- Explain why the community should act on Climate Change and why it is important to act together.
- Target – explain the targets and how the Challenge Card works.
- Explain what support is available e.g., a contact number, website, etc.
- Speeches – Let members of the public or members of community groups explain why acting together is important to them – this bit can be very emotional.
- School or Group of children – sing or perform a short play.
- Events – Give a list of other events happening during the campaign.

- Leave people to wander around the exhibits.

Conclusion – Make the Challenge Card visible, make the campaign a success. Ask for ideas to be submitted for the celebration event. Stress the date for the counting of the cards.

Some pointers

- Make sure people know the date when you are going to count the cards – they need to have theirs in the window.
- Give a start and finish time and don’t make the event too long – 3 hours is about the max – this means people don’t think they will need to give up their entire weekend.
- Maybe get a blown-up version of the card so it is visible at the Launch all over the place.
- Don’t forget to thank any funders either by a poster or by announcing it – you may need help later and they will appreciate this.
- Take photographs or you will kick yourself if you don’t (note on the law on taking photos is at the back of pack)
- The more community groups or children involved, the more the word spreads and more parents will come to see their child in action!

Fuel Poverty and energy efficiency

Nearly every community has an area which will have people living in it suffering from fuel poverty, some areas may be obvious and actually defined as areas of deprivation (and yes these do exist within an affluent community). There are also likely to be people hidden in the community who are suffering because they find it difficult to pay their bills – these people may not be obvious, and many people are embarrassed if they are in this situation.

With the price of fuel rising, this is beginning to cause serious suffering for many families. You need to reach these people - The Greening Campaign would like to stress the importance of reaching everyone in the community. Use your contacts, find people who understand these financial stresses, we must include everyone.

We need to make the link between saving CO₂ and saving money. The idea of saving money can encourage people to insulate etc which also reduces our effects on Climate Change. We want to support the desire to reduce the effects of fuel poverty in the communities where we are working, and we need your help to do this.

Your council will support you in reaching out to those homes or see if you have a Housing Association operating in that area or get support from a group like Age Concern.

The Card Count and Results

The easiest way to count the cards is to divide up the community into manageable chunks using a map of the village/town – give a couple of people an area to work in to count the cards. (Coronavirus – use it for people's daily exercise)

It is a good idea to actually use a map so you can mark off the roads as the results come in.

Do not let people go counting cards on their own for safety. Never let children go to count cards without a responsible adult with them. It is not a good idea to count in the dark as you are very likely to miss some of the cards, and some roads can be dangerous at night.

Involve the committee and other active members of the community. Maybe it could be a task for the scout group, walking group, running group, or the WI.

Mark off a series of roads on the map and allot them to an individual, this becomes their area to walk and count the cards. Please get people to write down the numbers of the houses and this information should be held in a safe place for 2 weeks (this is only so that the campaign can be evidenced should you be asked by an authority but it is not for public information).

This could be done in conjunction with a 'keep fit' club or 'walking for health' group!! Contact your local Volunteer Centre for help.

Once you have the total number of cards, send us the information and we will let you know how much CO₂ you have saved.

Celebrate

The community will be looking forward to hearing how much CO₂ they have saved.

Announce it everywhere – in the newspapers, Parish Magazine, etc.
You could also make it visible – build a structure that represents the amount out of discarded cardboard.

1 ton of carbon is equivalent to the size of a hot air balloon so get a picture made of the equivalent number of hot air balloons floating over your village – get the kids to paint it!!

Have an event to make the success.

Get a band to the village hall, have a barn dance (raise money for Phase 2)
Have a huge BBQ on the Village Green.
Get the community to have ideas and watch those ideas grow into reality.

Remember to announce at the event that the Committee is now set up and will be looking at moving the Campaign into Phase 2.

Maybe get a regular slot in the Community Magazine where people can submit other environmental saving ideas.

By showing the community how much CO₂ it has saved by doing only these small challenges, you will motivate them to move to make other changes in their lives.

By keeping it simple and the challenges small, you are creating an achievable goal for everyone in your community.

Well done!!

Support during the Campaign

There is plenty of support available during the campaign.

1. Central Campaign Staff can talk to you on the phone – just arrange a time.
2. Email the Central Campaign at any time.
3. Your Council will want to offer your support.
4. Gather ideas and support from other communities. You could use some that are at the same stage as you for support, and use those that are ahead of you to learn about pitfalls or great ideas.
5. Use the monthly on-line meeting – you will get emails about this!

If you need help – phone or email us. We want to help!! We want you to succeed!

Appendix

This is where you will find lots of samples for you to adapt for your own community use.

Challenges to choose from

Samples:

- Press Release
- Letter to Community Groups
- Public Meeting Poster
- Little leaflets
- Contact form
- Risk assessment

Advice on

- Photographs
- Insurance

Political Statement
Terms and Conditions

Contact details

**PRINT THIS PAGE AND THE NEXT BACK TO BACK FOR THE PUBLIC MEETING
OR DISPLAY IT ON THE SCREEN AT AN ON-LINE MEETING
THE GREENING CAMPAIGN**

Small action savings (savings per measure)

Introduction

This information has been obtained from independent, nationally recognised, sources such as the Energy Saving Trust.

Much of the information provided is based on assumptions of typical annual use for a three bedroom semi-detached property with gas central heating and an average occupancy of 2.9 people (as the Energy Saving Trust and Building Research Establishment) and on the average use, current cost and carbon content of particular fuels. The information also relies on the accuracy of the collection and measuring and does not include a proportion of the full cost of production from cradle to grave (decommissioning etc.) in producing the energy and in the energy saving measures.

Given the initial source of the information it is considered acceptable to use the figures as an average guide to potential annual savings but it must be remembered that analysis of an individual situation could well produce different results. The change in behaviour resulting from taking small actions is priceless.

Notes to the small action savings

All savings are rounded to the nearest £.

Figures for The Greening Campaign

<http://www.greening-campaign.org/>

Savings figures are based on semi-detached home with gas boiler unless otherwise stated. CO₂ and financial savings are valid as of November 2019

Food waste information based on 2.4 people from Source: Waste and Resources Action Programme, WRAP

Furniture carbon/finance savings Source: National Furniture Reuse Network

Meat consumption figures based on 100g lamb meal (beef is significantly higher) costing 37.4 kg of CO₂e per kg meat produced (updated January 2021). 3.74kg CO₂e per 100g lamb meal pp. Per 2.9 person household once a week for year **563kg CO₂e**

<https://ahdb.org.uk/knowledge-library/carbon-footprints-food-and-farming>

Supermarket average meat prices based on 100g lamb (October 2021) £8.46 per kg

<https://ahdb.org.uk/supermarket-red-meat-prices>

However, you cannot just take meat out of the diet, you need to replace the protein and other dietary requirements. Thus the financial savings for removing meat for one day and replacing with other food across the year are £65pp or **£189.32 household**. (Feb 2021)

<https://www.finder.com/uk/uk-diet-trends>

Choose your top 3 challenges to go on the back of the challenge card for your community – Number them 1, 2, and 3. We will see which get the most votes.

Small action savings (annual)

	Item	money saving/year	CO₂ kg saving/year
1	Turn off lights when leaving room (non-LED)	£14	25
2	Replace all bulbs with LEDs	£35	65
3	Turn off all standbys	£30	60
4	Wash laundry at 30° C	£8	15
5	Line dry clothes in the summer	£35	65
6	Top up loft insulation to a depth of 270mm	£12	50
7	Boil only the amount of water needed	£6	12
8	Turn the thermostat down by 1° C	£80	325
9	Install cavity wall insulation	£150	620
10	Upgrade your TV from A+ to A+++	£18	35
11	Insulate the hot water tank to a depth of 75mm	£80	430
12	Install a low flow showerhead (4 people)	£70	345
13	Wash up using a bowl	£25	130
14	Reduce each normal shower time by one Minute (4 people)	£7	35
15	Draught proof around doors and windows	£20	90
16	Halve your food waste by making a meal plan and using up leftovers	£252	312
17	Buy second hand furniture over new - 1 item a year saves	£135	50
18	Go vegetarian an extra day a week	£189.32	563 CO ₂ e

Please also print the previous page for the Public Meeting so people know where the figures come from.

Press release

Remember to keep the press release relevant to your community and add a couple of quotes to make it personal.
Don't forget to add contact details and the main website address can also help people understand the campaign.

You can use any of the information or quotes from the article below:

(Wecton is a fictitious town).

.....
'The Greening Campaign is coming to Wecton'

Local residents are coming together for a Public Meeting to set up 'Greening Wecton', an initiative where the community will pull together to help reduce its impact on Climate Change.

The campaign began in Petersfield when Terena Plowright decided to do something in her own town to try and 'make a difference'. The campaign was so successful that since then many other villages and towns across the England are now joining together to begin to address reducing their CO₂ emissions and reducing the amount of water they waste.

'The campaign is great fun' said Terena ' it gives the community a way to work together to tackle Climate Change and makes it a positive experience instead of a nightmare'.

Local resident (name) explained 'Climate change has worried many of our residents for a long time now and we thought it was time that we acted together to make some small changes that will make a big difference. This is why we are starting 'Greening Wecton'.

The meeting will be held at the Parish Hall on 20th June at 7pm. Everyone is invited to attend. For more information contact Jill on 00202883 or email ksjd@lkajsd.com. More information can be found at www.greening-campaign.co.uk

.....
Sending a photograph such as a group of you with the 'Greening Wecton' logo will encourage the press to use the article – they love pictures (see notes on the law regarding taking photos at the back of the pack).

Email them a copy of the logo – again it gets it into the public eye so it becomes recognised.

Can you send us a copy of the articles if you get time please, as we love to keep an album.

Sample letter for community groups

Your
Greening
logo here

Dear

Are you or your organisation interested in helping to create a 'greener' xxton?

Our community wants to join together and begin to make a difference to help our environment. We are going to hold a Public Meeting where we will learn how we can make a difference through the Greening Campaign. This has the support of our Council and we are following in the footsteps of 100 other communities! Our aim is to take the hugely successful campaign started in Petersfield and to introduce it to Xxton.

What is the 'greening' campaign?

Put simply, the campaign aims to encourage and support local people and businesses to take easy and straightforward steps to reduce energy consumption and waste – we will all see who is taking part and we will have great fun encouraging each other to make meaningful changes.

Public meeting: 7.30pm, Wednesday 30 April, in the main hall at xxx School

To kick off the campaign, we are holding a public meeting where the Greening Campaign will be explained in detail. We will show a film by Terena Plowright, Founder of The Greening Campaign, so we all know what positive things are involved.

Those attending the meeting will be invited to help choose a number of simple actions they consider to be most relevant to the community and which will enable people to make a difference to our environment today – and long into the future.

Who is invited?

Please accept this letter as your personal invitation. The meeting is also open to everyone who lives or works in the town and so all businesses, societies, churches and schools – as well elected bodies – are invited to send a representative.

We believe this is an important campaign that could benefit us all – individuals, families, organisations, businesses and the town as a whole. We would be delighted to see you or a representative of your organisation on the 30th of April, at 7.30pm in xxx main hall.

Light refreshments

We aim to make this a concise meeting lasting no more than two hours, including time for drinks and nibbles. There is no need to RSVP, but if you are certain that you – or a representative – will be attending, please let me know. It will help us to ensure that there is adequate seating and refreshments. Simply phone 01000 70000 or e-mail cxxxxx@xx.com

We look forward to welcoming you to the start of 'Greening Xxton'.

Yours sincerely

xxxxxxx

Convenor, **Greening Xxton**

Your Greening logo here

PUBLIC MEETING

Time, Day, Location

**Climate Change is happening
Our community is going to make changes**

All welcome!

**Together the people of (xxxtown)
can make a difference!**

**For more information please contact:
Name bla , email bla, phone bla**



PUBLIC MEETING

on

SATURDAY 18TH JULY
AT 6 PM

At Village Heath Community
Centre,
SHORTS ROAD. SO00 700

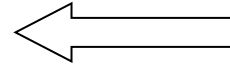
A chance to decide how we
will fight Climate Change in
our community – join us!!

The Greening Campaign was initiated and developed by Terena Plowright, a Petersfield resident, who wanted to do something in her community to help tackle Climate Change. There are now over 100 communities who have joined together to do something positive!!

We are holding a Public Meeting to start our own Greening Campaign. Join us to learn more about what you can do to make a difference!!

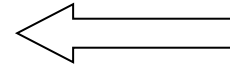
For more information please call local co-ordinator, xxxxxName
on 00101001010 or email
email@emailaddress.co.uk

Be part of the solution!



Use this example to to make your own little leaflets to print off so you can leave them at shops, the church, garages, etc etc. Print them back to back and you should get 8 per page. This saves paper, gets the message across and saves money

Someone with a good knowledge of computers would be good for this bit!!
(Blame Terena for this version)



SAMPLE LITTLE LEAFLETS

Contact form for Greening xxxton We would like your permission to keep you informed about Greening xton activities
We will not pass your details on to any other organisation. We are likely to hold your information on a computer.

Name	Email	Are you happy to be emailed?	Initial

Risk Assessment

Where 1 is low risk
5 is high risk (eg life changing or death)

Activity	Risk level	Preventative	Risk level
Electric cable to a stand trip hazard	4	Run cable away from public walkway	1

Notes on taking photographs

You used to be able to take photographs of anyone and print them anywhere – this has now changed for the protection of children.

If you take pictures at your events please take the following precautions.

1. If you take a picture of an adult please ask them if you can use it for publicity. It can backfire if a complaint goes to the press about use of a photo which causes problems.
2. **If you take a photograph of a child you MUST MUST MUST take the following action**
 - You must **ask the parent /guardian for permission and get this in writing** and state in writing on the same form what you want to use the photo for (see below). It is worth preparing a few forms before the event and keeping them in your pocket.
 - **If a parent / guardian is not available** or with the child then **make sure that the face of the child is not visible.**

You may think this is extreme but some children / adults have been tracked down by **violent adults** because of a photograph in a paper which has alerted them to the area where they live. This is just one example but there are many more reasons to be careful and respect people's privacy.

Below is a sample document for you to use (please fill in the relevant bits which are in RED)

Greening (Town)

Consent Form

For Photography and Images of Children

To the Parent or Carer

Greening (Town) wishes to take photographs of activities that involve your child. The photographs may be used for displays, publications and on a web-site by us, by the Local Authority (LA) or by local newspapers.

The children may be named by the media but home addresses will never be give out. Images will never be associated with material on issues that are sensitive.

Before taking any photographs of your child, we need your permission. Please **answer the questions below, and sign and date the form**. You can ask to see images of your child held by the establishment. You may withdraw your consent, in writing, at any time.

Name of child (Block Capitals):		
Name of person responsible for the child:		
<p>I understand that:</p> <ul style="list-style-type: none"> the local media may use images of this event held on the date below for Greening (Town). photographers acting on behalf of the local Greening Group or Central Greening Campaign or the LA may take images for use in displays, in publications or on a website; embarrassing or distressing images will not be used; the images will not be associated with distressing or sensitive issues; and the establishment will regularly review and delete unwanted material. 		
<p>Having read the above statement, do you give your consent for photographs and other images to be taken and used? (please tick the appropriate box / boxes).</p> <p>The term “published” refers to being used on the school or local authority publications (including websites) or in the media.</p>	<input type="checkbox"/>	YES , I give my consent for pictures to be taken but only used by the local group.
	<input type="checkbox"/>	YES , I give my consent for pictures of my child to be published, with their names and ages, in the press or on the Greening Campaign, Local Authority or press websites.
	<input type="checkbox"/>	YES , I give my consent for pictures of my child to be published in the press or on the Greening Campaign, Local Authority or press websites but not for them to be named.
	<input type="checkbox"/>	NO , I do not give my permission for pictures to be taken and used inside or outside the school.
Signature of person responsible for the child:		
Relationship to the child:		
Date (Date/Month/Year):		

Name of Greening (Town) representative who collected this form -

Insurance

If you are holding an event, please make sure you are insured. Often the hall you are hiring will have insurance cover for community groups to use but you must check this. If you are a Parish, Town Council or residents association, you will probably already have insurance for events etc in the hall.

It is also advisable to 'Risk Assess' your event before you start. This will increase your legal status if there is an accident – and yes accidents do happen however hard we try.

A risk assessment can be carried out by you very easily:

- 1. Think about your event and any risks – write them down**
- 2. Write are they a 1, 2, or 3 (where 3 is a serious risk)**
- 3. Then write what you have done to reduce the risk to a (1) category.**

e.g. Lead across passageway – high risk (3) – put mat over lead (1)

This shows the insurers that you thought things through to try and reduce risk. If you are holding an event for the public you must do this..... boring but true!!

POLITICAL STATEMENT

The Greening Campaign is not a political organisation and is not linked to any political organisation or affiliated organisation. The Greening Campaign will therefore not support any 'Greening Committee' that allows party politics to be promoted or advertised at any event, or on any information, or that accepts political funding, donations or support of any kind. If this does occur The Greening Campaign will immediately withdraw its support from the local campaign including the use of the copyright campaign logo. The Greening Campaign receives financial support from non-political organisations and any hint of political preference, support or approval would seriously jeopardise the work of The Greening Campaign. Nor would The Greening Campaign wish to be associated with any political party. Locally organised full cross party debate on Climate Change may be possible but would need agreement in writing from all local parties and from the Greening Campaign.

You may want to include this on your website or Facebook page – it makes it clear!

Terms and Conditions

When your community signed up for the Greening Campaign, it agreed to some Terms and Conditions – please see below.

These have been developed to ensure that the proven success of the campaign is not diluted or altered without evidence of improvement to the campaign or approval of the Central Campaign. You need to agree to the T&C's to allow you to use label 'Greening (village/town/other)', the information in the packs, and the logo.

Your community agrees:

Two people from your group will attend an on-line Introductory Event so you understand the importance of Phase 1 as a base for the campaign.

The challenge card must be used as part of Phase 1

The challenge card

To be used for display in the front windows of property throughout the community to show who is taking part in the campaign

Front – The Greening Campaign logo

Back - The challenges, local contact details, the website address of the Central Greening Campaign. We have a set format for the card with opportunity for you to choose wording appropriate to your community. The challenge card must be produced by The Greening Campaign (TGC) assigned printers – you will need funding to pay for the printing of the cards. This is to protect the community by using an award winning eco printer. The Greening Campaign makes NO money from the printing of the cards. You will be issued with an order form.

The challenges

The challenges must be a maximum list of 10 (we have found 8 to be the optimum number).

People commit to a minimum of 5 challenges

The challenges need to be taken from the official list provided to you by The Greening Campaign because the savings have been formally checked and verified by the Energy Saving Trust.

The logos

Your Greening Campaign logo must be displayed on all challenge cards and public notices.

Greening Campaign Logo

This logo may not be altered or adapted.

The logo, for use by the local community, will be supplied by the Central Greening Campaign team.

Website

We encourage all new groups to set up their own community website or link to an existing Parish/Town etc website

Other points

The Central Greening Campaign or support staff must be kept informed of dates of Public Meeting and the Launch – we need to keep your Council informed.

Maximum size of a community is 8,000 unless agreed in writing by the GC.

A monitoring form should be filled in on completion of each Phase of the campaign.

The basic structure of the campaign must remain the same –

A Public Meeting

Publicity in the community

Each household must receive a Challenge card

A launch – a stand-alone event, not tagged on to a fete etc

An agreed period for households to commit to challenges and display the card

Count of challenge cards

Amount of CO2 saved communicated to the community.

This document is copyright and the ideas within it are the Intellectual Property Rights of Terena Plowright and the Greening Campaign CIC has sole permission to use it.

www.greening-campaign.org

The Greening Campaign is a Community Interest Company (No. 13099158)

Contact details

The Greening Campaign

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TerenaPlowright@gmail.com

The Greening Campaign

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