



www.greening-campaign.co.uk

Communities – want and need a structured route to follow to contribute to a reduction in CO2 emissions

All levels of government –

- need a method which will enable them to **measure** CO2 emissions against their targets
- need to offer an effective **structure** to communities for reducing CO2 emissions

We believe The Greening Campaign is the only **method available at the moment which meets all these needs**

Measurable outcomes for some National Indicators

CO2 reduction NI 185 186

Adapting to Climate Change NI 188 189

Improved local biodiversity NI 197

Tackling Fuel Poverty NI 187

Reducing waste NI 191 192 193

Participating in regular volunteering NI 6

People feel they can influence local decisions NI 21

Lots of information of the dangers of Climate Change



Solutions

Unclear



Mixed messages

Give the impression of needing money



People taking part are not visible



Where did it start?

The story of Tash



Provide solutions

Insulate

Turn off

Reduce and save water



What the general public need before they will engage:

- To feel included
- To feel powerful
- To feel successful
- For the action to be simple
- For the action to be cheap
- To feel part of a community



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Greening Oving

Please display this card prominently in your window

The residents of Oving are taking positive action to resist global climate change

Is your household part of the solution to this problem?

Complete 5 or more of the challenges below to become part of the solution.

(All calculations based on an average household use over 1 year)

- Turn off lights** when you leave a room and **save £1.49** and **6kg of CO₂**.
- Set the hot water tank at 60 degrees** will **save £10** and keep **41kg of CO₂** locked up.
- Turn off all standbys** and **save £37.30** and stop **155kg of CO₂** being pumped into the atmosphere.
- Closing the curtains at dusk** will reduce the heat loss from rooms throughout the house and will **save £15** and **62kg of CO₂**.
- Wash laundry at 30 degrees** – and **save £8.72** and stop **36kg of CO₂** being released.
- Use lids on saucepans when cooking** will **save £19.12** and **38kg of CO₂**.
- Boil only the amount of water you need to use.** By filling the kettle with only enough water to supply the number of cups you are filling will **save £5.33** and **22kg of CO₂**.
- Do not leave taps running when brushing teeth.** The water that runs down the plug hole has been filtered, cleaned and pumped, which uses energy too. **Save a massive 6.9 tonnes of water.**
- Turn the thermostat down by 1 degree C** will **save £65** and **268kg of CO₂**.
- Re-use carrier bags or a use a bag for life** and **save 1kg of CO₂** for each 5 carrier bags you don't use.

When you commit to 5 (or more) challenges, show Oving you care by displaying the logo side of this card in your front window by Friday 1st August 2008. We will be counting the cards after this date to find out how much CO₂ we saved together.

If you need advice please email ovingmail@small.net or call 01243 789282
You can find out more about Greening Oving at www.oving.org.uk

For more information about the Greening Campaign go to www.greening-campaign.co.uk



Response in Petersfield



Four Phases of the Campaign

Phase 1 – Engaging the community

- Challenge card
- Creation of a committee in each community

Community Results

East Meon in Hampshire

23% of the community

64 tonnes of CO₂,

2,250 tonnes of organic waste saved from going to landfill,

80 tonnes of water over the next year.

Alton in Hampshire

7% of the community

213.5 tonnes of CO₂

110.4 tonnes water

Oving in West Sussex

18.1% of the community

37.3 tonnes CO₂

69 tonnes water (69t of water = 46kg CO₂)

Four Phases of the Campaign

Phase 1 – Engaging the community

Phase 2 – Address Sustainable living as a community. ... projects

Reduce and measure power consumption



Engaging with utilities to measure consumption

Retrofitting present housing stock



Travel options



Renewable energy



Local food



Water use



Training scheme - to enable community and individual choice

Four Phases of the Campaign

Phase 1 – Engaging the community

Phase 2 – Address Sustainable living as a community..... projects.

Phase 3 – Adaptation

Develop climate change solutions specific to the community.

Create a plan to reduce the communities contribution to climate change

Plan to reduce its vulnerability to the risks.

Adaptation – the need for community participation

- Understand that climate change is manageable
- Reduced fear
- Understanding of the risks
- Increased understanding of need to mitigate
- More accepting of difficult Government decisions
- Research and data provided by volunteers in the community = reduced costs to government.

Four Phases of the Campaign

Phase 1 – Engaging the community

Phase 2 – Address Sustainable living as a community..... projects.

Phase 3 – Adaptation

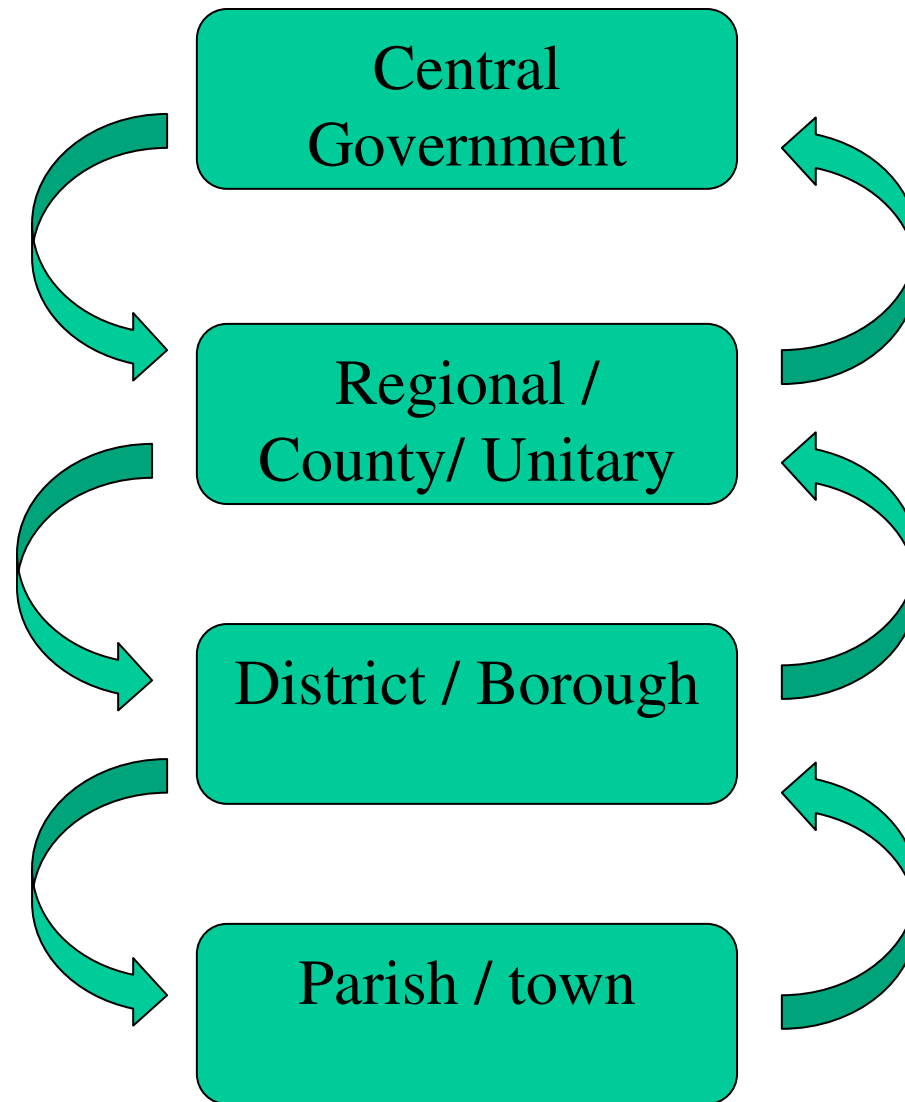
Phase 4 – New Start.

The community will adopt a new mind set for living more sustainable lives.

Ongoing review and development of climate change solutions – networking with other communities.

Offer buddy support to communities working on phases 1-3.

Two way flow of information and monitoring



Other supporting organisations

SEEDA – South East England Development Agency

GOSE – Government Office South East

Climate South East

EST – provide figures for measurable feedback

CPRE – Information re micro-generation,
supporting spread of campaign.

The Golden Thread

- Context and reassurance
- Policy and Direction at National Scale
- Links to organisations and Government departments
- Funding

Central

Regional

- SEEDA – Economic and links to organisations
- GOSE – Policy, link to central government
- Climate South East.

County Council

- Strategic – Lead on LAA
- Guidance on areas of need
 - fuel poverty and deprivation
- Information collection point
- Link to practical delivery of Gov targets
- Links and support for breaking blocks to delivery
- Display and dissemination of case studies
- Adaptation lead and example for UK?

Individual

- Behaviour change

Group / Parish

- Action, awareness, association, agency
- Local information provider

District

- Funding
- Information gathering
- Outreach to groups
- Link to council programmes and support

Community Demand for the Campaign

Hampshire

District Councils – East Hants, Winchester, Eastleigh, (Test Valley, Rushmoor)

Alton, Medstead, Colden Common, Bishopstoke, Fair Oak, Horton Heath, Oliver's Battery, Alresford, Liss, Buriton, Fulflood, Headley, Bentley, Binstead, Grayshott, Fareham and Gosport, Broughton, South Wonston, Whitehill and Bordon, Boldre. (Sherfield, Horndean, Rowlands Castle, Upton Grey) Petersfield, East Meon, Clanfield, Alton

West Sussex

District Councils – Horsham, Mid Sussex, Chichester, Arun, Adur and Worthing.

South Harting, Lancing, Angmering, Arundel, Clymping, E.Preston, Kingston, Littlehampton, Rustington, Ferring, Bognor Regis, Slindon, Fishbourne, Westbourne, Bury, Petworth, Oving, Parklands, Midhurst, Fernhurst, Stedham, Iping, Donnington, Billingshurst, Southwater, Thakeham, Henfield, Ashurst Wood, Horsham, East Grinstead, Burgess Hill, Lindfield, Haywards Heath.

Rest SE

Portsmouth – Paulsgrove and Southsea with council funding

Southampton – Finalising areas to concentrate on.

East Sussex – Forest Row, 5 District Councils meeting to take it forward with funding

Kent – Lower Halstow , Council meeting to take forward with funding

Oxfordshire – Thame , Wallingford

West Berkshire – Lambourne, Thatcham, Chaddleworth, Cold Ash, Hermitage.

Surrey – Guildford DC, Cranleigh, Bagshot Lea, Aldbury, The Horsleys, Friary and St Nicolas, Stoughton, Stoke.

Others – Sunningdale, Ledbury.

East of England

Cambridgeshire – Histon and Impington, Coton.
Essex - Billerickey

South West

Gloucester – Stroud
Somerset – Housing Association community
Wiltshire –WLT support
Devon – Dawlish community

London

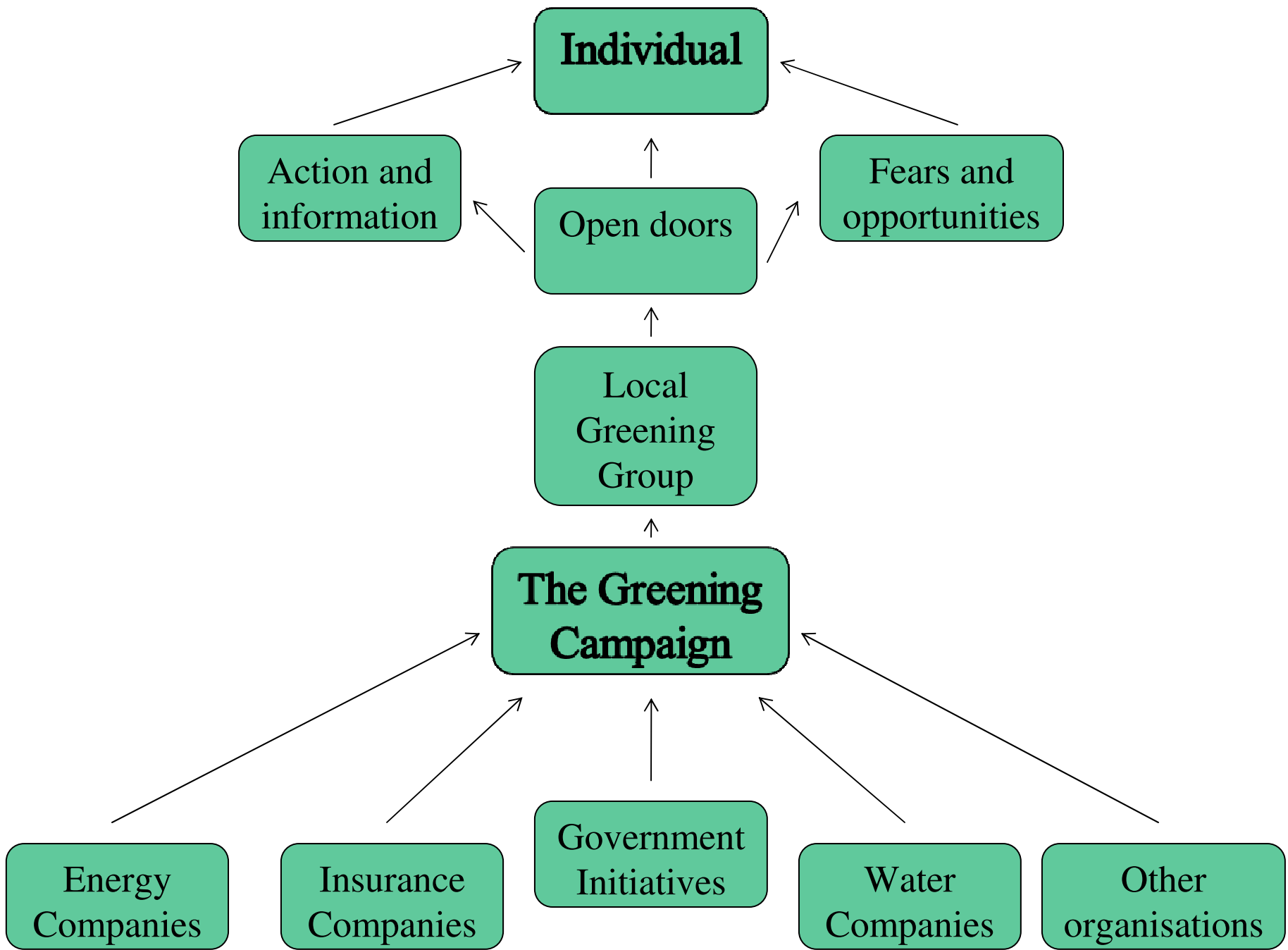
North of London

Nottingham – Rushcliffe DC and a further 2 DC's looking at funding
East Bridgford, East Leake, Ruddington, Bingham, Shelford and Newton,
Bunny, Keyworth, Kormanton, Kinoulton.

Advantages gained through The Greening Campaign

- Open doors in the community
- Feed for the National indicator targets
- Tackling fuel poverty and deprivation
- Opening minds to a low carbon economy
- Reducing costs to the councils tackling climate change
- Added Community Cohesion
- Discovering blocks to initiatives
- Information gathering and dissemination
- Using voluntary labour for research
- Calm worries – explain Gov action on CC
- Business opportunity – jobs , new businesses
- Adaptation tool at community level
- Linking with other organisations
- Access to a proven, tested, campaign that is well received at community level.

Bringing everything together through the community



GREENING



CAMPAIGN

THE GREENING CAMPAIGN

Greening the country community by community

GREENING



CAMPAIGN

www.greening-campaign.co.uk



energyf tprint

global challenge | local solutions

EAST HAMPSHIRE



Partners

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Working for England's World Class Region

SOUTH EAST
ENGLAND
DEVELOPMENT
AGENCY

**SOUTH
DOWNS**
joint committee

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The Launch







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