



The first step is the hardest!

– climate change for non-greens

WCVA Annual Conference & AGM 2009

3 December, Venue Cymru, Llandudno

Climate change. It's the big one – but is it for us, people active in the third sector in Wales? We're busy trying to improve lives and communities, juggling short-term funding and perpetual minor crises. What can we do about climate change that will actually make a difference?

There's the rub. The climate change debate has become infected with a toxic combination of cynicism and fatalism at every level. Even people (dare we say – like you?), who are well-intentioned enough to want to do their bit, can quickly find themselves feeling powerless and paralysed in the face of an issue of this scale. And addressing climate change is complex: it's linked to how we produce and consume services and products, how we run our businesses and organisations, our governments and homes. It's linked to waste, recycling, energy consumption, how we grow our food, how we travel and the kind of lifestyles we lead.

Yet seemingly intractable problems can be tackled. Ordinary people acting together in formal or informal groupings have achieved great things – overturned slavery, ended apartheid and won the vote for women.

But if current talk of a 'make or break' moment to stop catastrophic climate change just makes

you want to dive under the duvet – then ***this is the conference for you!***

We don't want to lecture. We certainly won't preach. But we can share information about how people, groups – of all sizes – and communities, are taking meaningful action to help reduce global emissions and above all – ***why it will make a difference!***

Sometimes, the first step is the hardest – take yours by signing up to this event, which aims to:

Provide an introduction to climate change for third sector organisations, particularly those that are not predominantly environmental in their focus

Showcase inspiring examples of organisations like yours that are already taking action on climate change

Suggest practical steps that organisations can take to tackle climate change and adapt to its consequences

Offer exhibitions and networking opportunities

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Programme

09.45 Registration, coffee and exhibition

10.15 Welcome and sponsor's address
Win Griffiths, WCVA Chair and
Kathy Brown, Barclays

10.30 Keynote address: Climate Change: a responsibility for us all to act
Jane Davidson AM, Minister for the Environment, Sustainability and Housing

**10.55 How we did it?
How we are testing the model!**
Emily Harvey, Stirling Going Carbon Neutral

Stirling Going Carbon Neutral (GCNS) is a behaviour change model based on overcoming the researched barriers to produce meaningful, sustained, collectively owned, collaborative and evaluated carbon reduction amongst 35,000 Stirling residents over 4 years. Can carbon become an everyday language? Are the majority of people willing to make the voluntary effort required to meet the targets set by science? Can we produce a mass mandate for policy change? This is the story of how GCNS is testing a model, and our results to date.

11.20 Q&A

11.30 Tea and coffee

11.50 Workshops: Inspiring examples of what the third sector can achieve

(1) Good practice in social care –
Rick Wilson, Sustainable Lives, Swansea

Sustainable Lives is a cooperative inquiry process established to look at how we can work together to create models of social care which are environmentally, socially, and financially sustainable. The group, which is convened by Rick Wilson, was set up by City and County of Swansea and their partners.

The group is currently developing a number of pilot projects for the Swansea area which build on the principles of citizen directed support and co-production, and will explore how citizens can experience empowering efficient social care while we all work together to create more mutually supportive sustainable communities. This workshop will discuss the Sustainable Lives process so far and will explore its wider implications for the future.

(2) The Green Town: Bro Ffestiniog –
Sara Ashton, Blaenau Ffestiniog Green Town Project

Y Dref Werdd (the Green Town project) in Blaenau Ffestiniog is a community project with the aim of supporting the community in Bro Ffestiniog to use the environment as a resource to develop a sustainable and resilient future for ourselves. In so doing we will come to see the environment as something valuable and look after it. This involves looking after our local environment and contributing to global sustainability. We do this by working towards being a 'Green Town', with the standards for that demarcation set by the community itself. The project has so far been very successful in engaging high numbers and a diversity of members of the community. In this workshop we will be looking at how we've gone about it here, why this approach has been successful, and how it could be used in other communities across Wales.

(3) Working with communities to achieve behaviour change – Emily Harvey, Stirling Going Carbon Neutral

This workshop explores how we typically have sold pro environmental behaviours, and specifically how we sell carbon reduction. We explore with you the ages old sales skill of listening, the significance of positive messaging and the ability to ensure your engagement pitch meets your audiences' expressed needs. We then work with you to help plan and practice your strategy for engaging community groups.

(4) Nutrient Recycling and Zero Waste – the story of making a business out of a belief –
Adam Kennerley and Richard Northridge,
Cwm Harry Land Trust

Cwm Harry has spent ten years looking at how materials can be harnessed and not thrown away. And how this can be done locally and profitably. But rather than just thinking about it, Cwm Harry has been practicing what it preaches. Here they tell the story of the highs and lows of collecting food wastes, converting it in to compost and then recycling the nutrients back in to fresh and local produce.

The people, the partnerships and the profits. They will also be exploring how the same principles - of transferring the rights and responsibilities for action over to the community – can be applied to the flagship Zero Waste project in Wales which they have just won the contract for.

(5) Women taking action on climate change
– National Federation of Women’s Institutes/
Cynnal Cymru

An opportunity to explore how women are creating a more sustainable Wales at home, in the community and in business: what others are doing, what you can do and how we can work together to do more.

Hear first hand experience of working with the Global Action Plan’s ECOTEAMS project – a fun, sociable way to achieve incredible savings in waste, energy, water and money and find out how you can take part. Be inspired to take action on a range of issues and learn where you can get support.

(6) Introducing the Centre for Alternative Technology and Zero Carbon Britain 2 –
Martin Kemp, Centre for Alternative Technology

The Centre for Alternative Technology (CAT) offers a huge range of activities including a visitor circuit, educational visits, short courses and a range of postgraduate programs.

The workshop begins by highlighting this breadth with some examples of what goes on at CAT. We then go on to look at Zero Carbon Britain. This looks at how we can meet the challenges of climate change through decreasing our energy demand and then meeting it exclusively through renewable sources.

We have brought together leading work in a number of fields including policy, economics, renewable technology, efficiency, the built environment, land use and transport. This combination of experience is brought together to create a vision of the future we can create.

(7) Community size energy generation –
Phil Powell, Gwent Energy

To fight climate change we must reduce our carbon emissions. An important part of this is generating carbon free electricity. The amount an individual house can generate is small. Community size projects generate more and can benefit the community in many ways. A community project is very different from both an individual’s project and a big company project. The main issues that a group faces are: motivation, organisation, funding, technical, legal and distributing the benefits. This talk looks at the issues and solutions for community size generation.

13.00 Lunch, exhibitions and networking

14.00 Learning from the non-greens
Stephen Hale, Green Alliance

Stephen is the Director of Green Alliance, and third sector chair of the (English) Ministerial task force on climate change and the third sector, that will publish its report in November. He will outline the primary conclusions of the task force, and lessons from the work that Green Alliance has carried out with NCVO and others on climate change in the non-environmental third sector over the past 12 months. Green Alliance is the UK think tank of the year.

14.20 Film: Eco Worriers – Introduced by
Rhodri Thomas, Cynnal Cymru

Eco Worriers is a pilot episode for a series of short films that aim to explain sustainable development issues in a fun way, using real life examples mixed with comic fictional characters. The films bring the actors Boyd Clack and Rhodri Hugh Thomas together again for the first time since the award-winning BBC Wales sitcom, Satellite City. Eco Worriers is representative of Cynnal Cymru’s general approach - finding new ways of getting messages across to stimulate the profound changes we must make if we are to meet the challenges of the twenty first century.

14.40 Connecting with climate change

Ken Peattie, Cardiff University

Ken Peattie is Professor of Marketing and Strategy at Cardiff Business School and Director of the ESRC funded BRASS Research Centre based at Cardiff, which specialises in research into business sustainability and corporate social responsibility. He will explore how lessons from the world of marketing can provide insight into how to make climate change relevant and meaningful to individuals and organisations beyond the 'usual suspects'. His research interests focus on the impact of sustainability concerns on marketing and corporate strategy making; social marketing for healthy and sustainable lifestyles; social enterprise and corporate social responsibility.

15.00 Walking the talk – Graham Benfield OBE, Chief Executive, WCVA

How is WCVA 'walking the talk' and providing leadership on climate change to the non-environmental third sector in Wales? WCVA will share its experience of trying to become 'greener' in how it operates as an organisation as well as how it is working with the sector to encourage others to take positive action on tackling climate change.

15.20 Q&A

15.35 Closing remarks

15.45 Tea, exhibition and networking

16.30 WCVA AGM – members only

19.30 Reception and dinner to be held at the Imperial Hotel, Llandudno
Hosted by Win Griffiths, WCVA Chair
Special guest: Dr Brian Gibbons AM
Network Wales Awards – presentations to 2009 winners



Taking action on climate change – some ideas for first steps:

- Environment Wales now has a Climate Change Grant Scheme aimed at third sector organisations, which have yet to engage with climate change action. These small grants (from £200 to a maximum of £2000) will be used to help promote, educate and enable those up until now have not worked to combat climate change. Application packs are available on request from WCVA's Helpdesk from 31 October: help@wcva.org.uk or 0800 2888 329.
- WCVA is running a small grants scheme to enable community groups and third sector organisations to hold viewings of the climate change film *Age of Stupid*; funds will cover the cost of the film license, hire of a venue and refreshments. Look out for information in WCVA members' e-briefing, on WCVA's website and in *Network Wales*.
- WCVA's current training programme includes a brand new course: *An Introduction to Sustainable Development*. It is been developed in conjunction with WCVA and is being run by Cynnal Cymru. The course description is available on the training page of WCVA's website.
- Look out for the regular *Greens News* section in WCVA's members' e-briefing each fortnight, which is a useful one stop shop for third sector information about events, training, news, policy and funding relating to climate change and sustainable development.
- Sign up to WCVA's Climate Change Declaration at www.wcva.org.uk
- Sign up to the 10:10 climate change campaign to achieve a 10 per cent cut in the UK's carbon emissions in 2010. See www.1010uk.org.