



COMMUNITY ACTION ON CLIMATE CHANGE



Summer activity: Listening campaign

Over the coming weeks we would like you to start or continue having meaningful conversations about climate action with the people in your community. This 'Listening Campaign' should help you better understand your community's wants, needs and barriers for climate action. We can then take what you have learned forward and formulate an action plan during the second half of the programme in September.

Part 1: Research your community

Use the following resources to get a really good understanding of your local community. You can find out more about the demographic and local carbon footprint.

Carbon Copy	Overview over local authority's climate ambition.
Community Carbon Calculator	Carbon footprinting tool for individual parishes.
Cambridgeshire Insights	Demographic data for Cambridgeshire

Please use the [Miro board](#) to map more local stakeholders, initiatives, societies, etc. that might be relevant to your work. This will help you and the whole group with identifying gaps and opportunities for future projects.

Part 2: Active listening

Talk to 5-10 people about climate action over the next couple of weeks. This can be individuals that you talk to regularly anyway, at the pub or events, council or social meetings. Take a couple of minutes to engage them in a conversation about taking action on climate change and try to get them to share their views with you. Remember that this exercise is about listening to them, so rather than discussing your ideas, you want to find out what excites them and what their barriers are when it comes to change.

Questions you might want to ask could include:

- What are you currently doing to reduce your impact on the environment?
- What would you like to do that you don't yet do?
- What would you like to do but aren't able to at the moment?
- What would need to happen to help you?
- What initiatives are you aware of/excited by/would you make use of?

E.g. Library of Things, Repair Cafes, Clothes Swaps, Walking Bus, School Streets, Vegan Feast, Community Fridge, TerraCycle, Mow Free Verges, ...

Log the feedback below. Make a notes of the motivations and barriers of the person you speak to - what motivates them to act/change their behaviour? What prevents them from making changes?

Conversation details <i>(name, time, etc.)</i>	Motivators	Barriers	Other comments