

Community Involvement in local Food Production

Liam

Courses – Local Basic Growing

Community Allotments

(Better than back garden)

Visibility to consumers

Prices don't yet convince consumers to buy local

People come together rather than being self sufficient

The field near Ryston is an option

Important to start local – organise course to kick start

Couch Potato

Anybody can grow fruit and veg

Community employment

'Dig for Victory' mentality

Food for the future

The best variety with the least dependence on oil and diesel

Community Garden Education Project

Make application via letter to Ryston.

Permaculture

How to encourage customers to switch from supermarket to local food

Me and We

Parents and their kids

Trust – knowing the future

Food is crucial – we are only 4 days away from chaos (current food reserves would last 4 days)

Community garden groups – work on each others gardens for one weekend

Email customers - Monthly list of seasonal fruit and veg

Seed Saving

Key to future sustainability

Farmers' Markets Box Schemes

Regional food network

Local food directory

Visit farms – work Days

Community supported agriculture – better for work, health and safety problems, insurance

Adult Education (Theresa/Katerina)

Summer Camp

Children and teenager
Parent and Child

Sustainable Living Courses

Re-word, 'Saving Money'
Reviving old skills – nostalgia
Traditional skills, crafts

Target groups – knitting, weaving, spinning, gardening, cookery
Create a flier for existing groups – Network Kildare, umbrella group for community education

VEC – funding for “Power down Course”
Need venue with garden

Educate on Ethical Shopping and travel

Target Parents Associations
Parent Toddler groups

Instead of blanket fliers – target individual groups/areas
Advertise through VEC etc

Host day/half day events – Family day (fun, entertainment)

Have stalls/boards with simplified language with person explaining at each point
Focus on Entertainment with background Education
Make the day “Free and Fun”
Attract people
Food tasting - local food
Audience participation – e.g. make a scarf (spin, dye)
Knitting, planting seeds.
Plant the seed – one thought leads to action
Slow food - Mushroom hunt, local food, farmers markets
Alternative health Massage, reflexology etc.
Get contact email for Newsletter

How to make it “Cool to Care” (Mary)

Use a “Battle of the Bands” to have a green theme and use renewable energy to power the event

No logo event as a fashion show

Reuse, Recycling

As a community or as a school event

Carbon Front Competition

In school, between schools

Creative and fun

CSPE

Social Justice, RRR, Earth stewardship

Celebrity endorsement

Sport, music, fashion, TV

Teenagers produce media

U tube, posters, magazine

Use team workout to demonstrate “Energy Slaves”

After School Club

“What’s wrong with the school and the community?”

What can we do about it?

Create a school garden – links with farming community

Home Economics – use locally grown herbs and salads, make jams from local fruit

Youth Cubs run a “Green Skills” summer camp

Convince School Education officer to promote Transition Town theme in schools

Encourage car pools

School, sports and evening clubs

Advertise on bulletin boards

“Don’t Reinvent the Wheel” – How to learn from others’ success and mistakes (Pádraic)

Web searches

Investigate all the current Transition Town websites globally and determine what they have done – their successes and failures and learn from them
Willits, Totnes, Kinsale, Post ~Carbon sites in USA, Equivalent communities in Scandinavia Germany and Holland

Investigate how to implement these successes to Newbridge – maintain the core principles but change the delivery to suit your community.

It is vital that FADA leads first with the head and then with heart – study first then act, know the make up of your community, the most significant demographic groups and tailor your message accordingly (use spiral dynamics to assist this process).

Consider Transition Town twining.

Research Local Groups

Representatives of FADA should be of the same age and background so as to maximise the impact on the group being addressed.

Ask the groups what they would like to see happening.

Then ask them what they can contribute.

Ignored groups

The retired/elderly and the young (up to the end of Transition year)

Investigate the possibility of overlap between these two groups such as opportunities for skill transfer.

Ask both groups what they would like to contribute to making Newbridge or where they live more sustainable town.

Interested teenagers can have an influence on their parents regarding sustainability.

Lobby Local and National Government (Brenda)

Give local people a voice and provide a forum for TDs and councillors to meet locals and hear issues.

Form a link between Newbridge Rail Group and other transport groups such as the taxi group with FADA.

Lobby for a communal space in Newbridge for allotments, gardens and social spaces for youth projects.

Strengthen current links with councillors interested in these issues (e.g. Fiona O'Loughlan).

Lobby government for funding for Newbridge to be a pilot project in sustainable Urban/Rural development

Local councillors, local groups, Co. Council, Chamber of Commerce, VEC
"Start at the top and work down" philosophy.

Raise the profile and work down.

Need to let Government know that we are not happy with their failure to meet EU standards on this issue i.e. reducing carbon emission especially considering the tax payer will be paying the fines for non-compliance.

We need to give our opinions on all relevant policies whether invited or not.

We need to have regular meetings between FADA and local councillors in order to check in and discuss issues from both sides.

Raising Group and Community Knowledge (Andrew)

FADA members – individuals within FADA may have specialist knowledge and may be interested and well read on topics that would be of use and interest to the other members of the groups.

We should raise the knowledge levels of the groups through social events
Examples include: Energy, Local Currencies, Group facilitation, Funding bodies, Transition models, Gardening, Handcrafts, Powerdown programme (train the trainer).

As a group we need to transfer this knowledge into the community by using spiral dynamics, school programmes (e.g. sponsor a tree), nostalgia and children's events.

Open Space Day 17th November 2007. Ideas based on the question: How can we entice more people to get involved with making Newbridge a more sustainable town?

Using Faith Groups (Brian)

Tea days after mass (promote FADA)

Promote living a good life (Nature), valuing life/family/community.

Link older people and younger people.

“Stop Climate Chaos” – shared sermon on climate change by Ministers of different faiths. Suggest practical systems/energy/gardens

Challenge for missionaries – climate change, global warming, peak oil.

Newsletters – publications and information

CEIST – inform Catholic Schools on global warming etc.

Spiral Dynamics – How Different Groups Think and How to Talk to Them (Pádraic)

Spiral dynamics is a school of psychology devised by Clare Graves in the 1950s and has been applied successfully in many conflict zones around the world. E.g. South Africa, Iraq, Mexico, gangs in America, Corporations, Netherlands (assassinations of local politicians by Islamic groups).

What can FADA do with Spiral Dynamics?

A number of FADA members can become familiar with the theory and applications.

Identify core groups in Newbridge and where they fall within this system. e.g. Blue in Spiral Dynamics represents Truth and Order (organised religion and other national groups)

An example of where FADA reached out to the Blue group within Newbridge was The Lenten Campaign where the message of 'reduce your electricity consumption and Food Miles' was spread through the churches via the pulpit. Some FADA members disagreed at the time and considered this a breach of our ethos (no affiliation with any religious or political group). However this was a perfect example of spiral dynamics in action where no group is ignored all are included and all are invited to the debate.

Another example of how to apply Spiral Dynamics:

How to communicate the concept of building a green building in the community to all the different groups who live there.

Different value groups are given colours in Spiral dynamics.

Green – Communicate that this house/building would be better for the planet and have a reduced carbon footprint.

Orange – This building will save you money, represents a good investment (energy rated houses etc) and if the location of a business will give you that competitive edge when compared with businesses that are heavily dependent of fossil fuels.

Blue – This building will be better for the health of you and your children will be a shining example of the ingenuity and resourcefulness of your community will be safe and sturdy and will stand the test of time.