

# Why act on a small scale?

Anthropocene – the online journal which keeps up to date on the latest sustainability science , has conducted the largest survey to date of how effective different approaches are when it comes to getting people to change their habits to more sustainable ones, and has **concluded that being exposed to the sustainable actions of those around you (and also financial benefits) are the two most powerful ways of affecting people's behaviour.** Which means policy change and local actions together provide the best chances of the necessary changes.





# Getting started

- Call out and meet up at the local pub
- Our key core values:
- Inclusivity: making it appealing to everyone – a sense of community spirit, joy and wellbeing can also be a scarce resource. I feel when thinking about this frightening, existential problem it needs to be done with all of the above things at its core so it can be approached with vitality, creativity and enthusiasm.
- Avoiding judgement
- Non-commercial – for us its absolutely key to the community spirit that its all free. There is one fairly discrete donation pot near the cakes, but that's it. We always make more than enough to run the next event.





- We use what's available to us, resources to recycle (like old pots we were given, plants we could source, saving materials to recycle for craft.), bits of neglected land. But also people: a gardener with local knowledge, a retired school teacher with years of crafting with kids under her belt, someone who loves socialising while making tea and coffee, or a soil scientist or ecologist with in-depth knowledge we can use.





# Strategic Winning over of the Parish Council and other local groups and key individuals

- Perhaps just the Parish Clerk to begin with, as in our case. If they can see you are a force for good in their community its in their interest to support you: Swavesey PC now pays hall hire and printing costs, it's gradually become heavily involved with our events and activities. We help each other out and complement one another with our actions















Recycled resources from Reimagine, Ely.  
Resources for suitable decorations and help with repair café: CCF. Shedditi to make bug hotels with people. Royal British legion to raise our flag.  
Trying to create really attractive sustainable christmas gifts and decorations, utilising local artists and crafts people to help.  
Everyone making cakes!









