

Case studies

Title of case study: WSCC Awareness Raising Projects (including 10% Challenge, EcoFaith, Formula Sun,							
Keywords: Awareness raising; political support							
Audience: Communication Officers, climate change projects							
Messages in the ESPACE strategy to which the case study applies:	1.	2.	3.X	4.	5.	6.	7.
	8.	9.	10.	11.	12.X	13.X	14.
Sentences linking the case study to relevant strategy messages:							
<p>3. The three projects detailed utilise the change management principles with communities to support local action.</p> <p>12. The 10% Challenge has enabled the fostering of ‘climate adaptation champions’ who have a key role in creating and sustaining momentum on climate adaptation initiatives. A healthy ‘ecosystem’ of champions has included politicians, other organisations, as well as community groups. By working together in ‘association’, they can be more effective.</p> <p>13. The 10% Challenge has demonstrated the benefits of political support in raising awareness. They must ensure cross-departmental working on climate adaptation and where appropriate.</p>							
Elements of ‘Guidance’ to which the case study applies:			‘Tool’ to which the case study applies: Communications Plan				
Overview: Within West Sussex, the undoubted success of the 10% Challenge in raising awareness of both climate change and sustainability has demonstrated the importance of political support.							
Photo/diagram/map: Distribution map of ‘pledgers’ from 10% Challenge Website.							
							

Description:

10% Challenge

The 10% Challenge is a project that aims to get people to reduce their effect on the environment by 10% through a reduction in water and energy usage and the production of waste.

A campaign of this magnitude within West Sussex required the complete buy-in of the members. This was originally not thought possible within the timescale. However, changes within the Council's cabinet presented an opportunity to trial this sort of campaign.

This project would not have happened without political support. It demonstrated the need to directly engage with people, showing that action is a good starting point for raising awareness.

Formula Sun

The Formula Sun challenge was designed to raise awareness about renewable energy amongst young people in an interesting and fun way, and to make them aware of the potential changes they may experience in the future due to climate change. The renewable technologies involved are solar electricity and fuel cells. The project was aimed at 13-14 year olds and has the potential to get information about renewable energy and climate change to the students, their schools and parents, and to the general public via the media.

Aiming the project at this particular age group will give early experience of solar energy and fuel cell technology, and will hopefully give the young people confidence and interest in technologies that are likely to become common in the near future. Informing them about the potential impacts that climate change may bring in a positive and adaptive way is also seen as an important tool in preparing them for what the future may bring.

EcoFaith

EcoFaith Sussex is a new programme of sustainability aimed specifically at churches in West Sussex to help them contribute towards tackling climate change. The programme covers a variety of topics associated with the issue of climate change from energy efficiency to fair trade, and provides lots of information and advice on making a difference both in church and at home.

By joining the programme the church receives a comprehensive Parish Pack which contains lots of vital advice and information on the various aspects of sustainability. The pack contains sections on climate change, energy efficiency, renewable energy, healthy living, farmers' markets, affordable warmth and lots more. It provides an excellent starting point for churches to begin making a difference in the community. The EcoFaith Programme also provides links to the many organisations that can assist communities in working towards a more sustainable future. These organisations can assist in many areas from the provision of advice and materials to funding for projects.

EcoFaith also includes a programme of seminars to help churches on specific topics. Experts are on hand to identify specific savings. Launched as a pilot project in November 2006, the programme has already become a success, with the Diocese of Chichester using the pack in every one of its churches in Sussex.



EcoFaith is an example of a successful partnership project. Comprised of 8 partners (primarily from local authorities), a pilot version was launched to 25 church groups in 2006. Less than a year later the idea has been taken up by the Diocese of Chichester and by councils in East Sussex, and Brighton and Hove. Church Wardens are sworn in every year. This year as part of this ceremony all Church of England churches in the Diocese will receive the EcoFaith pack, and will be encouraged to use it to promote sustainability in their churches.

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Further information:.
<http://www.10percentchallenge.org.uk>
Formula Sun report 05/06
Communications Strategy 2007