

# Climate Pledges

Accessible: worded concisely and without ambiguity

Appealing: presented in a user-friendly, approachable format –e.g. use of categorising

Relevant: applicable to every part of the community and reflects this

Realistic: practically achievable

# Climate Pledge

I  
promise



Out and about



At home



As a consumer

# Market stall event

- Promotional stall event to showcase the Climate Pledge, to take place on an appropriate market day, namely a Thursday or a Saturday, 10am -1pm.
- Maximise public attention by operating from the charity stall and using eye-catching display features
- 100 copies of the pledge to be printed for market stall distribution
- Each signee will be asked to provide their name and email address for the purposes of participant feedback, which will be kept in accordance to GDPR policy, and the signee will be informed of this
- Promotional and eco-friendly freebies given out with each signed pledge –these may include pens, pencils, notepads, fridge magnets, badges, etc.
- Suggestion on how to best display their pledges at home, for example on the fridge, using magnets.

# **Wider promotion of the pledge/funding support/CCC/Tod Makery**

- Contacting groups and schools directly
- Social media –Twitter and Facebook
- Press releases
- Banners on railings outside St. Mary's Church
- Leaflets in the Community College reception area, library, posters on library noticeboard, etc
- Good old-fashioned word of mouth!

# Pledge feedback

- Quantitative –to numerically represent how many people took each pledge upon receiving their copy –bar-chart
- Qualitative –to receive feedback from each participant on their successes and challenges of each of their chosen pledges –questionnaire
- Climate Officer to produce a report detailing the outcome of the pledges in light of the feedback. Convert the qualitative feedback into chart form

# Additional ideas for consideration

- **Pledges** aimed at local school **children** and **businesses**
- **Petition** –to appeal against the use of single-use plastic in our shops and supermarkets
- **Questionnaires/surveys** to be distributed along with the pledges
- **Active support/advocacy** for local green initiatives such as the delivery van pilot scheme and other ideas to reduce traffic flow, such as lobbying for increased train usage for transporting cargo.

# Education/Awareness raising

- Market stall -regular event for climate conversations, information leaflet/merchandise distribution? (including C/dale waste advice leaflets?).

## **Collaborating with:**

- Local schools: children's pledges, family litter picking with the Keep Tod Tidy group
- The Climate Challenge College