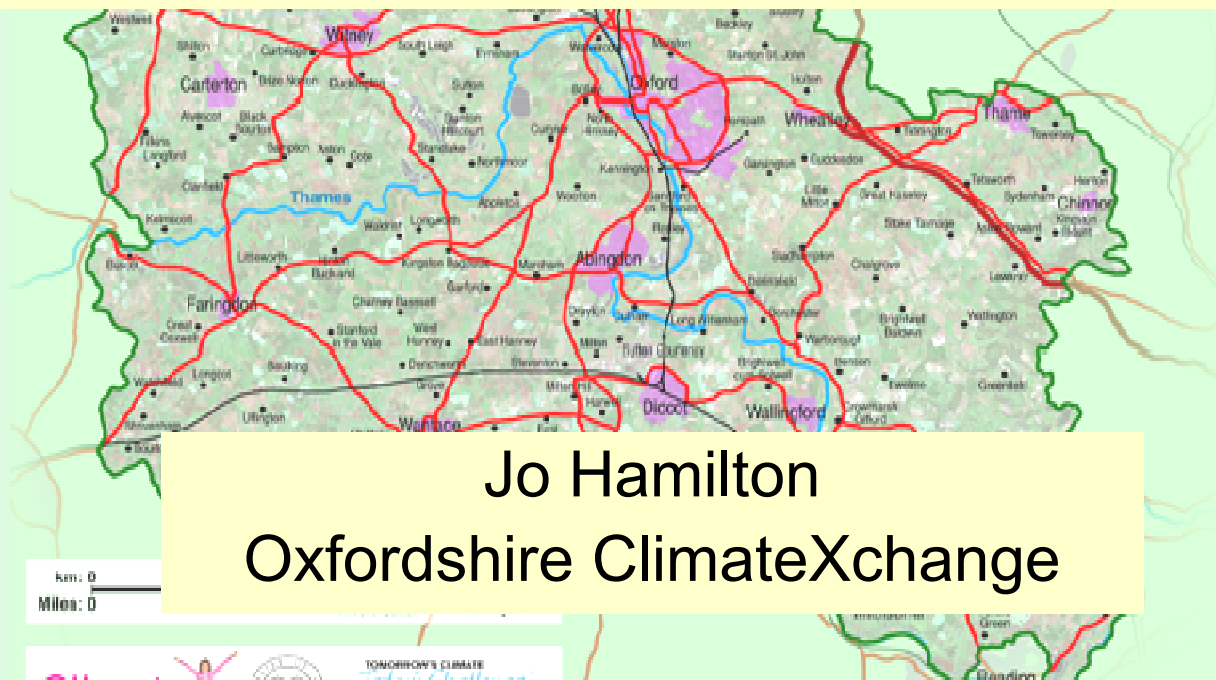




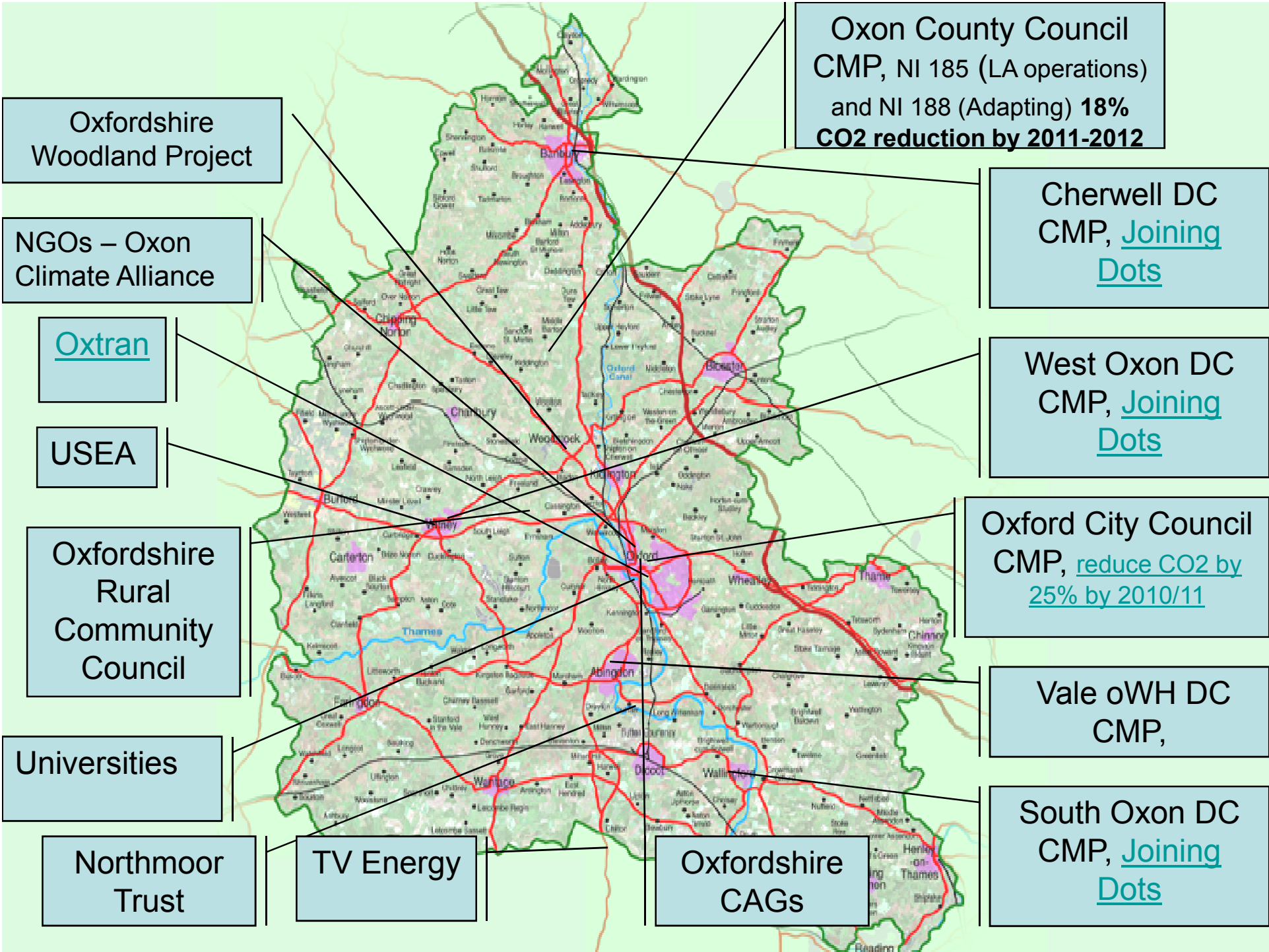
Developing Low Carbon Communities: Options, Opportunities, Pathways



Km: 0
Miles: 0

Jo Hamilton

Oxfordshire ClimateXchange



Oxfordshire Woodland Project

NGOs – Oxon Climate Alliance

Oxtran

USEA

Oxfordshire Rural Community Council

Universities

Northmoor Trust

TV Energy

Oxfordshire CAGs

Oxon County Council CMP, NI 185 (LA operations) and NI 188 (Adapting) **18% CO2 reduction by 2011-2012**

Cherwell DC CMP, Joining Dots

West Oxon DC CMP, Joining Dots

Oxford City Council CMP, reduce CO2 by 25% by 2010/11

Vale oWH DC CMP,

South Oxon DC CMP, Joining Dots

Is this enough?

Full Local CO₂ emission estimates:

5,969,000 tonnes CO₂ ([source: DEFRA](#))

Oxfordshire County Council: **63,000 tonnes CO₂** (approx 1%) (source: Future First)

Climate change act: 80 % CO₂ reductions 2050, at least 26 per cent by 2020 *on 1990 baseline.*

How to reach the rest of emitters?

Opportunities to develop vibrant, resilient communities

Encourage

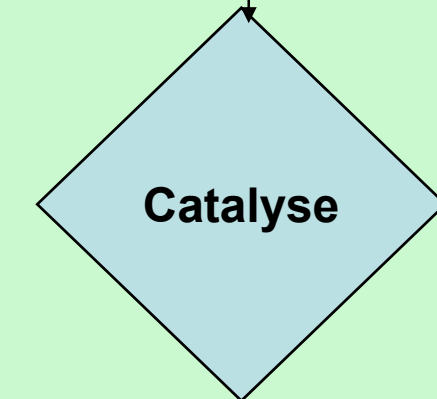
- Reward scheme – gold/silver/bronze?
- Grants for areas (eg North Leigh)
- Recognition – media
- Financial rewards (individual, community, business)
- Involvement of community of leadership

Enable

- Oxfordshire Environmental Portal
- Training and skill-share
- Toolkit
- Funding for groups
- Increase magnitude of response

Engage

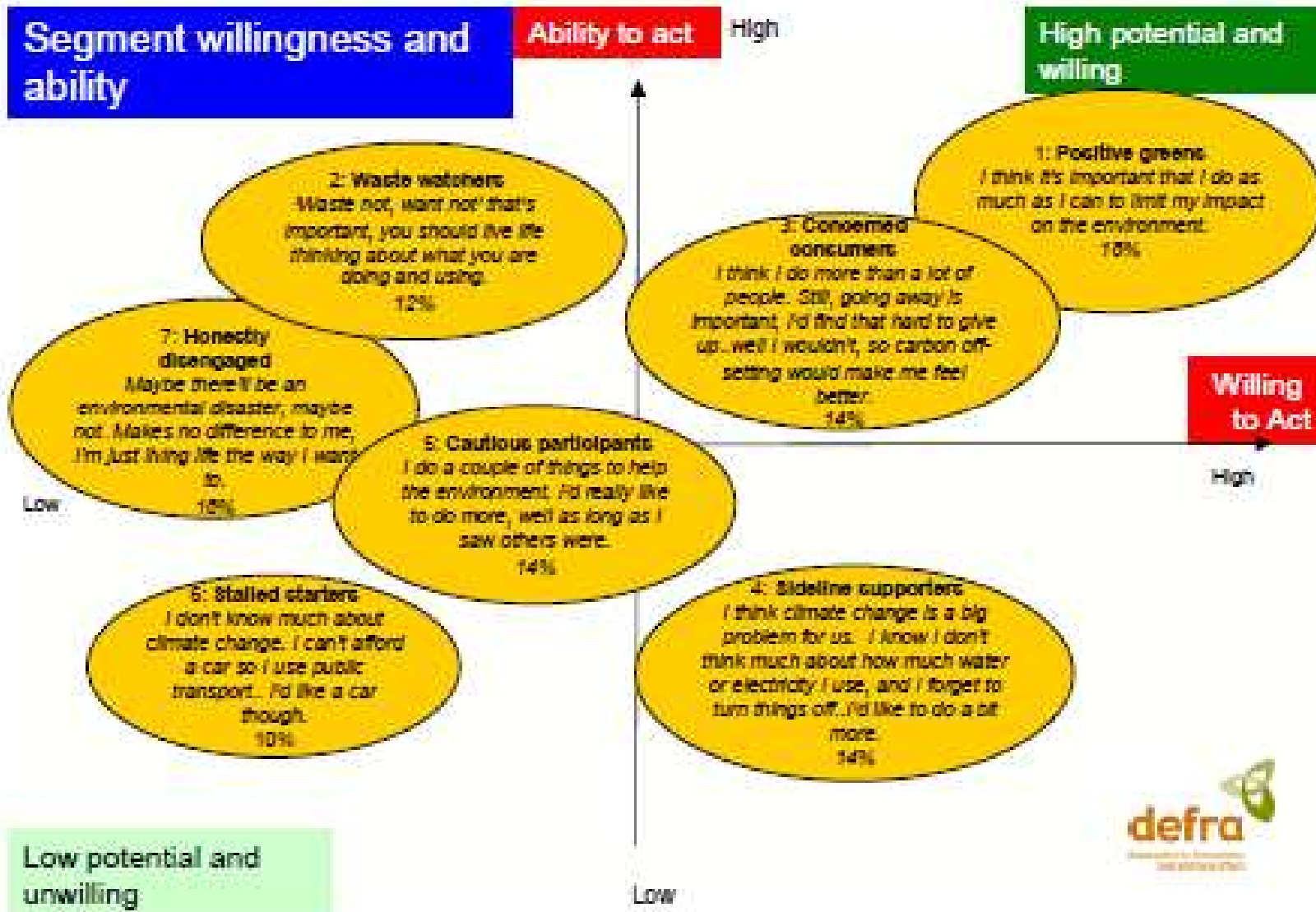
- Community Action
- Space and places for discussion and sharing ideas
- Exemplars
- Common, positive message in many different places
- County Wide Strategy
- Specific aims



Exemplify

- Communities empowering communities
- Businesses empowering businesses
- Peer to peer
- Home to home - renovation

The seven population segments



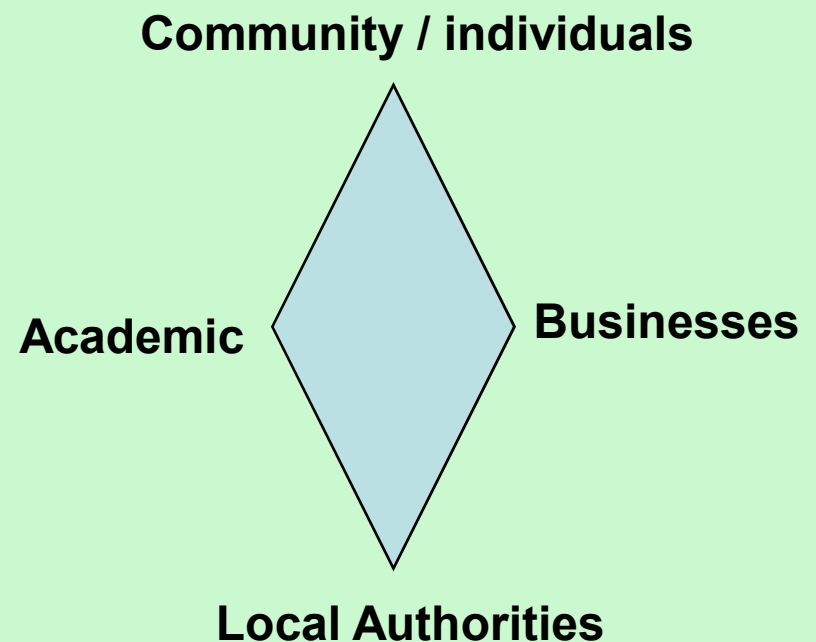
Options – which segments to target?

1	2	3	4	5	6	7
Positive Greens	Waste Watchers	Concerned consumers	Sideline supporters	Cautious Participants	Stalled starters	Honestly disengaged
<i>I think it's important to do as much as I can to limit my impact on the environment</i>	<i>'Waste not want not' that's important, you should live life thinking about what you are doing and using.</i>	<i>I think I do more than a lot of people. Still, going away is important, I'd find that hard to give up.. well I wouldn't, so carbon offsetting would make me feel better.</i>	<i>I think climate change is a big problem for us. I know I don't think much about how much water or electricity I use, and I forget to turn things off. I'd like to do a bit more.</i>	<i>I do a couple of things to help the environment. I'd really like to do more, as long as I saw others were.</i>	<i>I don't know much about climate change. I can't afford a car so I use public transport. I'd like a car though.</i>	<i>Maybe they'll be an environmental disaster, may not. Makes no difference to me. I'm just living life the way I want to.</i>
18%	12%	14%	14%	14%	10%	18%
112,500	75,000	87,500	87,500	87,500	62,500	112,500

Scaling Up - What's the leadership opportunity for Oxon?

- Across UK – LCCN, Transition Network, Other counties
- Across Sectors – e.g. Renovation, Business
- Leadership position in UK –top 5 county for climate activity in UK
- *Joining the Dots*

- Unique mix:



Some Pathways and options

Oxfordshire ClimateXchange

- Over 150 events, Oxon focus
- Peer to peer
- Building on this: Groups take time to establish, need support and expertise
- Different events for different sectors – Joining the Dots, Eco-Homes Open Days.
- People want to see actions scaled up, joined up and cross-sectoral.



THE GREENING CAMPAIGN

Greening the country community by community

Four stages:

- 1) **Engaging the community:** events, peer to peer, challenge card
- 2) **Projects:** Addressing sustainable living as a community
- 3) **Adaptation:** develop solutions specific to the community, researched by the community
- 4) **New Start:** community will adopt a new mind set for living more sustainable lives. Ongoing review and development of climate change solutions – networking with other communities

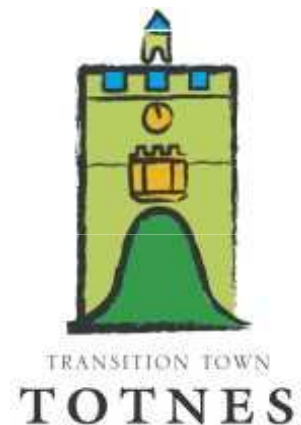
Over 40 communities:

- + Brand recognition, working through existing structures, support and guidance given, very successful take up.
- Flexibility? how does this add to existing groups? Do we want something more Oxon branded?



Transition Initiatives

- *How can our community respond to the challenges, and opportunities, of Peak Oil and Climate Change?*
- 12 steps – engagement, activities, involving community, creation of Energy Descent Pathways.
- Framework / governance, networking UK and internationally.



Going Carbon Neutral Stirling



- Aim: *'To create and implement a compelling, collectively owned, successful, district scale, model of meaningful carbon reduction activity encompassing the dynamic of national and local businesses, and geographic communities and communities of interest, that can be used as a blueprint for other UK cities and districts'*
- Providing information, guidance and hands-on support.
- Encouraging marketing of good carbon solutions by businesses and the local council
- Has a large (7) hands on team, plus significant funding for next couple of years. Reaches out beyond the usual suspects.



Kirklees Warm Zone



- Area-wide approach - every home suitable for loft and cavity wall insulation will receive this work for free
- Opportunity to contribute to reducing energy consumption and make a positive impact on the environment.. and create jobs
- £20 million confirmed over a 3 year period
- Training schemes set up, local jobs created
- Building on Eco-homes Open Days in Oxon?

Cornwall Sustainable Energy Partnership

The CEP family



Free, impartial advice and support



Consultancy, Projects, Training, Accreditation



Action for a low-carbon economy for Cornwall



Community Energy Plus

Fighting Fuel Poverty and Climate Change

Free, impartial advice and support for your home, business, school or community group



Cornwall Climate Change Agency

Sustainable energy solutions

If your organisation wants more than just free advice



Cornwall Sustainable Energy Partnership

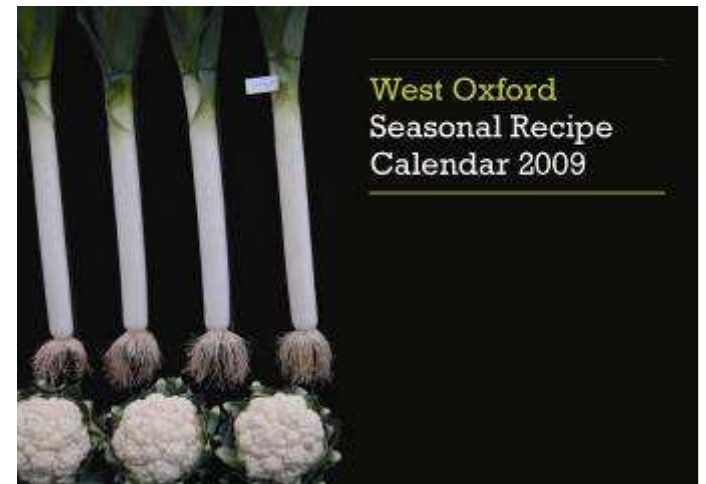
Working together to achieve a low-carbon economy for Cornwall

Influencing strategy; Supporting and co-ordinating action; Attracting funding; Facilitating change



Low Carbon West Oxford

- **Big Green Challenge project**
 1. Launched Big Green Challenge year with event attended by Lord Mayor Susanna Pressel and Evan Harris MP.
 2. Secured agreement from the owners of 2 large roofs in Osney Mead Industrial Estate to install large scale PVs. Now fund-raising.
 3. Recruited and working with 35 households in West Oxford to make energy saving changes to their homes. LCWO are running monthly surgeries on topics such as insulation and energy efficient lighting.
 4. Set up a local car pool scheme with Streetcar
 5. Created a seasonal recipes calendar



Challenge North Leigh

- Meter readings: achieved savings of 8% of electricity and 7% of gas over 2 years
- Outreach: Green Fairs, Pic nics, Current Cost meters, Power Down Days
- Scottish and Southern Energy partnership



An Oxon Pathway

- Communities Conference and Skill share
- Ambitious Warm Zone and retrofit scheme
- Support for expanding groups
- Oxon Environment Portal
- Branded campaign to increase visibility, encourage joined up thinking and cross-sectoral solutions
- Base-lining and documenting carbon reductions, ***and identifying where these will come from.***

dooom

w o o p



thankyou

Some questions

- Can we reach every parish?
- How to monitor and record effects of actions?
What effect have existing projects had?
- How to get ownership of existing groups?
- How to strike the balance between positive, engaging and 'big enough' for the challenge?
- Normalising... and reaching beyond usual suspects
- How to harness the community of leadership across the sectors?
- What's stopping us?