



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: 21st February 2017