

Community Action

A QUICK GUIDE TO ORGANIZING FOR ACTION ON
CLIMATE CHANGE...



FOR RESILIENCE



FOR A BETTER FUTURE



The Climate Driver



CANADA'S CLIMATE ACTION PLANS NEED ACTION AT THE COMMUNITY LEVEL...

FOR RESILIENCE



- ✓ Help people and communities prepare for extreme weather events and power outages
- ✓ Develop emergency response plans to help people during emergencies

The Climate Driver



CANADA'S CLIMATE ACTION PLANS NEED ACTION AT THE COMMUNITY LEVEL...

FOR A BETTER FUTURE



- ✓ Help communities create a vision and plan for a low-carbon future
- ✓ Help people learn about and adopt climate solutions
- ✓ Develop community projects for a better future.

Why organize?



COMMUNITIES ARE THE FRONT LINES OF THE CLIMATE CAMPAIGN

1. EDUCATION / OUTREACH

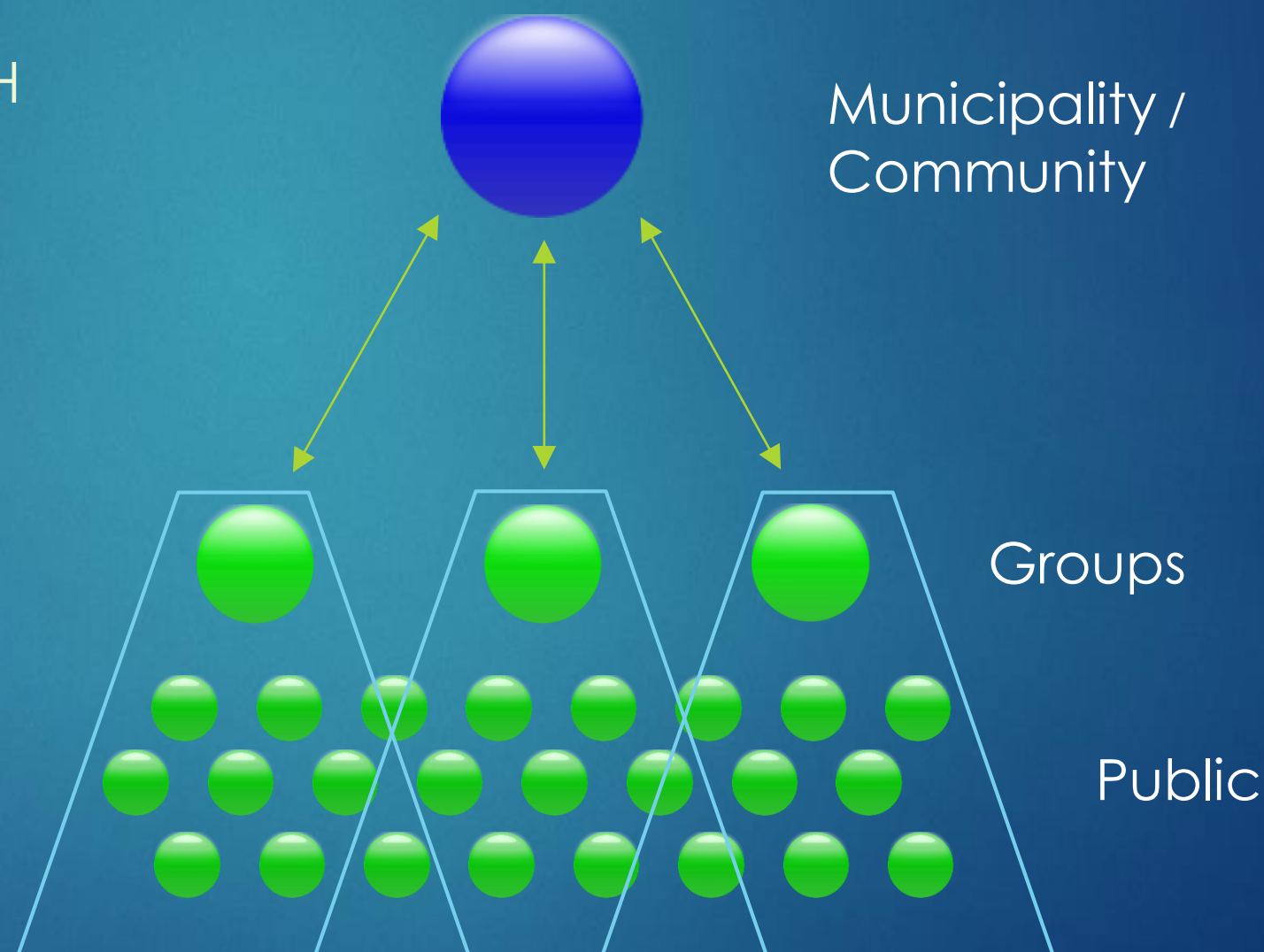
Flow information to the public through sources they trust

2. VISIONING / PLANNING

Engage communities in a vision and a plan for their future. Turn challenges into opportunities.

3. ACTION

Help groups and local leaders develop projects in support of community goals



Why organize?

IMPROVED ACTION ON OUR NATIONAL PRIORITIES



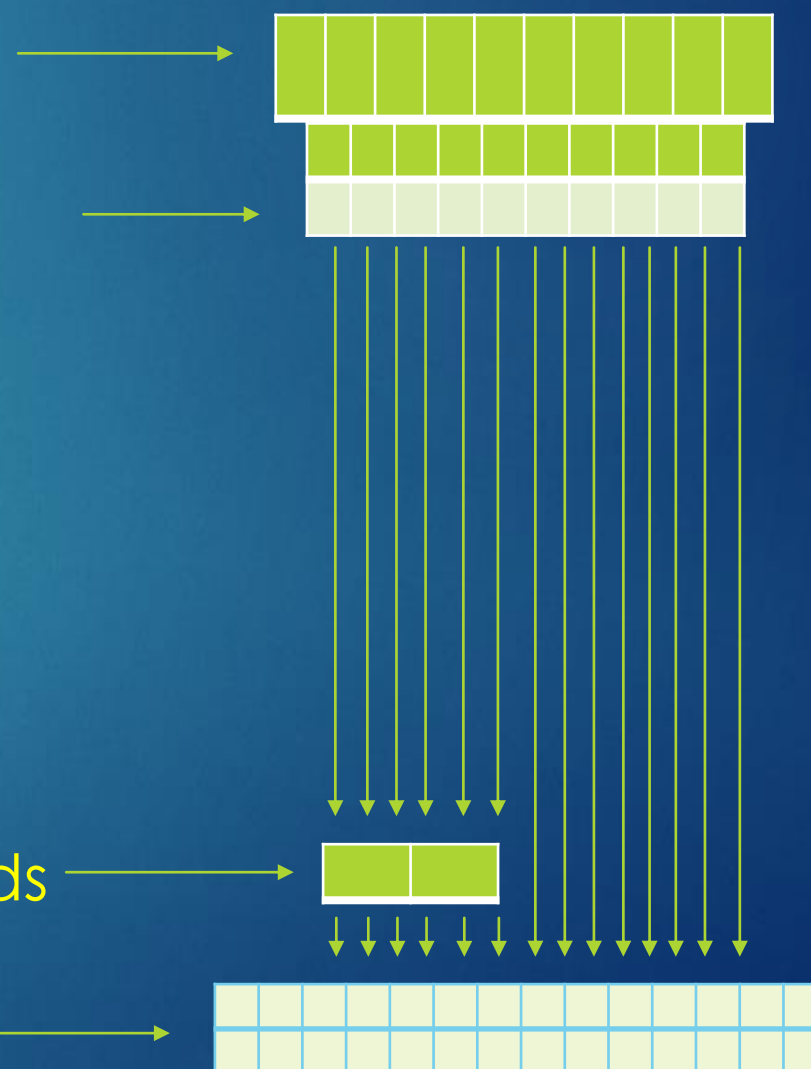
The traditional approach to public outreach and community engagement is linear and inefficient.

Organizations

Programs

Community leads

Public Action



Why organize?

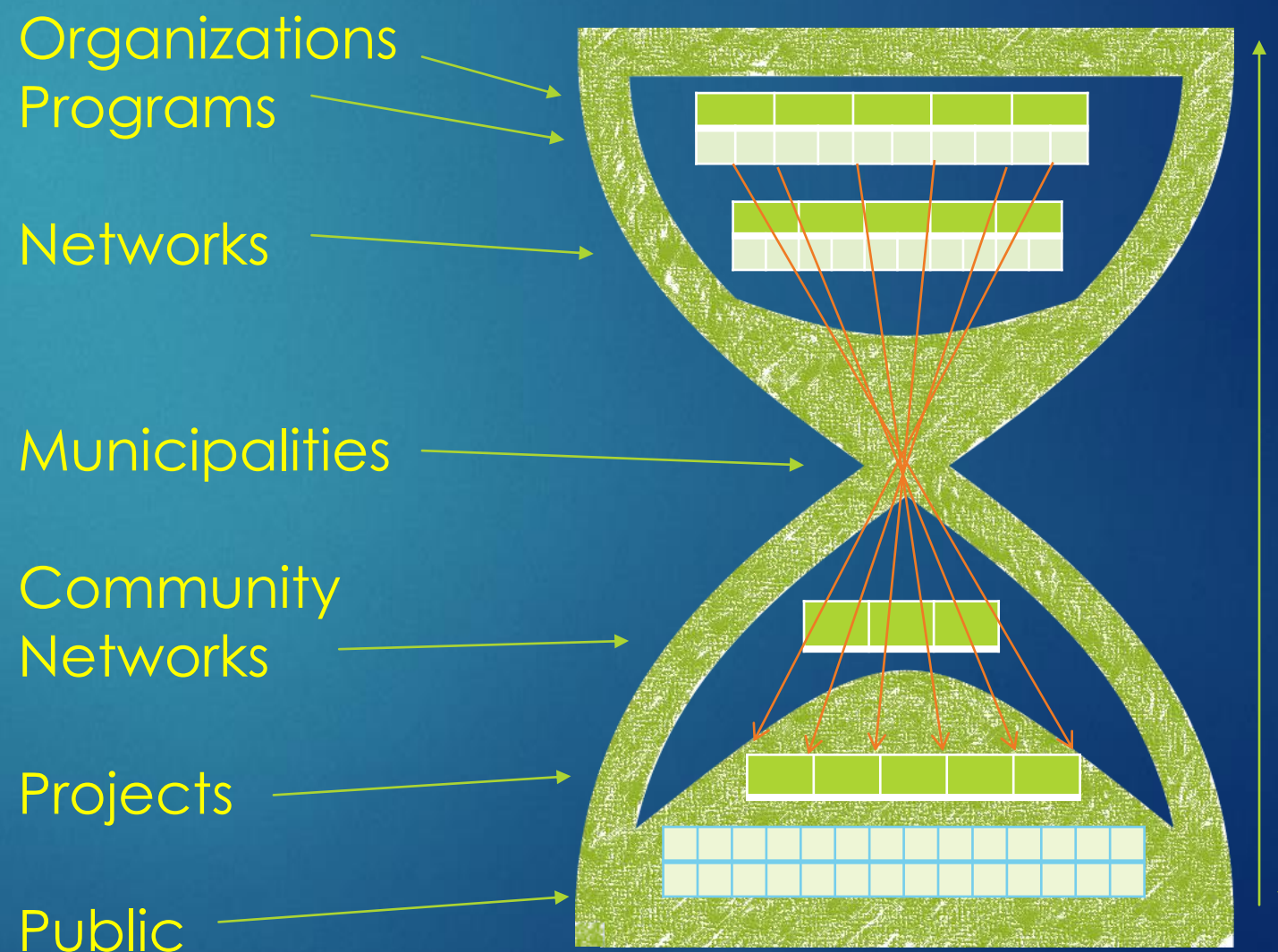


IMPROVED ACTION ON OUR COMMON PRIORITIES

Communities can:

- ✓ help deliver provincial and national programs
- ✓ help municipalities deliver community programs
- ✓ use groups and volunteers to reach residents and local businesses

Collaborative Organizing



Why organize?

WE CAN REACH CANADIANS



- ✓ We are over 35 million people
- ✓ Over 80 percent of us live in urban areas
- ✓ There are over 3,600 municipalities across Canada
- ✓ Each community has at least twenty community groups, schools, faith and cultural groups
- ✓ Over 300 municipalities are part of the Partners for Climate Protection program of the Federation of Canadian Municipalities

Community Types



A COMMUNITY IS PEOPLE CONNECTED BY A COMMON BOND

1. NEIGHBOURHOOD

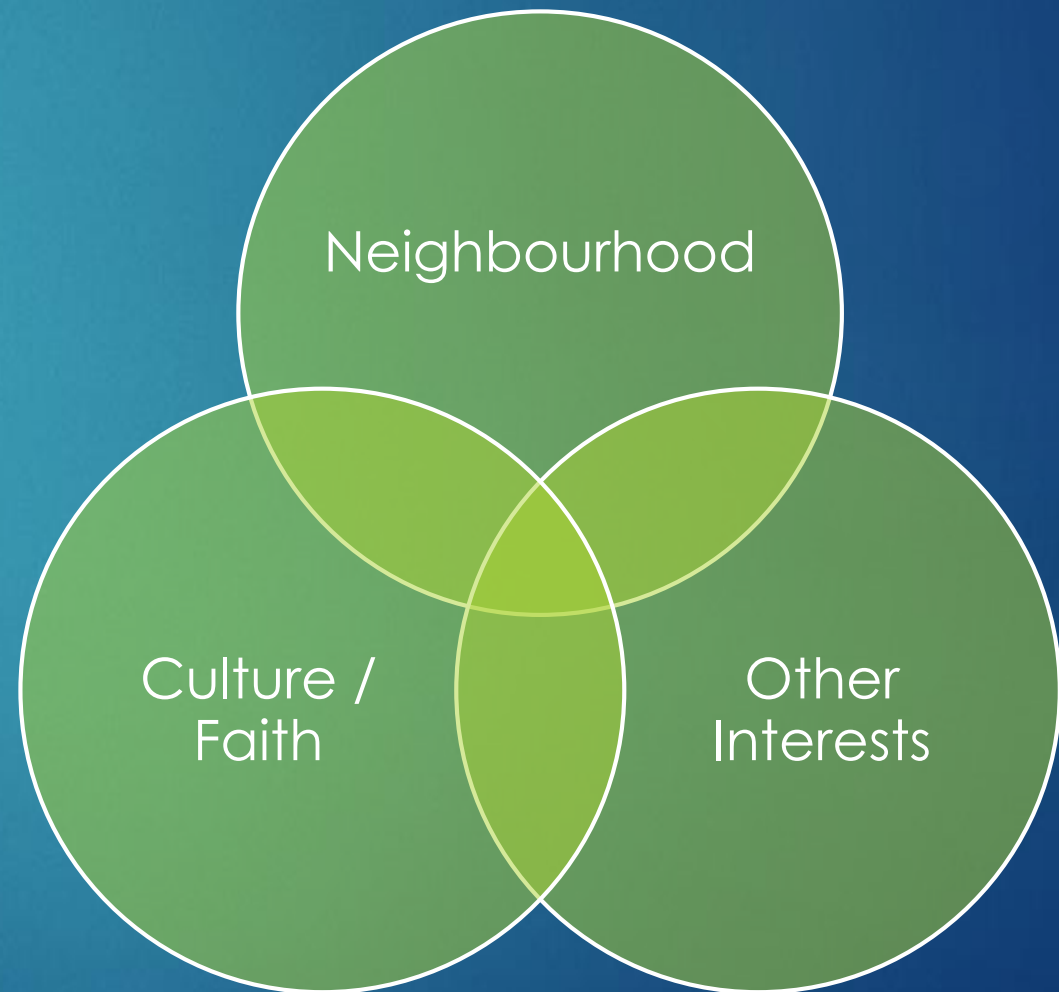
We all want our neighbourhoods to be a great place to live.

2. CULTURE / FAITH

Culture and faith are two major types of communities built on heritage, beliefs, and values.

3. OTHER INTERESTS

Communities of people form around all types of interests



Community action finds common interest between national and community priorities.

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LOW-COST AND EFFECTIVE ORGANIZING



Let's start with a simple and generic approach to organizing...



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LOW-COST AND EFFECTIVE ORGANIZING



Seven steps to results

1. A Lead Group
2. A Coordinator
3. A Community Network
4. A Community Scan
5. An Action Plan
6. Campaigns and Projects
7. Celebration and Review

Find common goals
for the community

Empower groups
and people to
act

Celebrate
success

Community Action

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An existing group or a new group that can lead in community action.

Include a cross section of representation from the community

Look for people who can make things happen – community sparks!

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Appoint a coordinator to help guide the process

The coordinator can be either municipal staff, a community leader, a contract position, or a volunteer

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Develop a network of organizations and individuals

Groups to include: ratepayers, health and social services, faith, environmental, arts and culture

Most communities can list up to 40 groups

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Document who is
doing what

Identify community
priorities and a
common vision

Identify projects
ideas

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Highlight ways to turn a community vision into reality

Include major projects, new ideas and community campaigns

Publish and promote

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Launch a community-wide campaign

Groups can help with outreach and engagement

Build community-wide participation and support

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Celebrate your successes

Review the plan and prepare for next year.

Plan deeper projects and campaigns

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A COMMUNITY CLIMATE ACTION PLAN



Now let's adapt the process to focus on climate action...



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A COMMUNITY CLIMATE ACTION PLAN



A similar process

1. A Green Group

2. A Coordinator

3. A Community Network

4. A Community Scan

5. An Action Plan

6. Campaigns and Projects

7. Celebration and Review

A local green group or committee as lead

Projects that connect climate action and local priorities

A community climate action campaign

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A COMMUNITY CLIMATE ACTION PLAN



Imagine a network of community leaders, local groups and volunteers:

PLANNING

- ▶ Planning for extreme weather crises
- ▶ Mapping a vision of a low carbon community
- ▶ Drafting a community action plan to support local projects

ACTING

- ▶ Hosting a community climate fair
- ▶ Hosting workshops and open houses on conservation and renewable power
- ▶ Promoting safe cycling
- ▶ Starting community gardens
- ▶ Greening parks and schools
- ▶ Running community challenges

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A COMMUNITY CLIMATE ACTION PLAN



Imagine a community-wide campaign to promote climate action:

LOCAL BUSINESS

- ▶ Internal actions
- ▶ Products and services
- ▶ Community support
- ▶ Trailblazing
- ▶ Carbon neutral



INDIVIDUAL

- ▶ Climate ready
- ▶ Saving energy
- ▶ Building community
- ▶ Trailblazing
- ▶ Carbon neutral

Community Action

OUR BEST ADVICE



Community action can be complex, or simple.
Our best advice is to keep it simple.

- Keep your organizing lean.
- Seek opportunities, not obstacles.
- Find common ground, where community interests mesh with municipal, provincial and national goals and support programs.
- Focus on helping groups take action.
Find allies.

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WE CAN HELP...



Climate action
is within reach



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WE CAN HELP...



FOR MORE INFORMATION, CONTACT:



www.climateaction.ca