

Steyping 10:10 Campaign: Objectives and Ground Rules

This was agreed as a working draft at the Planning Meeting on 12 January 2010.

The idea

10:10 is an ambitious nationwide campaign to unite every sector of British society behind one simple idea: that by working together we can achieve a 10% cut in the UK's carbon emissions in 2010. **The Steyping 10:10 Campaign** aims to make a start right here in Steyping. It will run throughout 2010, and is aimed at everyone in Steyping, Bramber, Upper Beeding and the surrounding area. This includes individuals, businesses, schools and other local organisations.

The plan is to organise a series of activities and events over the course of the year. We hope to join forces with existing organisations and community groups so we can combine efforts and reach as many local people as possible.

Objective

To get the whole community thinking about what we can do to cut our carbon footprint – and taking action so that together we can make a real difference in achieving the target of reducing our emissions by 10% in 2010.

Working principles

As a collaborative effort, the Campaign will aim:

- to be open and inclusive – the more people and organisations we can involve and engage, the more we will achieve.
- to build on the enthusiasm and efforts of the local community – we need to share the work around.
- to draw on the national 10:10 Campaign for inspiration and ideas, without being formally associated to it.
- to recognise that people are approaching the issue of carbon emissions from different perspectives. Concerns about climate change are a key driver for many people, but there are other good reasons to reduce our dependency on fossil fuels, and promote more environmentally sustainable lifestyles.
- to make space for different viewpoints – within the context of the Campaign's overall objective of promoting concrete action to reduce carbon emissions.
- to 'practice what it preaches' and work to minimise its own carbon footprint.

Running the Campaign

The Campaign will adopt a 'light touch' management approach:

- Decisions on the overall direction of the Campaign will be made by a Steering Group made up of volunteers.
- The Steering Group will meet as required to agree a programme of activities, delegate responsibilities, and take other decisions as required (meeting once a month initially, then as required?)

- Responsibility for planning and coordinating specific activities will be delegated to Activity Groups, with a nominated lead and other helpers as required.
- Decisions by the Steering Group will be reached by consensus, where possible, and if not by a simple majority vote of those present.
- A Coordinator will be nominated to convene and chair Steering Meetings, and act as an overall spokesperson for the Campaign.
- A volunteer will be sought to take notes at Steering Group meetings.
- Other roles may emerge as the Campaign evolves (e.g. taking responsibility for finance, publicity, website, etc.)
- The Campaign may seek funding or sponsorship for events, as agreed by the Steering Group, but needs to be largely self-financing.

Communication

Effective communications will be an important part of the Campaign's success:

- The Campaign website (www.1010steyning.org) will be a key communication channel, and will be developed as the year goes on to provide a public 'shop window' for the Campaign, and a handy source of news and information.
- A general email mailing list has already been created to update interested individuals about the Campaign. A separate email list will be created for communication between the Steering Group.
- The Steering Group will take steps to ensure there are good two-way communication channels between itself, the activity groups, and the wider group of supporters and volunteers.
- A range of approaches will be developed to reach out to members of the community, including the local press, village magazines, displays in the Library, etc.

Some initial thinking

- We need to recognise that people are at very different points on the learning curve in terms of how much they know about the issues, and how much they are already doing to limit their carbon emissions.
- We need to work with enthusiasts and take advantages of the substantial knowledge that already exists within the community about various aspects of energy use. However, we need to avoid focusing all our efforts on 'preaching to the converted'.
- We need to appreciate that people are very individual in their response to environmental issues. Some latch on to the scientific or financial arguments, while others have more of a 'gut feeling' about the issues, or are motivated by ethical or other considerations.
- Therefore, ideally, we need to organise a mix of different activities and events so we can reach out to different segments of the community and appeal to different audiences.