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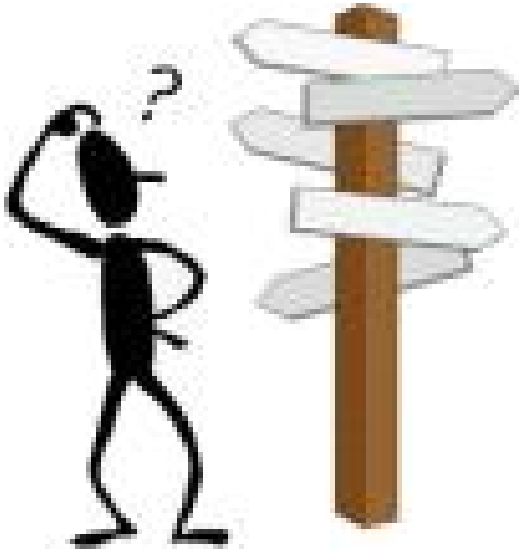
Spark Change - Concerted Engagement

Vincent Carragher, Sarah McCormack.
Civil, Structural and Environmental Engineering,
TCD.

Bridge House Hotel
18th October 2018

Energy Co-operatives Ireland
Building community energy networks
energyco-ops.ie

epa Environmental Protection Agency



How do we engage with others in community?

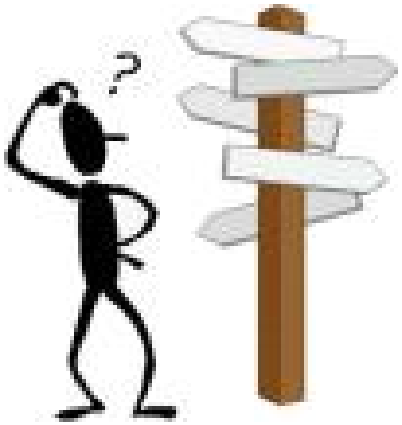
Who?

How?

Invite you to Spark Change

Context and background

1. EPA funded research to identify factors which drive sustainability in communities
2. 20 years of review
3. Communities around the world
4. >100 factors which drive sustainability in communities
5. 17 are stakeholders
6. Reference: http://www.epa.ie/pubs/reports/research/econ/Research_Report_238.pdf



Who?

Stakeholders

Environmental Champions

Religious Groups - Faith

Community or local groups

Project manager

Local Authority

National & Secondary Schools

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Third Level Colleges

Adult Education

Exemplar Green Communities

Businesses

Business Networks

Bridging Organisations

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Government Agencies

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epa
Environmental Protection Agency

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European/Gobal Actors

WWF

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Social Media

facebook

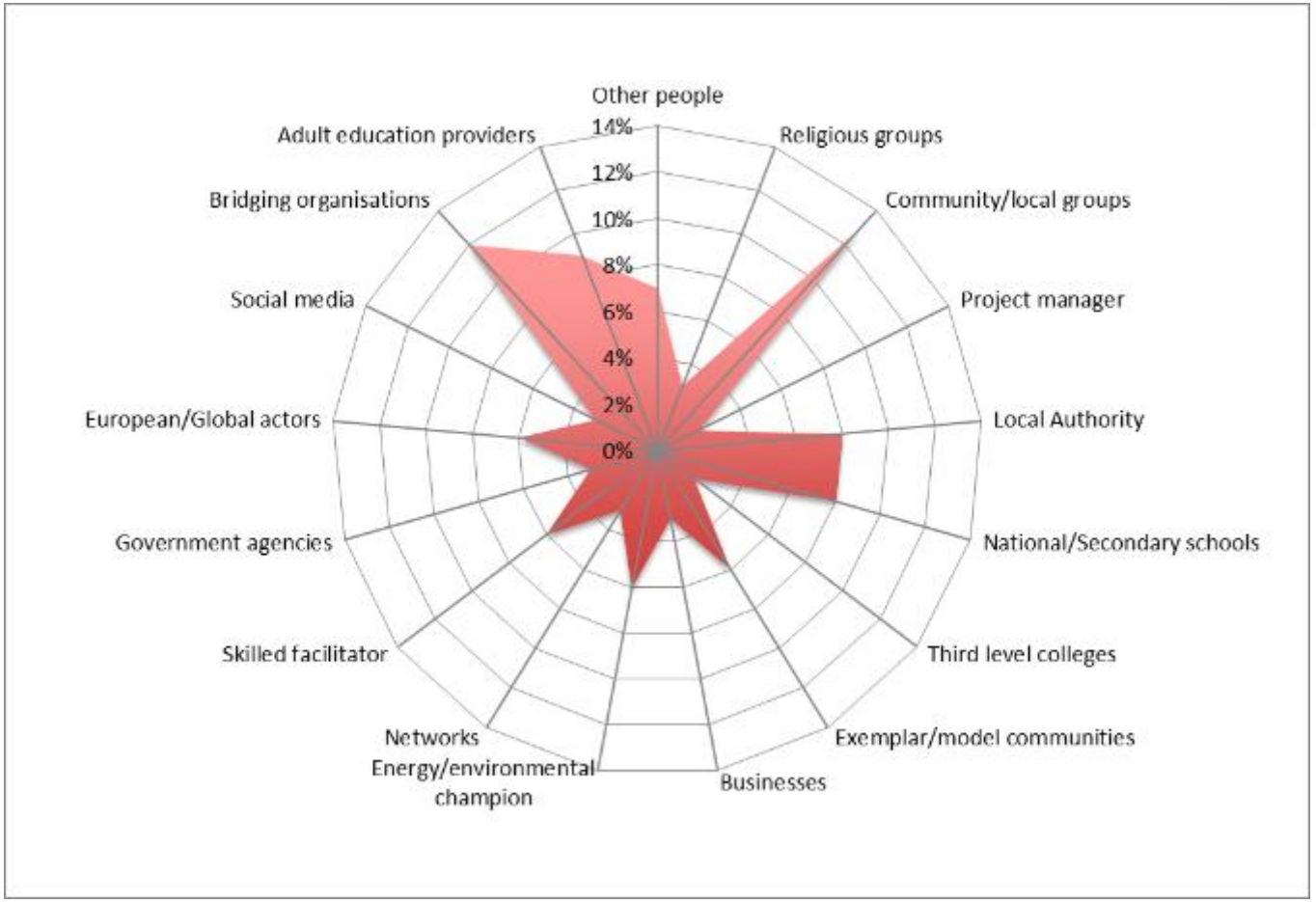
Skilled facilitator

Other people: neighbours, friends, family

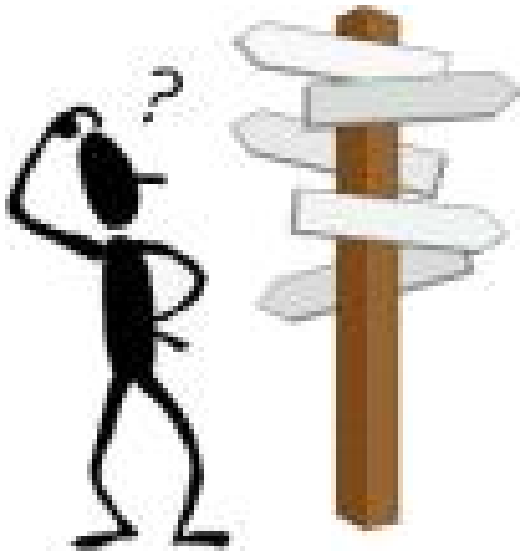
	Stakeholders		Stakeholders
1	Energy/Environmental Champion	10	Exemplar/model communities
2	Religious groups	11	Business actors
3	Community/local groups	12	Networks (business, etc.)
4	Neighbours, friends, family	13	Bridging Organisations
5	Project manager	14	Government agencies
6	Local Authorities	15	European/Global actors
7	First and Second level educators	16	Social Media
8	Higher Education Institutes	17	Skilled facilitators
9	Further Education Providers		

We provide a mapping tool in our pack

Ballymun


Other people
Religious groups
Community/local groups
Project manager
Local Authority
National/Secondary schools
Third level colleges
Exemplar/model communities
Businesses
Energy/environmental champion
Networks
Skilled facilitator
Government agencies
European/Global actors
Social media
Bridging organisations
Adult education providers
14%
12%
10%
8%
6%
4%
2%
0%

How?



For those working WITH community

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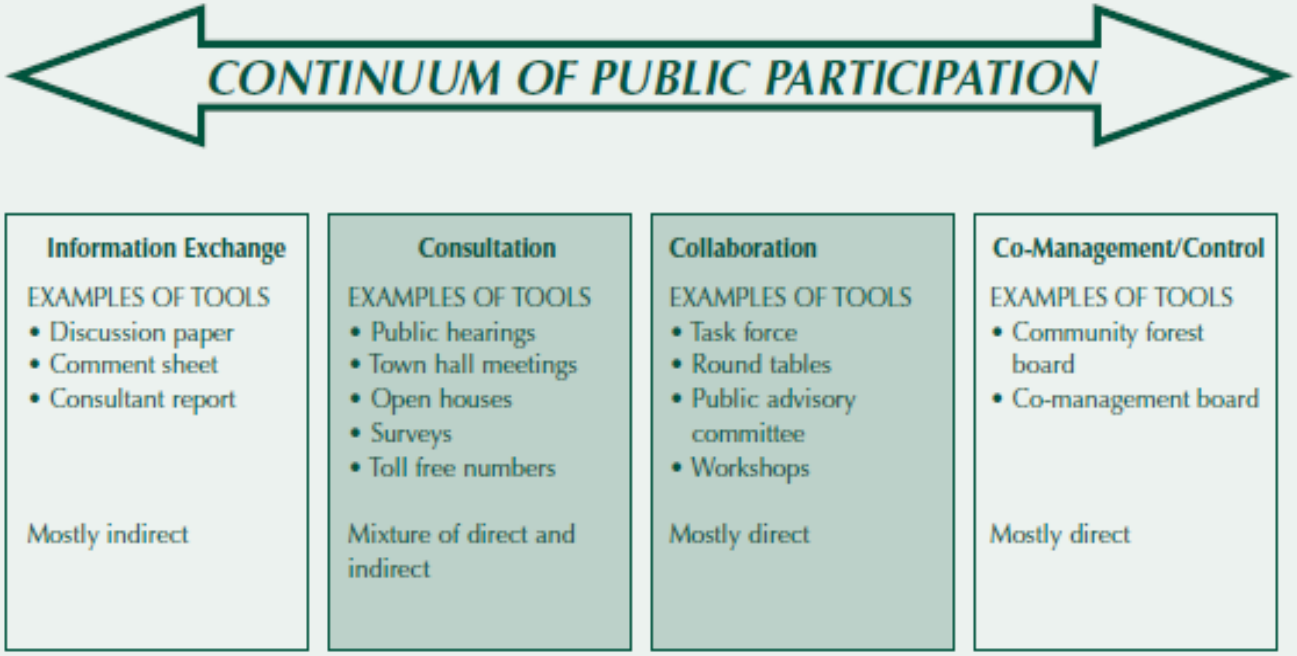
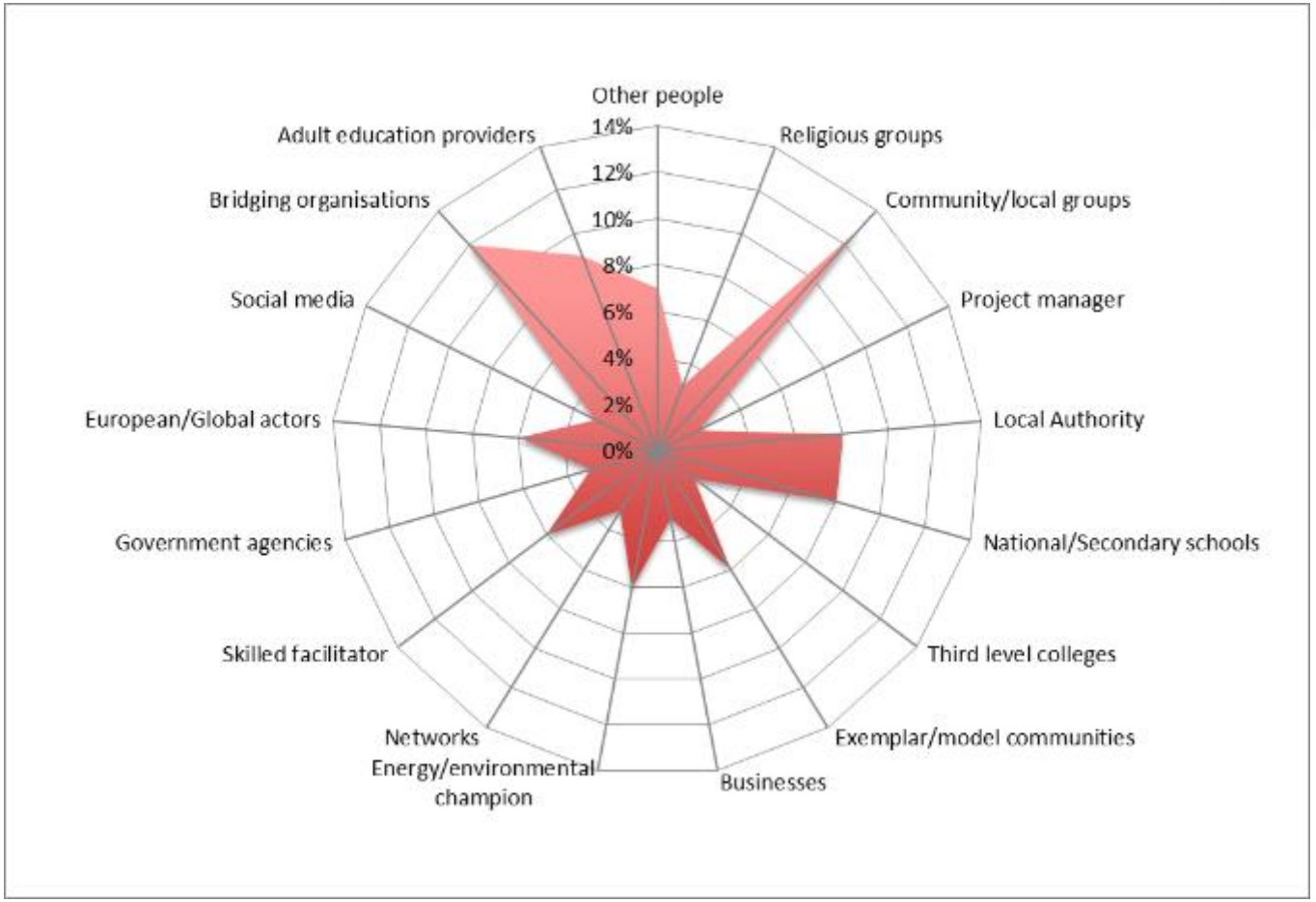


As you move to the right you engage more

Realise synergies



Profile

1. Profiling is important. Motivations are diverse.
2. Assessment of characteristics and attributes.
3. Can include capacities and deficiencies.
4. Approach and engage various types differently.
5. Allows customization of activities or campaigns.
6. The SEAI competencies assessment is a good example of a type of profiling and is a very useful exercise for communities to carry out. The SEC scheme provides funding to build capacities where deficiencies exist.
7. Desktop (Census, 2016, pobalmaps@pobal.ie, deprivation index), local research and surveillance.
8. You can realise synergies and engage better.

Profile

1. In the recession, emigration had hit Drombane Upperchurch.

2. Upperchurch-Drombane GAA club had lost many players

3. Motivation: need to create local jobs and reverse emigration

4. Serial local retrofits, energy money saved and in the economy, local jobs retrofitting nationwide

5. Here citizens have taken a more constructive approach by seeking to develop technological and social solutions to their local circumstances and the problems that concern them.

Use your local circumstances to engage

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Discuss, agree, and own broad concepts

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1. Develop a shared vision

2. Seed, discuss, negotiate and create a shared vision

3. Visions are owned by those who create them.

4. Need to be broad enough to engage more people.

5. Leads to local/citizen /community control and this strong engagement leads to sustainability

Realise synergies with faith/religious groups

1. Faith can offer an alternative driver for social and sustainable action where significant energy savings can be achieved.

2. Moral obligation can cause individuals to act more sustainably

3. Research in Kingston University 36% energy saving

4. Westport eco-congregation

4. Empathy with those most vulnerable to climate change impacts, such as residents of developing countries or future generations, also motivates sustainability

Realise synergies with a skilled facilitator

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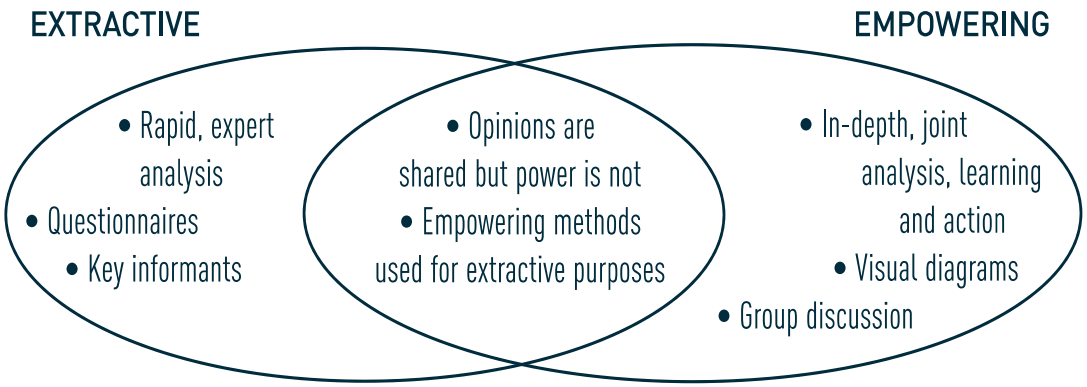
1. If researcher or the like approaches you seek mutual benefit – not just extractive

2. Co-determine the outcomes, do not just leave it to them



3. Ask them for their support
Gain outputs which enhance your work

4. Through (i) active listening, (ii) thoughtful discussion, reflection and argument, (iii) group action towards shared, agreed goals and values, and (iv) active participation you engage

Engaging with funders engages your residents

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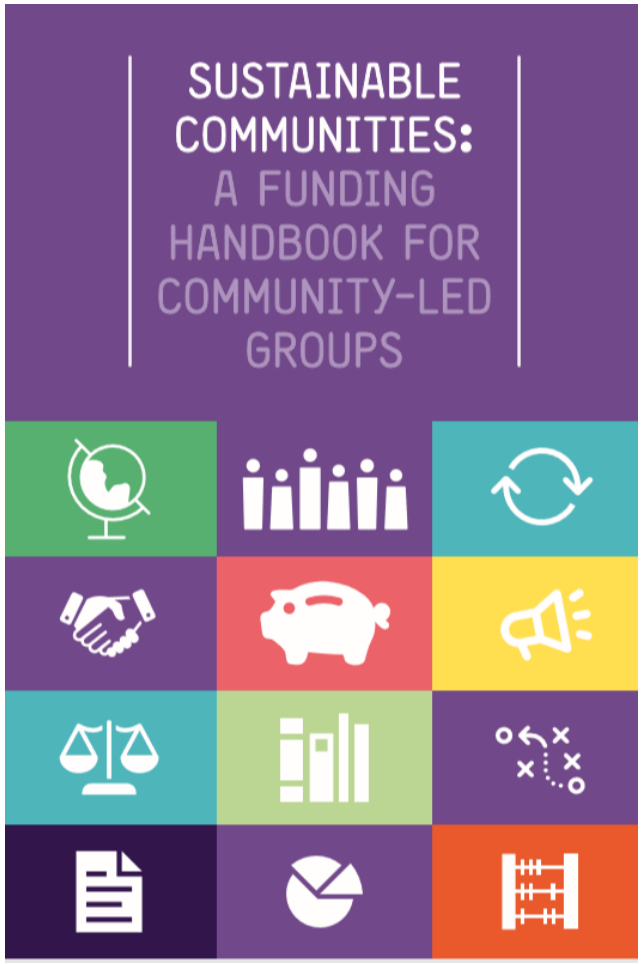

Good governance engages those around you

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Organisational structure with a mutual ethos

Share solutions using stories

Foster storytelling, design spaces for listening, and reinterpreting local and trusted solutions

Co-management

1. Birdhill

2. Organisationally: number of teams – tidy towns, energy, biodiversity, compost etc

3. Employ administrative or other capacity as appropriate

4. Removing power and knowledge differentials engages strongly

5. Cooperation engages and grows understanding and skills, and is often referred to as social learning.

Experiential learning activities

1. Learning by doing

2. Impact peoples TRUST that they are capable of change/action

3. Impact their belief in their own ability to act activate their SELF-TRUST

4. Successful mastery experiences really engage as they short cut the learning, manuals

Promote the health and quality of life impacts

The Energy Plus Community project in Ballynagran encourages residents to improve their health, reduce fossil fuel use, walk, cycle and buy local

Commitment

1. When individuals commit eg: agree to a small request, it often alters the way they perceive themselves. A psychological switch is engaged.

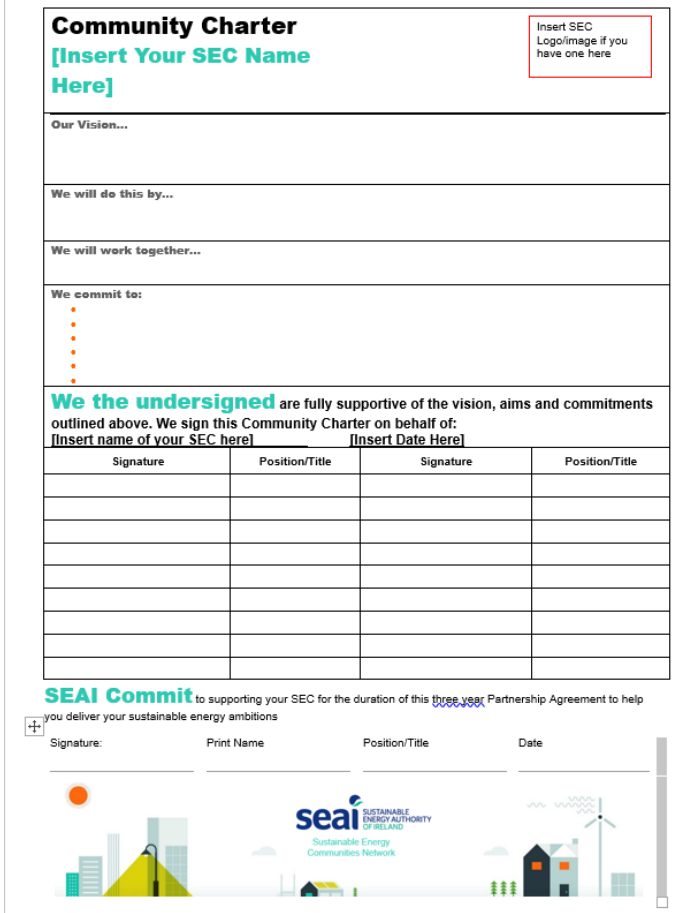
2. Eg: the act of signing a petition for a new building for the disabled, alters their attitude. They come to view themselves as someone who supports initiatives for the disabled.

3. When asked later to comply with the larger request, giving a donation, there is strong internal pressure to behave consistently (McKenzie-Mohr).

Commitment

1. SEAI charter

2. Commits and drives engagement and sustainability



Community Charter

[Insert Your SEC Name Here]

Insert SEC Logo/image if you have one here

Our Vision...

We will do this by...

We will work together...

We commit to:

-
-
-
-
-

We the undersigned are fully supportive of the vision, aims and commitments outlined above. We sign this Community Charter on behalf of:

[Insert name of your SEC here] _____ [Insert Date Here]

Signature	Position/Title	Signature	Position/Title

SEAI Commit to supporting your SEC for the duration of this three year Partnership Agreement to help you deliver your sustainable energy ambitions

Signature: Print Name Position/Title Date

Recognition, visibility and legitimation

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Energy Neighbourhoods

10% savings across 56 Irish communities

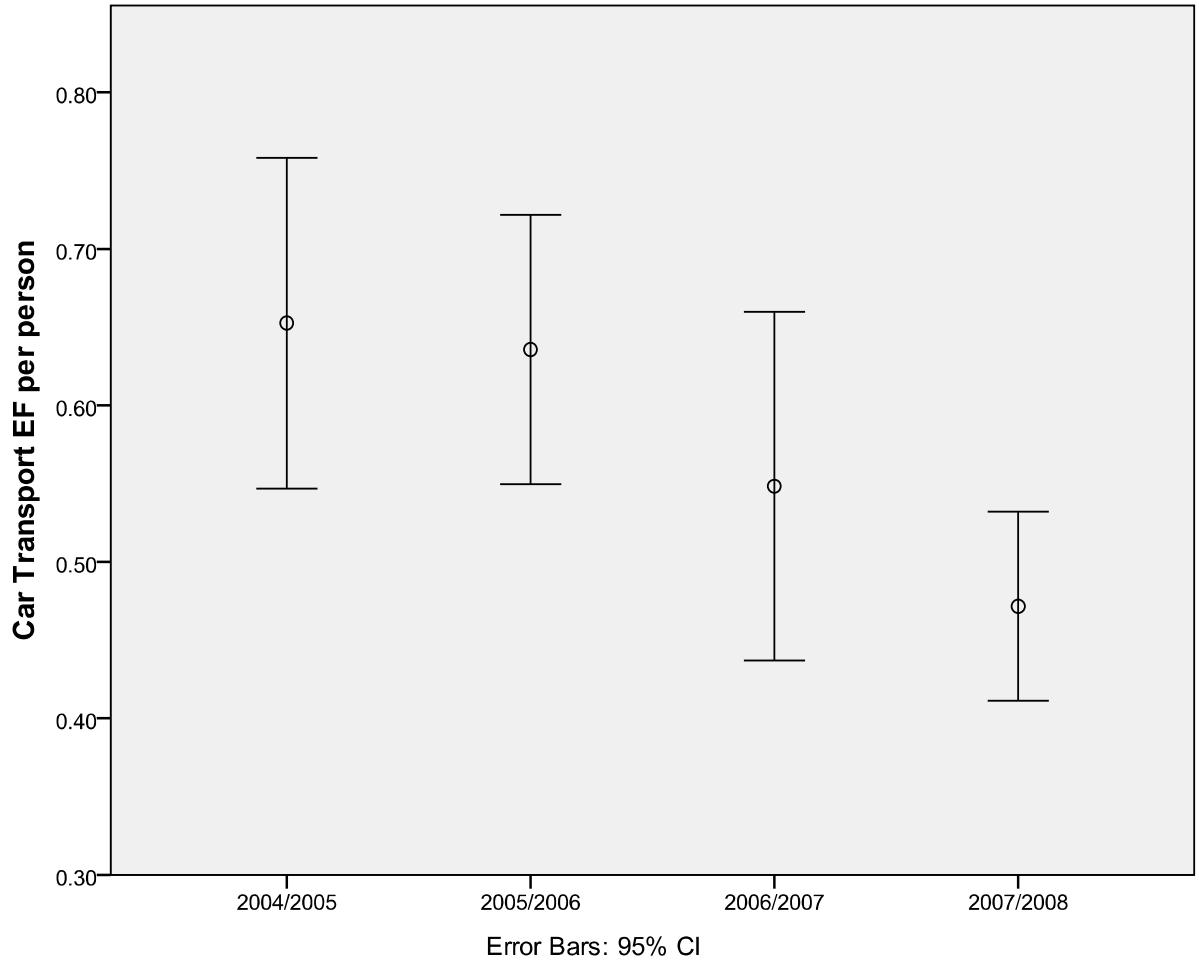
Prizes bring engagement

Fun competition

Prizes bring recognition

Prizes legitimise the winner and you have the opportunity to make an energy champion

Measure and monitor your impacts



Ballina

Stories

Co-create

HLPF New York

Measure and monitor your impacts

This Irish community recognised as a blueprint for community sustainability by SEI, Swedish and Japanese governments and by IGES. Presented in New York this year at the High Level Political Forum. Involves a community, CBOs, a skilled facilitator and University of Limerick researchers. Householders are facilitated to measure their ecological footprint and then to reflect on their learning and share their low carbon solutions as stories. They interact, craft new knowledge and advance the development of their understanding within a co-learning experience. Trusted messages.

Link: https://doi.org/10.1080/13549839.2018.1434493

Remove barriers

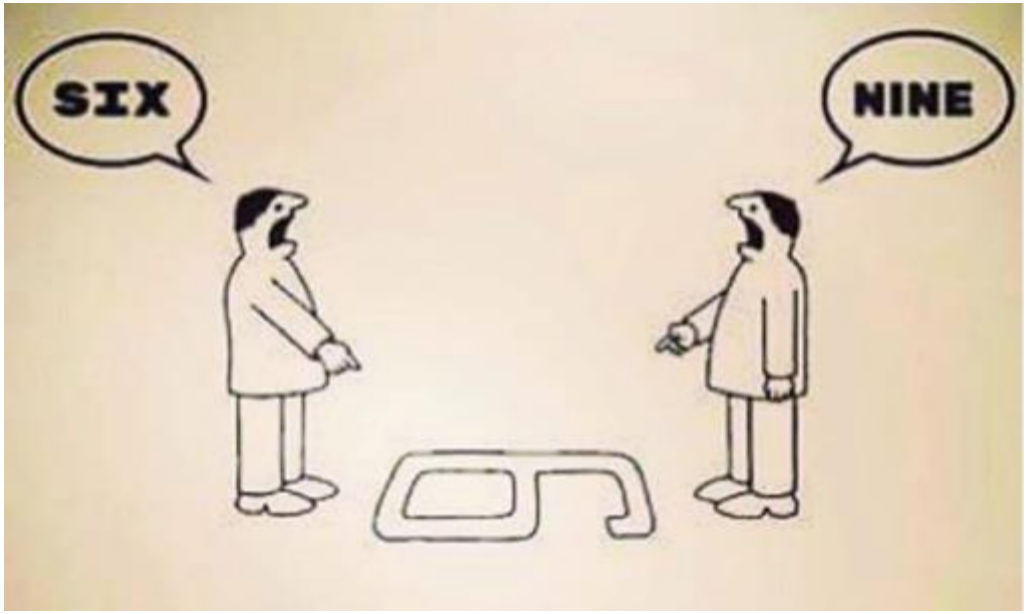
1. Barriers to action will deflate your residents

2. Remove barriers so that they can engage in the activities

3. Preparing the way

Effective communication

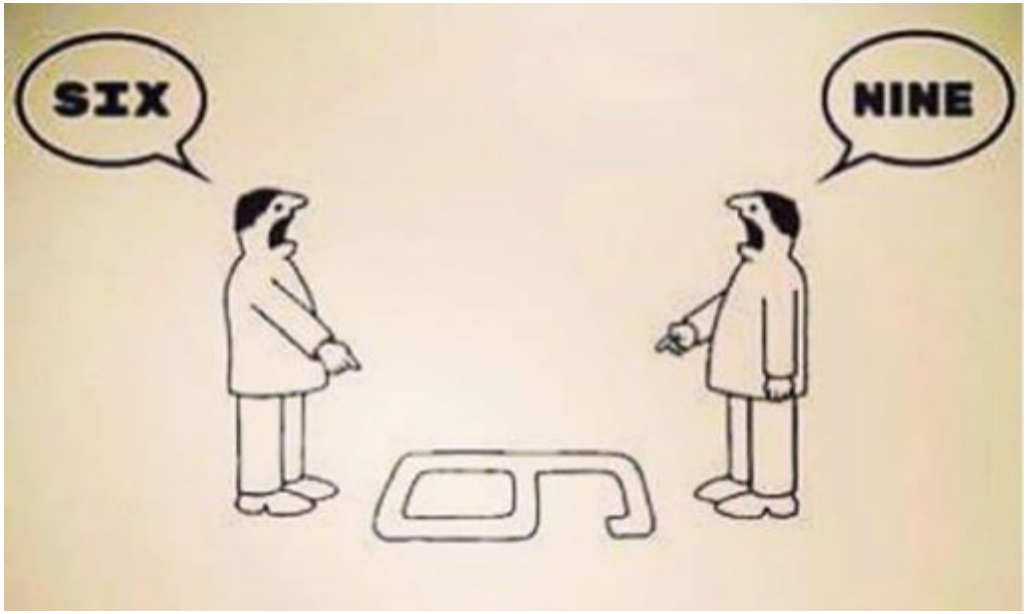
Why can't you see it's a 9



Understand those in your community - profile

Effective communication

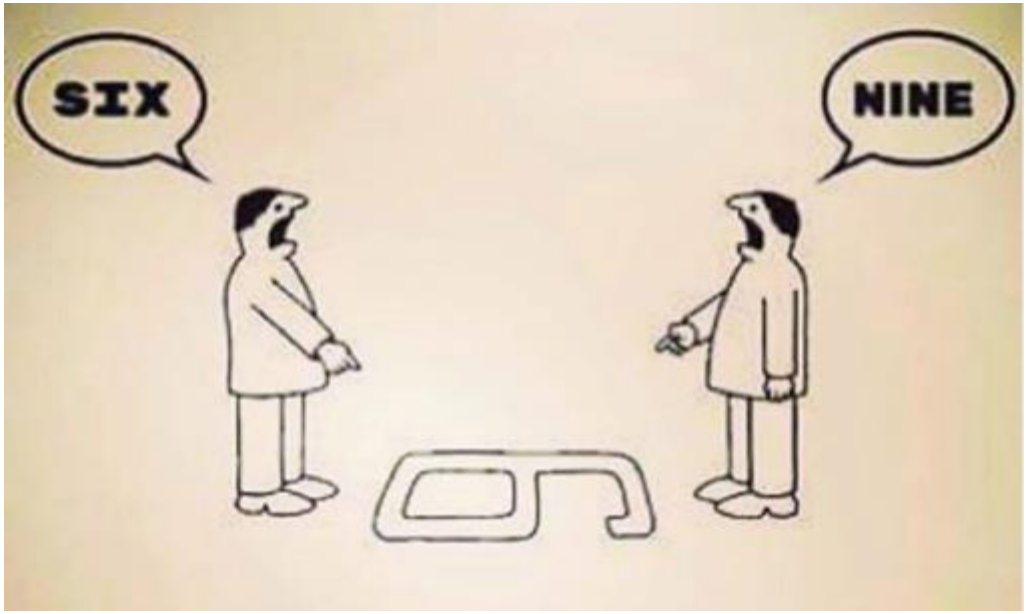
Why can't you see it's a 9



Stimulate local conversation and internalise the message - stories

Effective communication

Why can't you see it's a 9



Establish Norms

"the majority of your neighbours are undertaking energy-saving actions every day and this is making our community in xxxx a really sustainable place"

SEAI Funded 10 Part Engagement Pack

How to Increase Stakeholder Engagement

Online Stakeholder Mapping Tool - Competency Assessment - Visioning and Exploration - Financial Guide- Story Telling Database – Charter Guide – Governance Guide – Bridging Organisations – Communication

http://www.energyco-ops.ie/resources/sustainable-energy-communities/sec-engagement-pack/

Further Reading:

1. http://www.energyco-ops.ie/resources/sustainable-energy-communities/sec-engagement-pack/
2. Fostering Sustainable behaviour. http://www.cbsm.com/public/world.lasso.
3. Tools of Change. http://www.toolsofchange.com/en/home/.
4. A review identified 109 factors and these can be grouped as 17 stakeholders and 39 drivers essential to collaboration and 53 factors based in effective communication (More on review here: http://www.epa.ie/pubs/reports/research/econ/Research_Report_238.pdf).
5. Concerted Engagement, Guide for mentors and communities – document
6. Novel resource saving interventions the case of modelling and storytelling – reference on slide 43

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Spark Change®

Make Your Community Sustainable

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SPARK CHANGE CHALLENGE

Who is it for? Communities and Community groups

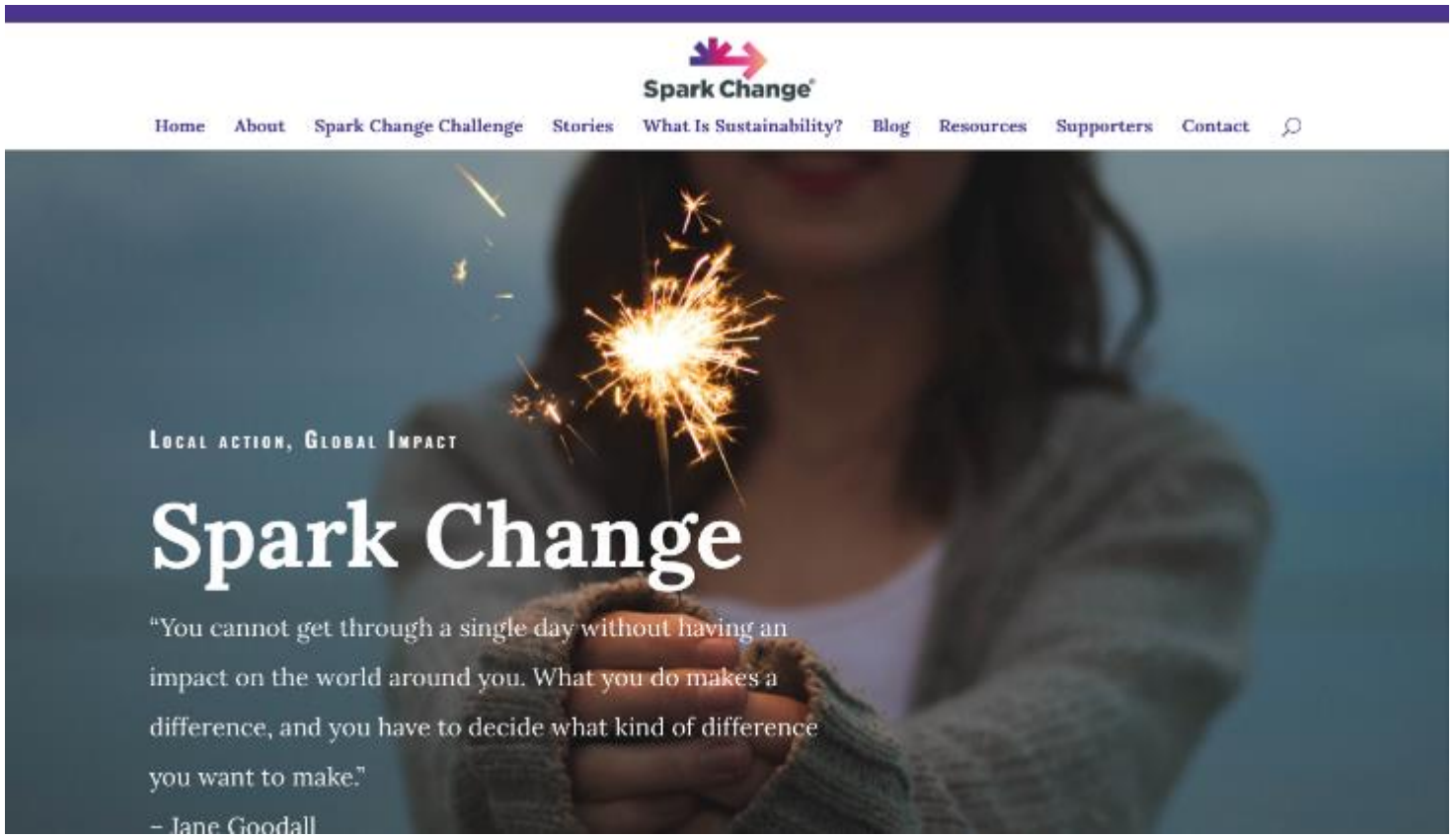
What is it for? Provide help with their sustainability actions

How will we do this?

1. Stories
2. Are you for for a challenge?

When? From today – April 2019 (and after an annual challenge)

Spark Change®
Make Your Community Sustainable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Spark Change Challenge
Stories
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Local action, Global Impact
Spark Change
"You cannot get through a single day without having an impact on the world around you. What you do makes a difference, and you have to decide what kind of difference you want to make."
– Jane Goodall

Event Title

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