Making Local Links Work

James Grugeon

environmental protection uk

Why?

- Climate change:
  - Tackling it
  - Adapting to it
  - Developing the low-carbon economy
  - People – approx 150 litres pcc
  - Demographic change – new homes in water-stressed areas, single households
- And 80% of 2050 homes already built…

environmental protection uk

Making Local Links Work

- Intro
- Context
- Community engagement
- Case studies
- Lessons from energy retailer projects

environmental protection uk

Introduction

- About me

- CSR for A&L – local education actions zones
- Warm Front – fuel poverty – networking partnership
- Social Enterprise Coalition
- Cool nrg – ground breaking CERT projects
- TLCE – local community projects
- 1010 – national and Brighton & Hove
- EPUK – oldest charity in new context

environmental protection uk

Introduction

- About Environmental Protection UK

  - Oldest UK environment NGO
  - Over 1,800 members - businesses, universities, individual practitioners and 250 local authorities
  - 10 regional divisions
  - National expert advisors
  - Link national policy and local community based action
  - Evolving – new social enterprise arm
  - Environmental Action UK projects

environmental protection uk

Context

The Localism Bill:

‘shift power from central government back into the hands of individuals, communities and councils.’ (DCLG, June 2011)

The Big Society

‘a social recovery to mend the broken society.’ (Cameron, February 2011)

Greenest Government Ever?

Energy Bill (the Green Deal)

‘a revolutionary programme to bring our buildings up to date.’ (DECC October 2010)

environmental protection uk

Local Community Engagement

"The Green Deal will not work without the support and involvement of local communities"

Greg Barker, Climate Change Minister

Social enterprises, charities and local community groups will need to be involved in delivering action to cut carbon emissions… it is critical"

Chris Huhne, SoS Energy and Climate Change

environmental protection uk

Local community engagement

- Big Society/Localism ***could*** support ‘ground-up’ mutuals, co-operatives, charities & social enterprises - enabling communities to do more
- Green Deal should be essential to growing environmentally, economically and socially sustainable communties
- By acting together, ‘communities’, big and small,can access energy efficiency more cheaply and with reduced inconvenience
- Challenge will be - how communities will be galvanised to act?

environmental protection uk

EPUK examples

- Community engagement and behaviour
- 1010 Streets
- Brighton and Hove City Council partnership
- Waste programme
- The Southern Cooperative
- M&S

environmental protection uk

1010 Brighton & Hove

- Pioneer 1010 City
- Campaign launched in 7 strands with trained champions
- 3,000+ people and businesses signed up
- National and local media support
- Campaign now a CIC delivery model
- City Council, PCT, major local employers

environmental protection uk

1010 Streets

- Whole street retrofit campaign
- Delivered ground up through champions
- Start with energy efficiency measures – 50 streets
- Communities clubbing together in their streets, to make savings
- Upfront costs significantly reduced - cost efficiencies when products and services bought in bulk.
- After street sees benefits more adventurous positive measures can be taken
- Simple concept: acting together saves more

1010 Streets …. will deliver

- To the community
  - Big reductions in carbon emissions
  - Energy and cost savings
  - Reduced costs for energy efficiency measures
  - Cohesive & active communities that value collective action
  - Platform for further climate change action
  - Workable model for innovative and high profile action
  - Exportable training package for local community activists
  - Monitoring and evaluation strategy to assess energy performance in treated households

environmental protection uk

Lessons from energy retailers

- Old Style
  - Lowest cost measures for carbon reduction
  - Link to customer acquisition strategy
  - No flexibility or innovation
  - Top down large scale
- New Style
  - Need to reach hard to reach
  - Open to new approaches
  - Want to work with local communities

environmental protection uk