



Community Action

A QUICK GUIDE TO ORGANIZING...

FOR RESILIENCE



FOR A BETTER FUTURE



The Climate Driver

CANADA'S CLIMATE ACTION PLANS NEED ACTION AT
THE COMMUNITY LEVEL...

FOR RESILIENCE



- ✓ Help people and communities prepare for extreme weather events and power outages
- ✓ Develop emergency response plans to help people during emergencies

The Climate Driver

CANADA'S CLIMATE ACTION PLANS NEED ACTION AT
THE COMMUNITY LEVEL...

- ✓ Help communities create a vision and plan for a low-carbon future
- ✓ Help people learn about and adopt climate solutions
- ✓ Develop community projects for a better future.

FOR A BETTER FUTURE



Why organize?

COMMUNITIES ARE THE FRONT LINES OF THE CLIMATE CAMPAIGN

1. EDUCATION / OUTREACH

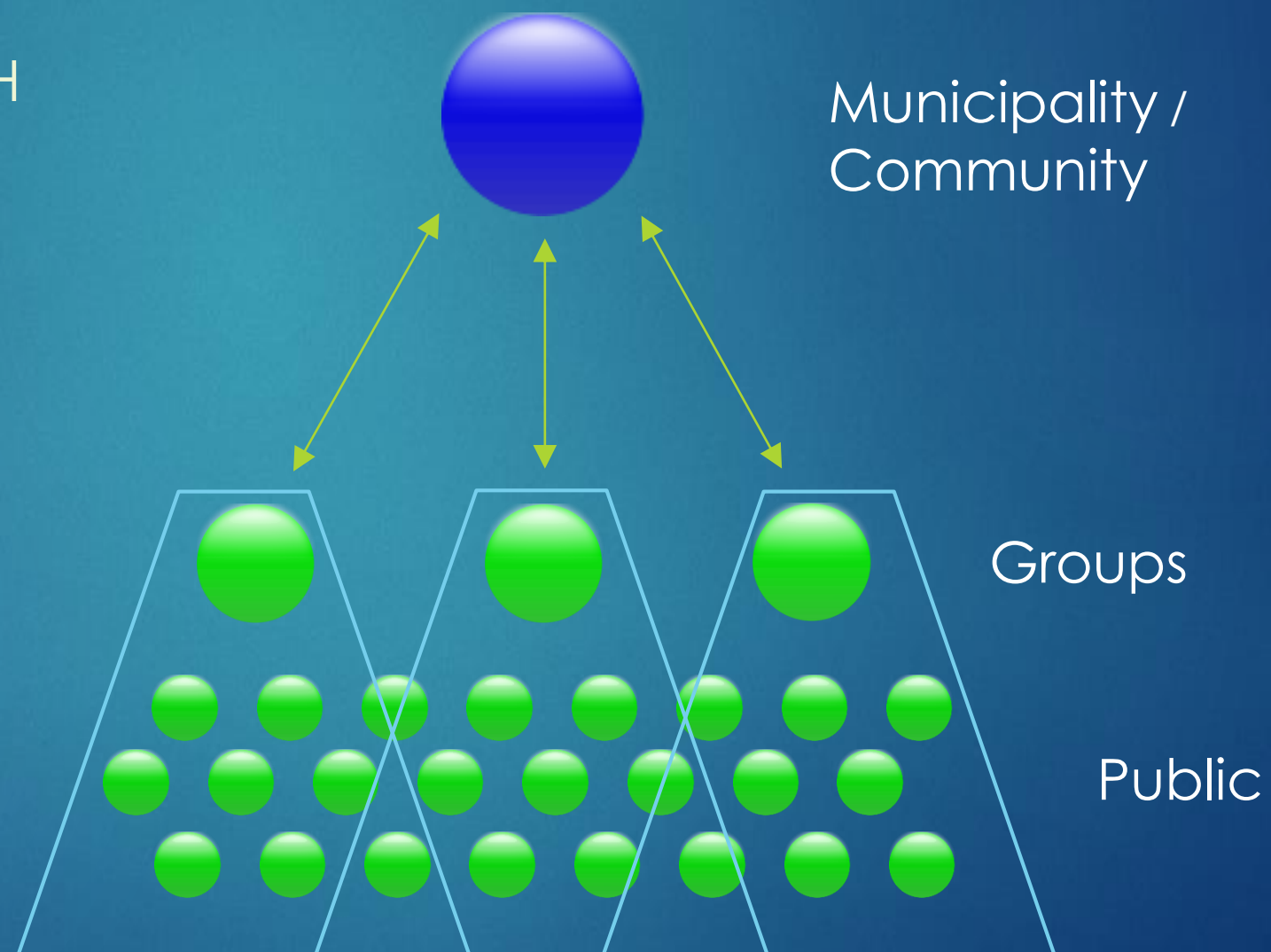
Flow information to the public through sources they trust

2. VISIONING / PLANNING

Engage communities in a vision and a plan for their future. Turn challenges into opportunities.

3. ACTION

Help groups and local leaders develop projects in support of community goals



Why organize?

IMPROVED ACTION ON OUR NATIONAL PRIORITIES

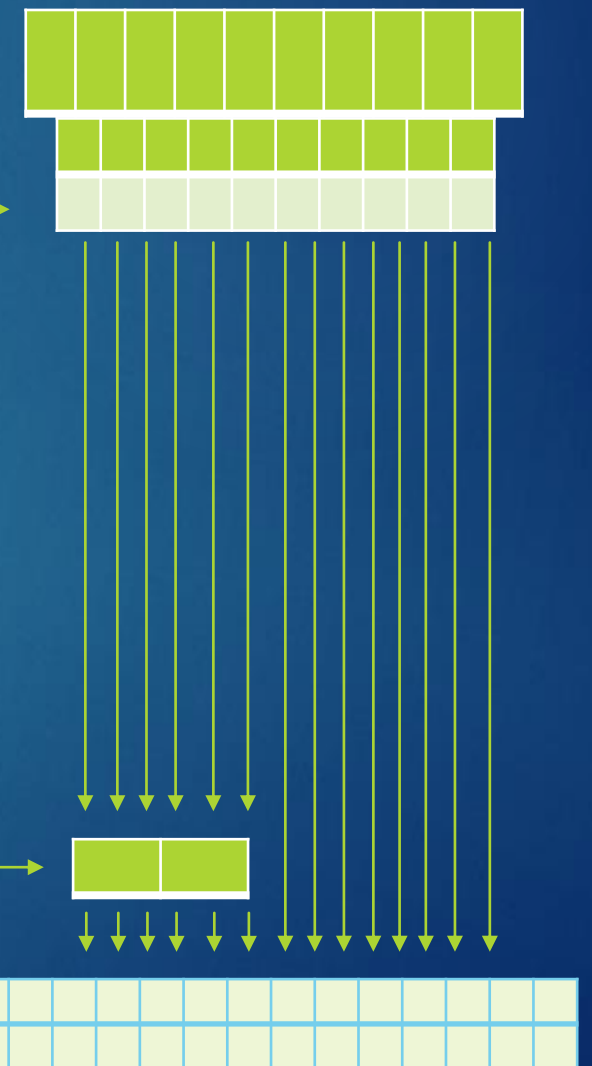
The traditional approach to public outreach and community engagement is linear and inefficient.

Organizations

Programs

Community leads

Public Action

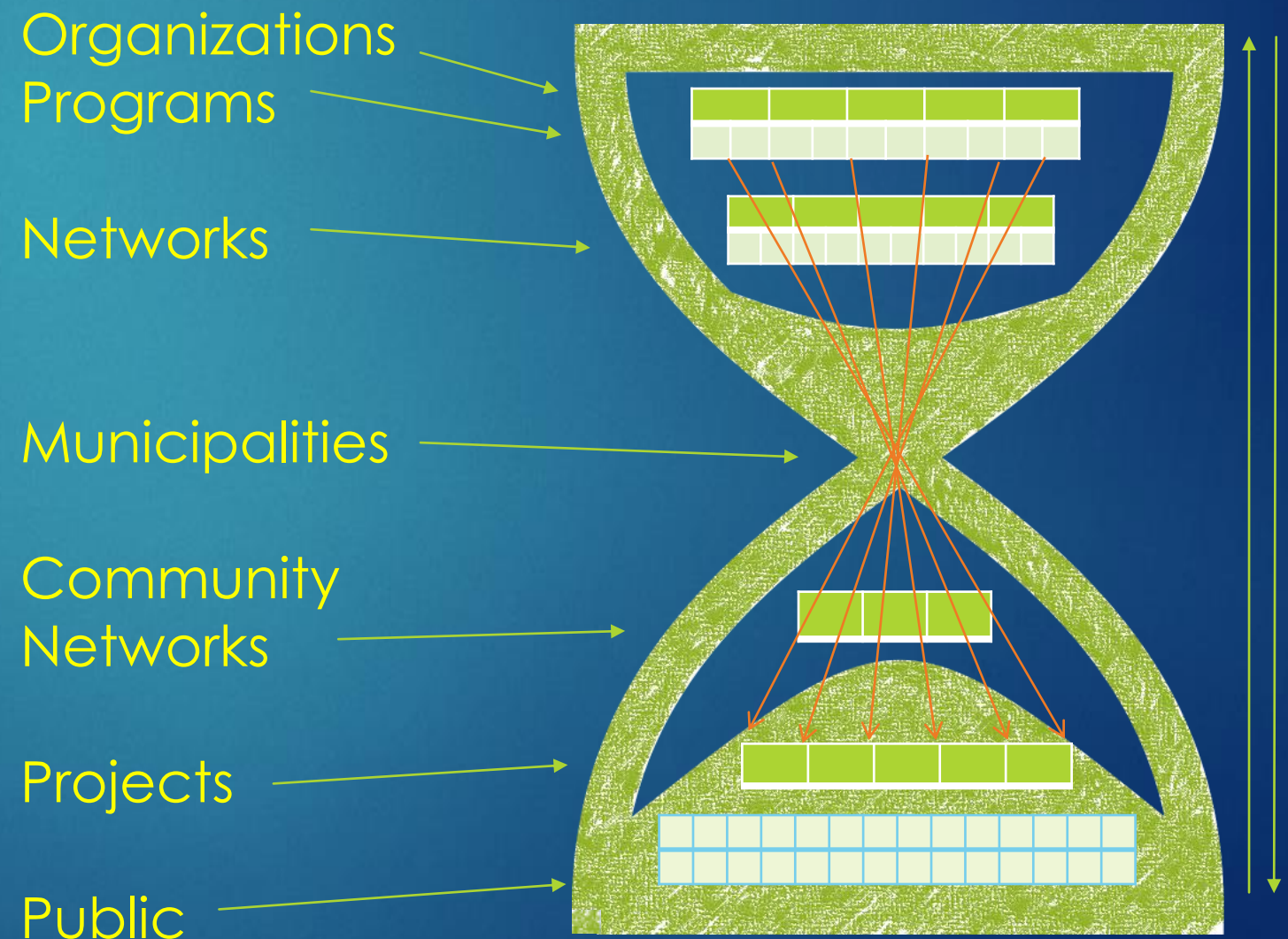


Why organize?

IMPROVED ACTION ON OUR NATIONAL PRIORITIES

- ✓ We can collaborate and co-market programs
- ✓ We can help municipalities organize community networks
- ✓ We can engage groups and volunteers to help promote action.

Collaborative Organizing



Why organize?

REACHING CANADIANS



- ✓ We are over 35 million people
- ✓ Over 80 percent of us live in urban areas
- ✓ There are over 3,600 municipalities across Canada
- ✓ Each community has at least twenty community groups, schools, faith and cultural groups
- ✓ Over 250 municipalities are part of the Partners for Climate Protection program of the Federation of Canadian Municipalities

Defining Community

A COMMUNITY IS PEOPLE CONNECTED BY A COMMON BOND

1. NEIGHBOURHOOD

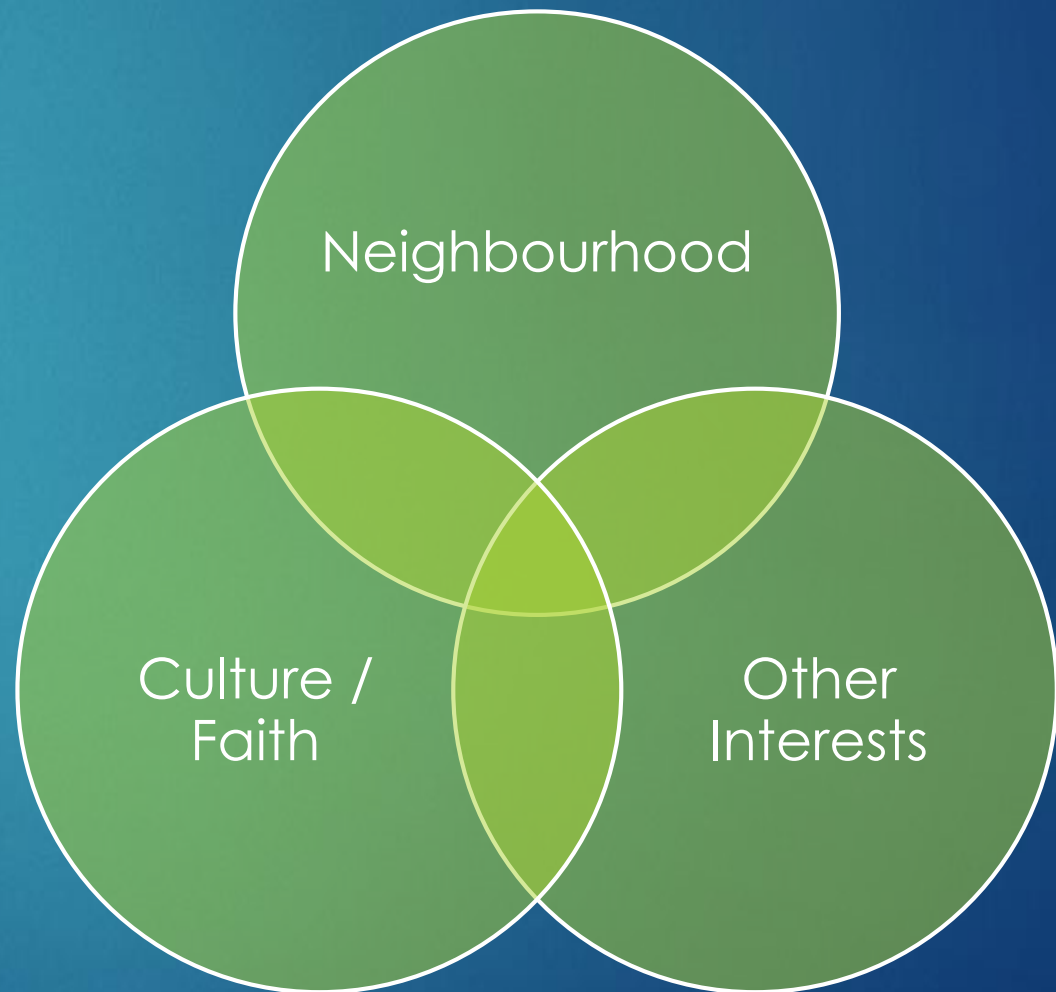
We all want our neighbourhoods to be a great place to live.

2. CULTURE / FAITH

Culture and faith are two major types of communities built on heritage, beliefs, and values.

3. OTHER INTERESTS

Communities of people form around all types of interests



Community action finds common interest between national and community priorities.



Community Action

A CHECKLIST FOR MUNICIPALITIES

What is the potential for community action?

Number of community groups

Number of major groups

Is there a Municipal mandate?

☐

Official Plan

☐

Budget / Staff

☐

Other

Are there existing community initiatives?

☐

Partners for Climate Protection

☐

Transition Town

☐

Green Community

☐

Other:



Community Action

A CHECKLIST FOR MUNICIPALITIES

Seven steps to results

1. Steering Committee
2. Coordinator
3. Community Network
4. Community Consultation
5. ACTION PLAN
6. Campaigns and Projects
7. Celebration and Review

Find common goals
for the community

Empower groups
and people to
act

Celebrate
success



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Find six to a dozen leaders within the community who will kick start the process

Include a cross section of representation from the community

Look for people who can make things happen



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Appoint a coordinator to help guide the process

It can be either municipal staff, a community leader, or a volunteer



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Develop a network of organizations and individuals

Groups to include: ratepayers, health and social services, faith, environmental, arts and culture

Most communities can list up to 40 groups



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Create an asset map of the community

Identify a vision for the community

Identify projects and steps to achieve the vision



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Ways to turn the
community vision
into reality

Include major
projects, new ideas
and community
campaigns

Publish and
promote



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Help find sponsors
and volunteers for
projects

Connect local
groups with
provincial and
national projects
and campaigns

Promote projects
and events



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Host an annual event to celebrate community action

Review the Action Plan and identify new priorities

Prepare for the next year



Community Action

CLIMATE APPLICATIONS

Imagine a network of community leaders, local groups and volunteers;

PLANNING

- ▶ Planning for extreme weather crises
- ▶ Mapping a vision of a low carbon community
- ▶ Drafting a community action plan to support local projects

ACTING

- ▶ Hosting a community green forum
- ▶ Hosting workshops and open houses on conservation and renewable power
- ▶ Promoting safe cycling
- ▶ Starting community gardens
- ▶ Greening parks and schools
- ▶ Running community challenges



Community Action

OUR BEST ADVICE

Community action can be complex, or simple.
Our best advice is to keep it simple.

- Keep your organizing lean
- Seek opportunities, not obstacles
- Focus on helping groups take action.
Find allies.
- Find common ground, where community interests mesh with municipal, provincial and national goals and support programs



Community Action

RESOURCES

In addition to [Canada Conserves](http://www.weconserve.ca), there are many organizations and websites that can help:

Organizing Guides

- Community Action for the Environment
<http://www.weconserve.ca/communityaction>
- The Transition Handbook (via [Amazon](http://www.amazon.com))
<https://www.transitionnetwork.org/books#handbook>

Organizations

- Green Communities Canada
<http://greencommunitiescanada.org/>
- The Natural Step
<http://www.naturalstep.ca/sustainable-communities>
- Ontario Healthy Communities Association
<http://www.ohcc-ccso.ca/>
- The Transition Network
<https://www.transitionnetwork.org/>



The logo features a green maple leaf above the words "Canada Conserves" in a green sans-serif font. A thick, curved green arrow starts below the text and points upwards and to the right.

Community Action

WE CAN HELP...

FOR MORE INFORMATION, CONTACT:



www.canadaconserves.ca/contact