Green Action Week 2019 Planning Session
In this presentation:

• Reminder:
  (Green Action Week & Sharing Community)

• Vision

• Obstacles

• Solutions

• Activities

Use this presentation with:

The planning poster

The facilitator’s guide
Green Action Week

We face a crisis of people and planet: too many people do not have equal access to the goods and services we need for a decent life, and too much stress is being put on the planet for our home to stay beautiful and safe.

Green Action Week focuses on sustainable consumption because it is crucial to tackle both the social and environmental causes of this crisis.

[Click the video to skip to the last two minutes of this video “Does recycling help? Yes - but it is not enough, we need to change the system”]
https://www.youtube.com/watch?time_continue=1087&v=9GorqroigqM
Sharing Community

The ‘Sharing Community’ is about reigniting cultures of sharing and collaboration in our communities.

Unsustainable consumption is a relatively new invention, and all over the world communities are pushing back against it. When people collaborate and share goods and services, it benefits the community as well as the environment.
OUR VISION

Example:

“Anyone in ____ can borrow a product, share their skills, and travel locally without needing to purchase goods or services which could harm the forest our community depends on.”
Key Questions

• How will you know if you’re not needed anymore?

• Can you imagine what a person can do - not just imagining a perfect society?

• Does this tackle the joint crisis of people and planet?

• Is this focused on ‘Sharing Community’ - how strongly is sharing and collaboration in this vision?
OBSTACLES

Example:

“Obstacle: not enough enterprises providing opportunities locally for sharing and collaboration, especially for goods.”

Pattern: How has this changed over time? What has changed with it?

Culture: What beliefs or assumptions allow these roots to take hold?

Roots: What in society, politics, the economy or our behaviour is causing the pattern?

Symptoms: What can you touch, feel, or see that is caused by the problem?
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Roots: What in society, politics, the economy or our behaviour is causing the pattern?
Example: Empty fuel cannisters are lying everywhere as litter & people are spending a lot of money on fuel.

Example: The fuel prices and litter went up, more people moving into the area

Example: ‘You can be proud to own your own vehicle’. ‘You are responsible for yourself’.

Example: Government only subsidies some fuel. No public transport. Jobs need a long commute.
SOLUTIONS

Example solutions:

1) Campaign for changes in policy to make it easier to set up opportunities for sharing & collaboration.

2) Prove that there is consumer demand for opportunities to share and collaborate.”
Key Questions

- Are our solutions big enough to match the obstacle?
- Are our solutions about the activities that our group will run?
- Are we looking at the audiences we need to - or are we just working with people we feel comfortable with?
Your audience
- people, not categories

- Picture them - what's their name?
- Who are they to their friends/family?
- How do they see themselves?
- What do they currently think of your issue, or your organisation?
- Are you just campaigning at them, or also with them?
Activities

(What does ‘Sharing Community’ look like?)
Building stronger community relationships

At a community swap event, one woman came in for a coffee and could not believe clothes were being swapped for free, so promised to come back with some of her own. Someone else came to learn how to use fabrics, and in exchange shared her skills as an architect.

Changing the system, not just cleaning up after it

At the Kilos Konsumer Fair, people shared ‘pre-loved clothes’ to reduce waste (while still looking good!). At the same time they discussed how they could change the larger system around them, with a day of talks about how to use consumer networking to build ‘people economics’.

Bringing back local cultures of sharing

Local farmers have swapped seeds for thousands of years - but large companies trying to control seeds have led to higher costs, more chemicals and less plant diversity. Consumer groups are pushing back, by hosting seed sharing fairs and taking the debate to regional newspapers.

Speaking a global truth in our local languages

“We share life’s necessities. It’s in our culture.”
A Sharing Community is not a new invention from the West, it is an ancient part of many cultures. These participants chose to use the Gujarati phrase (‘give and take’) on the streets and in the media.
1. Remember the audiences to your solutions: people, not categories!

2. Write as many potential activities down as possible.

3. Start to prioritise and fill in the planning poster together.
Key Questions

• Are we just listing activities we have done before, or which are easy?

• Have we thought about who else (partners, allies, etc) we will need to carry this out successfully?

• Are we staying true to our vision, obstacle, and solutions?
Good luck!

Remember you can always contact us with questions:

info@GreenActionWeek.org