



Coronavirus and The Greening Campaign

Coronavirus and Climate Change awareness are two very tricky and depressing things for people to cope with, when isolated and on lockdown - both bring fear, and an impending sense of doom.

We understand that both being stuck indoors through the coming weeks, and worry about Climate Change, create situations where people can become depressed. This is why we have created the on-line ability to continue to plan for a POSITIVE future with their community.

The Greening Campaign is a 7 Phased programme for Parish Councils, Town Councils, Wards, CAT's etc to work through with their community. It has already worked effectively with over 180 communities across the Country, linking closely with County, District and Unitary Authorities.

It is a cost-effective way to tackle behaviour change, community engagement, mitigation and adaptation without overwhelming communities.

We are already working with County Council, Districts and Boroughs to support planning for a better future. We realise that funds are tight and so we work with the community to research and plan for the future, whilst feeding information back to the Councils and linking good practice.

Below is a link to a 15-minute video which is positive, describes how the campaign works, and how we feedback the results to the community.

Be aware that just placing the 'card' (see video) in the door will not work – it needs full community ownership of the campaign and community engagement with the process.

<http://www.greening-campaign.org/intro-video.html>

Overview

For any Councils that would like to move forward with the Greening Campaign or learn more about it, there is some basic information below.

If you would like to discuss the Greening Campaign in your area, once you have read this information, please email me and we can arrange a time to talk.

TerenaPlowright@gmail.com

We are working across the Hampshire County Council area and Chitra (Climate Change Officer) has kindly agreed to make time to speak to anyone that would like to know more from the Councils perspective.

chitra.nadarajah@hants.gov.uk

Overview of the Greening Campaign Programme

The Greening Campaign is a programme designed to bring the whole community on board and guide it through a series of Phases towards becoming sustainable.

It is designed to link the community to the Council structure and to Central Government, so everyone moves forward together.

Size of Community – 250 – 8,000 houses

Lead community organisation – Parish/Town Councils, CAT, or similar. Not a ‘green’ group unless it is tightly link to these organisations.

Each Phase of the Campaign costs on average **£150** paid by the District/Borough Council/Unitary – some Parish Councils are also happy to pay or apply to their local ‘Community Fund’

Phase 1 – Behaviour change inside the home

Simple behaviour change, visible card shows involvement and labels their house ‘green’ (this also involves full community engagement via strategic process).

Phase 2 – Working together for Wildlife and Environment

Understanding the importance of Wild Spaces for Climate, getting everyone out & active.

Phase 3 – Understanding what makes a sustainable community

Education using a method, so everyone begins to appreciate the scale of change needed

Phase 4 – Creating a vision for the future

Involving everyone in creating their vision for their sustainable community

Phase 5 – Understanding and training in what adaptation means

Understanding extreme weather impact and climate, and how to adapt in the community

Phase 6 – Putting all the above into the Community Plan

Making the vision into the concrete future

Phase 7 – Making the vision a reality

Funding, advice, implementation, updating the vision.

Provided by the Greening Campaign at each Phase

- On-line Training
- Information Pack (or several Packs in some cases)
- Launch pack
- On-line support videos

- Email support throughout
- Links to expertise
- Logo
- Printing format and check

Benefits to the Councils

- Enabling the communities brings support and understanding when the Council needs to implement difficult decisions around Climate Change in the near future.
- It releases Officer time as the Greening Campaign does the legwork, and yet the community development remains closely tied to the Council delivery programme
- It reduces the amount of demand for change coming from the community because they become the agent for change and understand it is their responsibility in combination with the Council.

What to do next

If you are interested in trialling Phase 1 in your area, contact us for a full information and rollout pack or to book a telephone call.

For further information:

www.greening-campaign.org

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