



Prioritising your action: Short list of options

Now that you have completed your 'Listening Campaign', the 'Shaping your Initiative' activity and got some input during Session 5, it is time to review your short list of potential activities and prioritise them further.

Taking action on climate change is complex. Community action can be diverse. This exercise is designed to help you organise your thoughts and start making some decisions. It isn't hard and fast science, it's more the 'back of an envelope' approach.

Prioritise initiatives by ratings

Go back to the 5-20 ideas that you have selected during the 'Shaping your Initiative' activity and copy them across into the table below. You might want to drop, replace or add initiatives from/to the list. This is fine, because you might have found new information to help you make those decisions.

Difficulty

Rate the actions on a scale from 1 (not difficult) to 5 (extremely difficult). Again this might have changed since you last did the exercise, so be ready to take new information into account. As a reminder, considerations to help you come up with a rating might be:

- How complex would this initiative be? Does it include multiple workstrands and a big team?
- Do you have the necessary expertise in your community?
- Can you see any big blockers to this initiative's success?
- How long would it take to set this up?

External Support

Given the feedback that you received during session 5 and using other information, put down a rating for how much external support you think is available for your idea: 1 (no support at all) to 5 (a lot of easily accessible support).

Impact

Given the feedback that you received during session 5 and using other information, put down a rating for how impactful you think the initiatives might be: 1 (no impact whatsoever) to 5 (exceedingly impactful). Considerations to help you come up with a rating might be:

- Does this initiative match your community's largest area of carbon emissions?
- Would this initiative reduce emissions directly/indirectly?
- Are there co-benefits like environmental, social or other?

- How many people would you reach? How likely are you to make a difference to their carbon emissions?

Total Rating

Finally, add up all the scores that you put down in the previous columns and compare the final rating of your ideas.

This number is of course very subjective and will be very different depending on who undertakes this exercise, which is totally fine. This process is supposed to support you to articulate how you think about your various options. It can help to put numbers like this next to options to help generate some discussions and identify preferences.

You can use this table to discuss ideas further with your (action) group, parish council or other keen supporters. However, resist the temptation to spend too much time on this. You should not spend more than one or two meetings on brainstorming and prioritising ideas. Otherwise most of your group's energy will be spent discussing before you've actually started. Use a list like the one below as a catalyst to come to a decision quickly. Anything you don't do now, you can always do later.

Possible action

Difficulty

External support

Impact

Total score

Possible action	Difficulty	External support	Impact	Total score