

Listening Activity

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 activity should help you better understand your community's wants, needs and barriers for climate action. You can then take what you have learned forward to help you formulate an action plan. See Worksheet 10 for tips on developing an action plan.

Step 1: Research your community

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

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| Carbon Copy | Overview over local authority's climate ambition. |
| Community Carbon Calculator | Carbon footprinting tool for individual parishes. |
| Cambridgeshire Insights | Demographic data for Cambridgeshire (goes down to Parish level) |

Step 2: Active listening

Define an achievable goal – perhaps aiming to talk to up to 5 people per week about climate action. This could 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 in the table on page 22. Make a note of the motivations and barriers of the person you speak to so that you can refer back when formulating your action plan.

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