

Identifying Options

Taking action on climate change is complex and community action can be diverse. These two exercises are designed to help you organise your thoughts and start making some decisions. It isn't hard and fast science, it's more of a 'back of an envelope' approach.

It's worth starting by creating a long list of all the possible actions you are considering before you start prioritising the actions. Having thought about the above, read through this long list and decide whether you want to drop, replace, or add initiatives from/to the list.

Prioritise initiatives through a graph (see template on page 11)

This exercise focuses on Achievability vs Impact.

In this context **Achievability** is related to how easy the activity would be to do. E.g.

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

And **Impact** is related to how big of an impact each initiative may have. Think back to your overall goal and how this action will help you achieve it. Consider:

- Does this initiative match your community's largest area of carbon emissions?
- Would this initiative reduce emissions directly/indirectly?
- Are there co-benefits e.g. reducing costs, improving health?
- How many people would you reach? How likely are you to make a difference to their carbon emissions?

Plot where each action you are considering fits on the graph considering these two factors. E.g. a clothes swap may have a lower impact but be relatively easy to achieve whereas a community energy scheme may have a higher impact but be more difficult to achieve. You can then use this to see which initiatives are most suitable for you and your community's context.

Prioritise initiatives through ratings (see template on page 12)

1. Achievability

Rate the actions on a scale from 1 (easy to achieve) to 5 (difficult to achieve). See details above on defining achievability for more information.

2. External Support

This will be shaped as you speak to more people through the listening exercise. 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). This includes both people who actively want to get involved and support your work as well as support from those who you need on board to enable it to take place (e.g. local residents who may be impacted directly or indirectly).

3. Impact

How impactful do you think the initiatives might be? Think back to your overall goal and how this action will help you achieve this. 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?

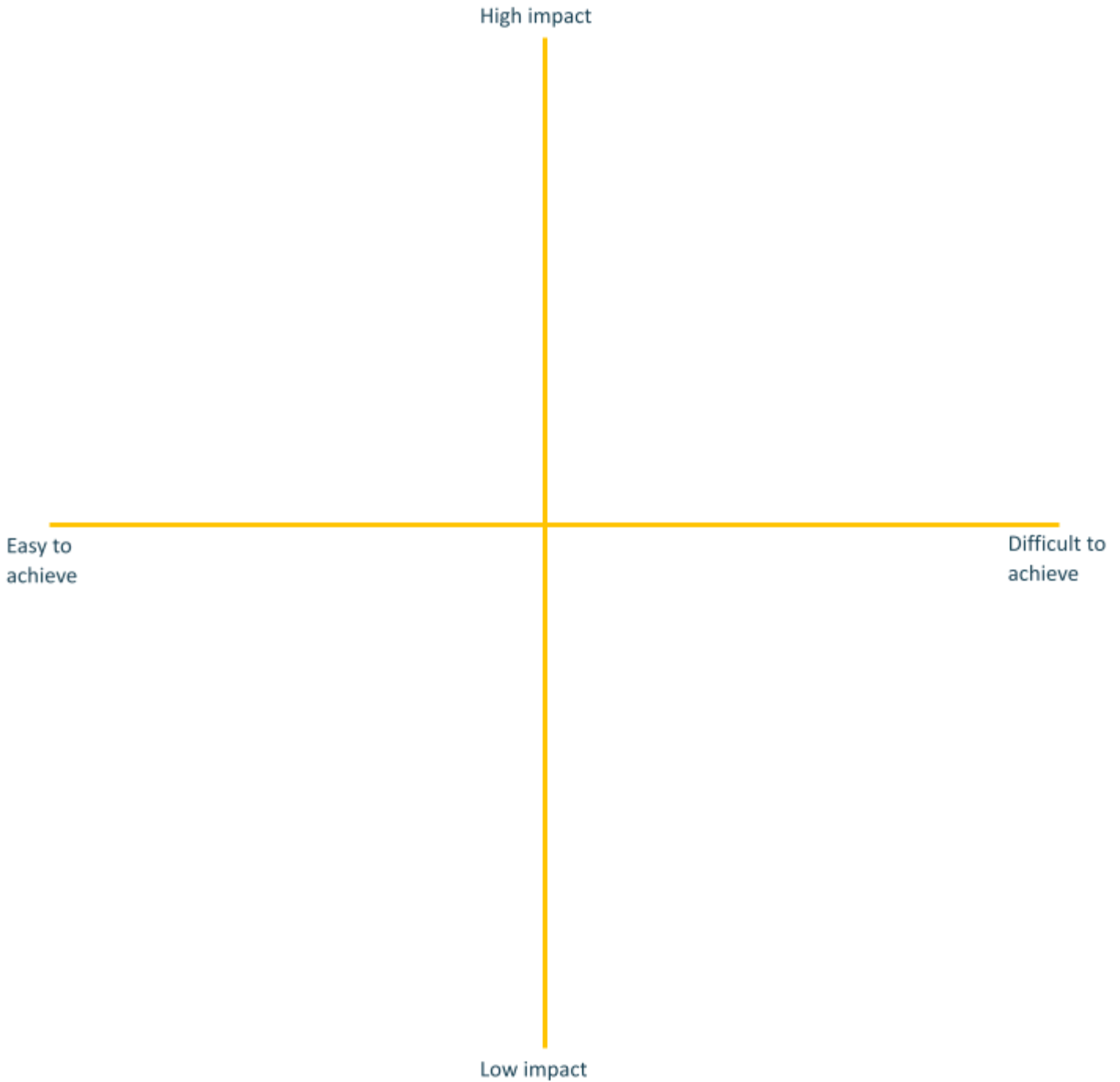
4. Total Rating

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 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 in these initial discussions before you've started anything tangible. Bear in mind that anything you don't do now, you can always do later and it may be worth focusing on an initial 'quick win' at first to get the ball rolling.

Prioritise initiatives through a graph



Prioritise initiatives through ratings

Possible action	Scores: (out of 5)	Difficulty	External support	Impact	Total

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