



The Greening Campaign is created to bring communities together even in the stressful times of social distancing. It makes actions by each household visible so everyone can have a shared experience, it involves all ages, all sectors of the community, and all the different community groups.

Phase 1 starts with small easy to achieve actions showing how much CO2 the community has saved, so that by the end of Phase 1 you have something to celebrate. It is then up to the individual communities whether they continue to move to the next phase. The phases move through a series of packs and options so you can develop your community response to climate change. You will look at changes in the home, a vision for a low carbon economy, how climate change will impact your specific community, what you need to do to protect that community – and finally you will develop a plan that slots within with your village or town plan.

The Greening Campaign is designed so communities are supported both by their councils, and by each other, and it shares the experience gained by already having worked with over 200 communities to tackle climate change, fuel poverty and help them become more sustainable.



Introduction

The Greening Campaign is a toolkit specifically designed for use by Parish and Town Councils or Community Action Teams. It is a fun, yet effective way for communities to tackle the frightening issue of climate change whilst following a tested path consisting of seven stepped Phases. Many communities have declared a 'Climate Emergency' yet are struggling to know what to do next – the Greening Campaign provides a toolkit developed to provide structure to those next steps!

To watch a short video about the Greening Campaign offer in South Lakeland please go to: <https://youtu.be/cFpickQJMn8>

More information and a general introduction video is on: www.greening-campaign.org



South Lakeland
CLIMATE ACTION

In light of Coronavirus, information and training has been placed on-line, and this has now enabled communities to take positive action during this difficult time. There is also all the support and help that you may need via email, or via on-line meetings.

What is a community?

A "community" must involve a minimum of 250 homes, but no more than 8,000 homes. This is so that the whole community can easily be involved. If your community is larger than 8,000 you may want to contact us to discuss options or divide the community into two. If the community is smaller than this range, you may want to link with a neighbouring community. However, we do ask that the campaign is led (or at least there is a committee linked to) the local council. This is to provide structure and to make sure that the decisions made are carried via a democratic process. A community cannot be an eco-group, though these groups can be a wealth of knowledge and support. The Greening Campaign is about working with the whole community and bringing everyone forward together.

We truly believe that a large part of the solution to Climate Change lies with working locally and therefore Parish and Town Councils, along with Community Action Teams are KEY to us turning the tide on a changing climate and key to protecting our environment.

Phase 1

Each household in the community will receive a Greening Campaign A5 card with a list of practical challenges or

actions each household can take to reduce, reuse and make a difference. Households committing to take on at least five of these challenges can proudly display this card in their windows. Collectively these efforts will be measured so that each community can understand in real terms how much can be achieved by together taking small simple actions. The Greening Campaign will provide full details and support.

What support do communities get in Phase 1?

The Greening Campaign provides:

- **Online support videos**
- **Full information pack**
- **Launch information**
- **Logo**
- **A list of challenges and savings (both CO2 and financial)**
- **Form for ordering challenge cards for each household in your community**
- **Calculations of the savings made by your community**
- **Email support throughout the process**
- **Feedback the total CO2 savings made by each community**

Costs

Each phase costs £150. The Greening Campaign offers the first phase at a reduced price of £50, and SLDC is subsidising it further so it will only cost £25 for town and parish councils until June 2021. Further phases will cost £150.

Contact

If you have any questions about the process or the support, please contact Terena Plowright of the Greening Campaign on TerenaPlowright@gmail.com or on **07918941398**, or jemma.fells@southlakeland.gov.uk