

## **Greening Campaign (<http://www.greening-campaign.co.uk>)**

### ***Engaging communities to reduce Carbon Dioxide emissions***

In a ranking of all districts in the country, the ecological footprint of Rushcliffe is in the highest 25%. This indicator measures the land (hectares per capita) required to support an average resident's lifestyle. "In Rushcliffe we tend to consume a lot and waste a lot." (Rushcliffe Community Partnership Annual Report, Nov 2008).

The Greening campaign

- supports individuals in a programme of activity within their local communities to
  - feel included and successful
  - take actions that can be simple and cheap, but still make a measurable difference

### ***Structured process of Greening campaign***

The Greening Campaign provides a campaign pack to a group of interested residents. The group receives support directly from the Greening Campaign advisors throughout the process. The group choose a small number of actions to list on the back of the campaign leaflet e.g. "boil only the water you need". Campaign leaflets are distributed to all households.

#### **Stage 1 - Leaflet Campaign**

Households that complete some of the actions on the back of the campaign leaflet are encouraged to place the leaflet in a window to show their support and action.

#### **Stage 2 - Investigate sustainable options**

The group then count the cards in windows and calculate CO<sub>2</sub> savings made (average CO<sub>2</sub> savings from actions on card multiplied by number of cards). Community support for reducing CO<sub>2</sub> emissions is then used as a base for encouraging investigation of sustainable options.

#### **Stage 3 - Develop climate change solutions specific to the community**

#### **Stage 4 - Ongoing review and development of climate change solutions**

The group then proceeds to develop climate change solutions, and continues to review and further develop these solutions in the future.