

Create zero carbon South Yorkshire

	<p>Room iii Advocacy and Activism</p>	
	<p>(you don't need to list who is in the room, we will be capturing a list via zoom)</p>	<p>Answers here, one idea per box (If it's more than 3-7 words, it's probably more than one idea!)</p>
	<p>Q1 – What is already going on amongst us, what else is going in in SY which we could effectively link in with, who else could we reach out in order to strengthen our work?</p>	
Qu 1	<p>SSN – Sheffield Sustainability Network (350 members, S/Micro businesses: encouraging organisations to be more sustainable by encouragement, support, networking, training. Hope is that businesses become advocates – virtuous circle – improving selves and encouraging others.</p>	
Q1	<p>SSN – trying to reach those businesses that aren't currently engaged. Easier to engage those that are already interested, but working on increasing engagement with the more reluctant.</p>	
Q1	<p>Better Buses Campaign: Started August 2020 at Green New Deal. Network of 80, mainly Sheffield based but trying to bring in other areas. Fear that Sheffield gets the clean buses and other areas get the “cast-offs”. Trying to pull in decision makers to an informed discussion. Transport wasn't working well before, but Covid has made the situation worse. Active travel is important, but needs</p>	

	<p>focus on PT as well – green buses, poorer communities rely on PT services. Targeted communication aimed at getting pressure on Dan Jarvis. Potential franchising opportunity.</p> <p>Green groups, political organisations, SCA, involved.</p>
QI	<p>BBC – important to look at the whole district, not just Sheffield. Hoyland campaign – Hermes depot. Nothing involved in green houses, energy reduction. BMBC signs Climate Change Emergency plan then grants huge development.</p>
QI	<p>Dylan: 14-15 item manifesto – includes Carbon neutral transport, green tech, home improvements, N/S funding – unfairness, no influence on what happens. Government needs to listen to young people rather than saying “we know best”. Trying to push to get young people involved in what they’re going to face in future.</p>
QI	<p>Jenny: Food an important issue. Food miles, also but impact of meat eating. Evidence that people are eating meat less frequently. Brexit will also shine a light on the extent to which we import/export food. Use of hydrogen being seen as answer to problems but depends on how it’s made.</p> <p>Transport – too much emphasis on roadbuilding.</p> <p>Advocacy – important to be in contact with your MP. “Hope for the Future” – initiative to encourage MPs to use their leverage in the house. People in Tory constituencies have more influence so can use this for good.</p>
	<p>It’s Our City - political initiative to increase representation and a change of governance</p>
	<p>Street Tree Strategy - partnership between SCC, Amey, STAG, SWRT - open collaborative discussion between parties</p>

Q 2	What are the aspects of our topic which are not getting any attention in S Yorks currently and which we feel need to be addressed?
	Finding the right target. To make our voice heard we need lots of voices.
	We need information to back up our vision - informed debate between decision makers and the public with a real sense that change might result
	Put information into bus stops to make the public aware.
	(STAG - put up yellow ribbons to highlight the scale of the intended felling)
	Voice of young people needs to be heard. Climate change agenda shouldn't be left to geography teachers - needs to be embedded in other subjects
	Let's go Zero campaign - national schools campaign
	Ofsted, Sheffield Education Strategy - doesn't mention the climate change issue. Need to influence in a polite way.
	Frustration about being brushed aside, after major effort a few responses and - "doing all we can" - what if it's not enough?
	Government trying to shut down "difficult" issues, such as racism and climate change. Schools shouldn't be disciplining pupils who take a stand on important issues. Created publicity and awareness, but should defend and support young activists
	SSN: take on single issues - smaller scale - can get interest from both potential partners and the council. Sheffield Chamber has asked SSN to comment on their Business Recovery Plan. (SSN works across the city region) david.gray@the-rsc.co.uk
	General point: projects need to expand from being mainly Sheffield-based. Doncaster is of particular interest
	Church network. The diocese covers most of South Yorkshire - has reach and influence
Q 3	What is the importance of this strategy to the vision?

	Without activism none of other things will take place. Need significant number of people on the streets, strike action etc.
	Create climate whereby people think that what they do makes a difference.
	Q - How we build up the number of people who are prepared to get involved?
	Different forms of activism - encourage people to do what's appropriate for them. Join community group, trade union, existing groups - get involved in some way or another.
	Or - start a new group - people band together - see they're not alone
	XR - hugely influential - needed to be there and be visible. Big factor in declaration of Climate Emergency
	Also need people who will work more patiently and in a more considered way.
	Advocacy can lead to activism - optimism that action can lead to positive results
	What is its particular contribution?
	All about getting people to understand your viewpoint; from very softly-softly to very direct in-your-face actions. Without understanding is a closed environment - echo chamber -
	Vital to understand that all tactics and strategies have their place
	Need to widen what we do, get more people on board. Examine different ways of broadening the base.
	Retrofitting group - getting some traction with Dan Jarvis. Hope to start a pilot on this.
	Can give a sense that SY can be a leader, can do something small but significant.

	Need to understand the scale of the crisis - not just small scale, but large scale. Covid shows both local engagement, and that money is available if governments think that this is an important area.
	What would happen to the vision if we did nothing in this arena?
	Without this, things might happen more slowly, some things not at all
	Rather than being dragged along - SY to be a motor for change - active engagement in a positive future
	If nothing happens we're creating a world where future generations will struggle to survive...
	Lots of good examples to build arguments on already - e.g. low energy housing developments built over 10 years ago by SY Housing association, terraced house in north Sheffield retrofitted to be ultra low energy (also around 10 yrs ago). We are already leaders and can build on this.