



## REMIT FOR THE AWARENESS RAISING GROUP

### OVERALL AIM:

The purpose of the group is to raise awareness of the Transition movement and of the issues that it addresses, to encourage a sustainable outlook and sustainable behaviour by individuals, groups and organisations and to recruit new members to Transition Buxton.

Any member of Transition Buxton may join the Awareness Raising Group.

### SPECIFIC RESPONSIBILITIES

#### **We will raise awareness of threats, opportunities and other issues, including:**

- the vision and positive philosophy of the transition movement
- sustainability opportunities eg energy efficiency, renewable energy, local food, re-use/reduce/recycle
- the benefits of a strong resilient local economy
- the benefits from greater community cohesion
- global warming as a scientific reality and the resultant climate disruption so far
- the likely effects on the climate from past and future greenhouse gas emissions, change in land use etc
- the extent of our dependency on oil and gas and the dangers of resource depletion more widely
- environmental degradation, pollution and other dire consequences of unsustainable living
- limits to growth (planetary boundaries) and the consequences of over-consumption
- social justice and the need to mitigate the effects of globalisation
- debunking false solutions and green-wash

#### **Our target audience includes:**

- as wide a range of individuals in the community as possible
- individual members of Transition Buxton (continuing learning)
- High Peak voluntary organisations eg churches, community groups, youth groups
- local schools, colleges and the university
- the local farming and allotments communities
- the local business community, retail and industry
- local authorities - HPBC, DCC, PDNP

#### **Our awareness raising methods include:**

- producing general information leaflets and fliers
- producing a printed newsletter once or twice per year for supporters and the general public
- sending out an email newsletter approximately quarterly aimed at non-member supporters
- organising film screenings and speaker events
- arranging visits to interesting places that exemplify possible solutions
- running workshops with schools, colleges and for young children
- organising general information stalls e.g. at fairs, festivals and 'stand alone'
- promoting our Filmshare and Bookshare schemes, and recommending web-sites, books, dvds etc
- sending out articles and reports to local newspapers, magazines and radio stations
- promoting our activities and events via social media
- providing related content for the Transition Buxton web-site as appropriate
- advocacy work with local authorities - HPBC, DCC, PDNP

#### **We will maintain links and share information with:**

- local organisations with similar or related aims and other transition and sustainability groups

### REPORTING AND ACCOUNTABILITY

The group will report on a regular basis to the company directors.

**Adopted:** 21<sup>st</sup> February 2017