



Living sustainably in today's world

Footsteps and Witton Lodge Fostering
Community Action

May 21st 2023

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Supporting greener, fairer and healthier communities in Birmingham

Inform, Help and Connect



How - Tipping Points, Partners and Values

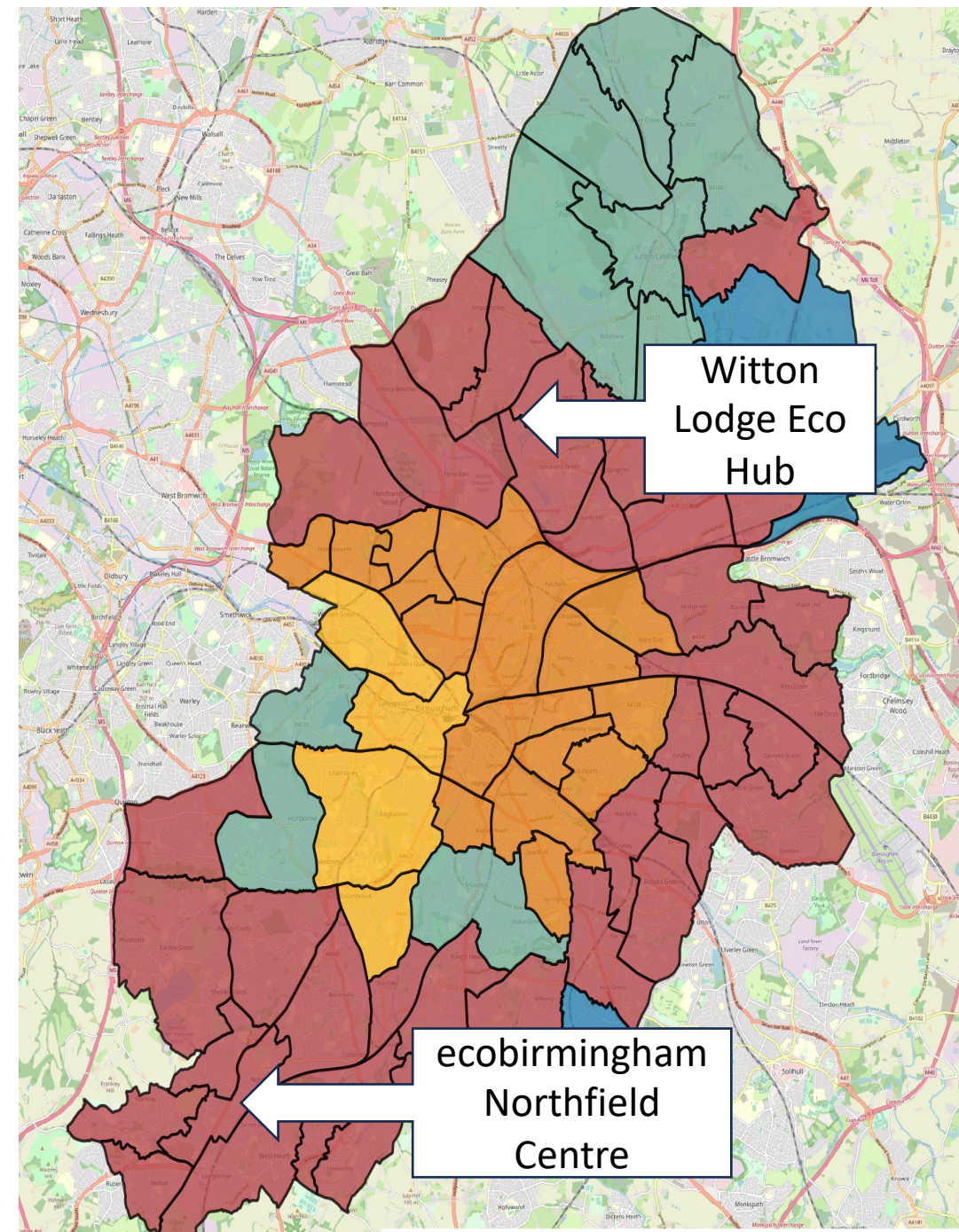
By 2030 to help 25% of Birmingham residents (285,125 individuals) to start or continued a more 'sustainable living' journey guided by their values, priorities, and resources

Using 'Britain Talks Climate' audience segmentation, we estimate:

9% of Birmingham is already on their regular 'sustainable living' journey (green on map)

The majority of Birmingham is interested if it helps with jobs, it is on their terms, involves fairness, and help is coming from a local non- environmental organisation (orange and red on map)

We are seeking to work with local partners across the city, and promote 'values led' sustainability support



How – Pathways to Change and 'One Planet Living'

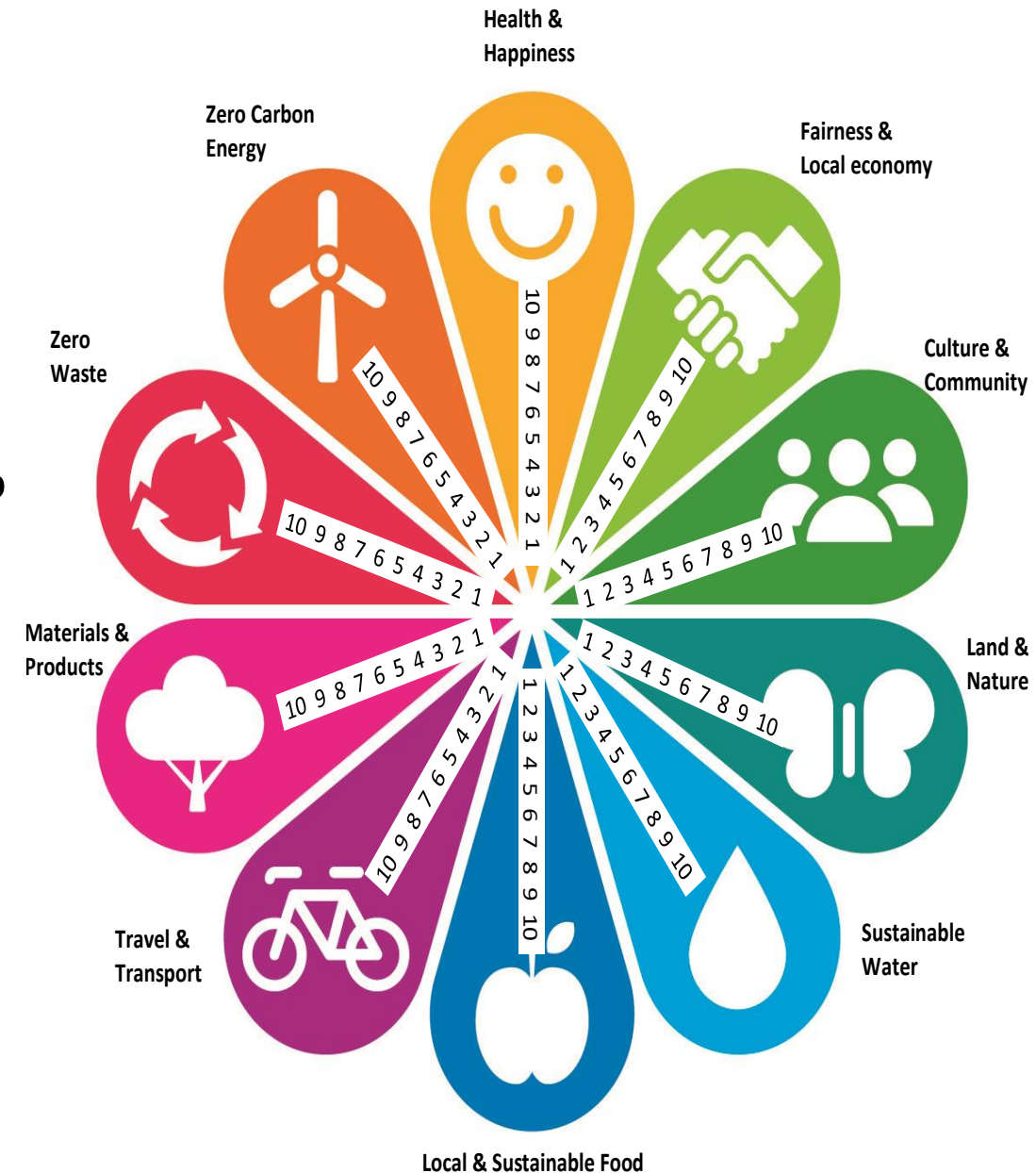
We work with individuals, households, small to medium organisations and community groups, on a series of steps to help them on their sustainability journey.

Inform – an individual is provided sustainability information to allow them to make choices based on their values, resources, and priorities, to turn into actions.

Help – when individuals have identified actions which require help, they are provided additional support and training.

Connect – where possible individuals are encouraged to work on their actions with others in their community to help with accountability, encouragement, build connections, and capacity to help others.

We use the 'One Planet Living' sustainable living framework



What Next?

1. Get started with what issue is important to you, and you have time for
2. See how your local Eco-Hub at Witton can help you
3. Join a group to help you and others – Eco Together, Eco Church, Cycling and Walking, Gardening etc
4. Make sure it is enjoyable...

How can we help?

We can provide support to your Eco-Hub if required around, cooking and diet, community gardening, outdoor education

Launch on Clean Air Day - June 15th – Local walking and cycling routes joining up all 69 Birmingham communities

