

Mobilising
Communities
for climate
change



Klimatikonnect™



koru

Making a Difference

The community
climate engagement
people

Engaging,
empowering and
enabling local
communities to
successfully tackle
climate change



Making a Difference

Our climate journey

2000 Koru was born!

2017 Public Engagement

2018 >> Active Travel

2019 First Climate Engagement

2020 Covid/Lockdown

2021 Commitment to climate

2022 Frustration > KlimateKonnect™

2023 KlimateKonnect™ ~ Mobilising Communities



koru

Making a Difference

Introducing Mobilising Communities



It is **impossible** to reach net zero without the support of **individuals** and **communities**



koru

Making a Difference



What is a
community?

It's local



koru
Making a Difference

The
1,495,000
people
challenge

In Lancashire **44.6%** of all
emissions come from residential
properties and private motor
vehicles



koru

Making a Difference

Table 1. Local and regional estimates of carbon dioxide emissions, 2021, (thousands of tonnes)

ID	First Area name	Industry	Commercial	Public sector	Domestic	Transport	Land use change and forestry	Agriculture	Total emissions	Per Capita Emissions (tonnes)
1	Burnley	74.7	21.8	21.7	134.3	121.1	-5.9	2.8	370.6	3.91
2	Chorley	71.6	19.1	27.1	174.8	320.4	-4.3	9.3	618.0	5.24
3	Fylde	86.3	12.8	14.9	136.4	156.8	40.9	13.2	461.3	5.64
4	Hyndburn	115.0	20.0	19.8	119.9	130.2	-5.3	2.6	391.4	4.76
5	Lancaster	114.0	24.2	15.4	206.1	328.8	25.9	32.2	763.8	5.37
6	Pendle	88.0	13.5	11.7	142.3	118.9	-7.6	7.7	374.6	3.91
7	Preston	102.1	56.8	50.0	302.4	261.1	3.3	1.4	681.2	4.61
8	Ribble Valley	682.3	5.8	6.3	109.3	112.2	-47.4	28.7	897.4	14.50
9	Rosendale	94.1	8.6	7.0	114.3	111.1	-2.8	3.0	335.5	4.72
10	South Ribble	21.1	14.3	9.3	150.8	15.0	3.0	7.2	536.4	4.82
11	West Lancashire	229.7	14.6	26.1	176.7	199.1	203.9	51.9	902.1	7.70
12	Wyre	128.0	37.1	15.5	178.0	203.7	71.9	18.5	652.7	5.80
13	Lancashire-12	1,894.5	253.8	243.8	1,854.3	2,281.5	269.0	186.6	6,985.0	5.65
14	Blackburn with Darwen	184.5	32.1	34.0	211.0	136.0	-5.9	2.9	594.6	3.84
15	Blackpool	77.1	37.6	40.4	211.8	101.6	2.7	0.4	471.8	3.35
16	Lancashire-14	2,156.1	323.5	318.3	2,277.2	2,519.1	265.7	189.9	8,051.4	5.26

Domestic ~ 2,277 mt

Private Motor Vehicles ~ 1,310 mt

All emissions ~ 8,051 mt

Your local authority's challenges



- Authority
- Mass behaviour change
- Reach
- Resources
- Focus elsewhere



koru

Making a Difference

Your Community challenge



- Individual behaviour change
- Funding
- Collaboration
- Focus
- Resources



koru
Making a Difference

How Koru can help the 1.5 million people in Lancashire



Mobilising Communities is a process that engages, empowers and enables communities to make change happen. It is led by an advisory (leadership) group and supported by a participatory internet - based service



koru
Making a Difference

How does it
work?
(Part 1)

The advisory group provides

- Vision
- Stimulation/motivation
- Support
- Funding
- Planning
- Guidance

.....and is apolitical

How does it work? (Part 2)



KlimateKonnnect™

- Communities and projects map
- Key contacts
- Positive stories and lessons learnt
- The Community's action plan(s)
- Collaborations workspace
- Questioning and networking
- Hackathons/virtual meetings
- Local engagements/consultations
- Volunteering
- News and needs from the council(s)
- Newsletter capability

Seeing is believing

Not one size fits all



koru

Making a Difference

Critical Success Factors

- Open
- Focus
- Collaborate
- Celebrate
- Replicate



koru

Making a Difference

Benefits of this approach

- People > Problem > Solution
- Agreed voluntary plan
- Optimised resource usage
- Synergistic
- Cost and pace
- Snowball effect
- Clearer, consistent messages
- Cost effective



koru

Making a Difference

Some examples



LancsCAN

Community case studies from Lancashire Climate Action Network (LancsCAN)



In May 2023 Edge Hill University pulled together lots of community action groups under the LancsCAN banner. Their [website](#) was officially launched on October 17, 2023. It has excellent content, especially community [case studies](#). Koru's KlimateKonnnect [mobilising communities](#) tool kit is being used by LancsCAN

<https://klimatekonnnect.citizenlab.co/en-GB/ideas/community-case-studies-from-lancashire-climate-action-network-lancscan>



koru

Making a Difference

Summary



koru

Making a Difference