

National Lottery Climate Action Fund and WWF-UK: 'Mobilising Community Climate Action' project

Commissioned by: WWF UK, Living Planet Centre, Brewery Road, Woking, GU21 4LL

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Output: An 'Implementation Partner' to help deliver the project at a local level.

1. Consultant Need

Throughout 2021, WWF-UK – in collaboration with the National Lottery Climate Action Fund [NLCAF] – will be working to engage and support new and diverse audiences in 5 key cities across the UK – Birmingham, Cardiff, Glasgow, Manchester and Sheffield. In the lead up to COP26 in Glasgow at the end of 2021 [and beyond], it is critical that we engage, spark interest in and support a new and diverse range of audiences in these areas if we are to effectively transition to a green economy.

For this project to be a success, we need to be present in these cities to effectively engage not only the target audiences* but also local community groups, campaigners/movement builders and local institutions. With support from the Project Manager and Community Movement Building Lead at WWF-UK, we require one external 'Implementation Partner' [5 in total] each in **Birmingham / Cardiff / Glasgow / Sheffield** to:

- a) help map and navigate the local landscape to helping to identify where our target audiences* are and how best to engage them.
- b) recruit and support 'community leaders' in hosting / facilitating DA film screenings and discussion.
- c) help organise events [physical and virtual] and deliver workshops and training sessions.
- d) signpost NLCAF small grant funding to relevant audiences who want to take individual / group actions and help allocate funding to successful applicants.
- e) feedback to the Project Manager and Community Movement Building Lead [e.g. barriers, relevant audience insight and project delivery etc.]
- f) engage and support key audiences through the sharing of knowledge, tools and know-how [utilising the project assets] to make impactful lifestyle behavioural changes and individual / group actions.
- g) engage and collaborate with local artists and influencers in joining discussions and events.
- h) follow delivery guidelines to ensure all communications with external stakeholders reference both WWF-UKs and NLCAFs collaboration to make this project a reality

* - "diverse audiences who have been less engaged in climate action to date, or that we have been less engaged with as an organisation". We are currently in the Audience Research and Insights stage of the project to better identify who our 'target audience' is [location, hobbies, values, knowledge of environment / climate etc.]. We are speaking to audience research institutions and local groups to support this process.

2. 'Implementation Partner' Objectives

1. With support from the Project Manager and Community Movement Building Lead, lead on recruiting and supporting at least 50 local community leaders [50 per city] from diverse backgrounds [utilising innovative technologies where appropriate] to hold digital and physical community screenings of the 'David Attenborough: A life on Our planet' film in their local communities, kickstarting at least 60% to take locally appropriate community actions on climate change over the next 8 months.
2. Throughout the project period, track and share relevant insights with WWF-UK, including [but not limited to] the barriers to community engagement and the solutions to overcome them.

3. Project Background

Communities are more powerful than they know. They can rapidly effect behavioural change, they have strength in diversity and politicians depend on their support. We are seeing this reality daily as communities pull together to tackle the global COVID-19 pandemic. We have a role to play in helping communities galvanise the power they have, so they can use their voice to take action to address the climate and nature emergency.

This project will utilise the [David Attenborough 'Life on Our Planet' Netflix / WWF documentary](#) to inspire and recruit hundreds of people across the UK - engaging, equipping and supporting them to come together and transform our relationship with our planet, from the ground up. Our specific focus is on reaching new and diverse communities - particularly those who have been less engaged in climate action to date, or that we have been less engaged with as an organisation; helping to engage and connect a broader movement of people who are taking locally relevant climate action.

The project will recruit and support 250 community leaders across 5 cities [50 per city] to bring others from their community together both virtually and physically to view and discuss the 'A Life on Our Planet' film – becoming the coffee mornings or book clubs of the mobilisation world. The attendees of these sessions will leave knowing what actions they can take together, and in their personal lives, as well as how they can influence decisions being made at their local or national level that impact on climate and nature.

This project is in collaboration with and is funded by the National Lottery Climate Action Fund [NLCAF]. As such, there will also be small grants available [max. £500] from the NLCAF for individuals and groups looking to take individual / group actions to address the nature and climate emergency.

4. Overall Project Objectives

1. Recruit and support at least 250 local community leaders [50 per city] from diverse backgrounds to hold *digital* community screenings of the film 'David Attenborough: A life on Our planet' in their local communities, kickstarting at least 60% to take locally appropriate community actions on climate change over the next 9 months.
2. Utilise innovative platforms and outlets to help bring communities together during the COVID-19 pandemic to address the climate emergency - providing diverse audiences with resources needed, online training sessions, workshops and support, to drive local engagement and action.
3. Implement a reporting framework to measure and report on actions taken - track, learn and share the barriers to community engagement and the solutions to overcoming those barriers. Measure behaviour change and climate actions taken by communities and share widely on our own platforms to help build a bigger movement around the UK.

5. Project Outputs

Phase one

- Digital workshops and webinars to engage 'community leaders' / hosts and other relevant stakeholders
- Guidance on impactful behavioural changes and individual actions
- Information and guidance on NLCAF small grants
- DA film screenings [digital and physical]
- 'Coffee mornings' discussions on key environmental issues and solutions
- Small grant funding [max. £500] of individual / group actions

Phase two

- Storytelling
- Case studies of how grants have been used and the impact they have achieved
- Audience insights and research deck [for NLCAF]

6. Budget, funding and payment terms

The available budget for this work is a maximum of £6,500 (incl. VAT) with a further £6,000 [per city] to be used for small grant funding for individual / group action projects.

7. Project timeline and application requirements

Date for project to start: early June 2021

Date for project to end: December 2021

Bid for the work should include:

- Which City/Cities you are located in
- Date you would be available to start
- Availability [days per week]
- CV
- Relevant experience [and case studies of similar previous work if applicable]
- Examples of how audience engagement will be carried out
- A precise budget broken down by key tasks, including consultant daily rates

Proposals will be assessed according to the following criteria:

- Fit to brief [experience in the responsibilities listed]
- Existing expertise of community engagement and movement building
- Knowledge of and experience in local landscape – community groups, engaged / unengaged audiences, barriers, solutions

Please email proposals to procurement@wwf.org.uk / dsd Davies@wwf.org.uk