# 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

**Project manager:** Samuel Davies - dsdavies@wwf.org.uk

**Alternative contact:** Amelia Temple - atemple@wwf.org.uk

**Output:** An ‘Implementation Partner’ to help deliver the project at a local level.

# 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 take action to address the climate and nature emergency.

Throughout 2021 and into 2022, 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/regions across the UK – Birmingham, Cardiff/Wales, Glasgow, Manchester and Sheffield. This project will utilise the David Attenborough ‘Life on Our Planet’ (DALOOP) 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 more 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.

This project has two primary aims. First, to recruit and support 250 community leaders across 5 cities/regions (50 per city) to bring others from their community together both virtually and physically to view and discuss the DALOOP 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, that impact on climate and nature. And secondly, to support groups looking to take local climate action to address the nature and climate emergency by offering small grants (max. £500) towards the costs of equipment hiring, transport, volunteer costs etc.

# Consultant Need

In the wake of COP26 in Glasgow it is critical that we continue to engage and support a diverse range of audiences if we are to effectively transition to a green economy. For this project to be a success, we need to not only engage target audiences but also lever audiences, such as local community groups, campaigners/movement builders and local institutions. To do this, so far we have recruited on the ground ‘Implementation Partners’ in Manchester, Glasgow and Wales to deliver this project in the cities/regions they know best.

Using their existing expertise and experience in navigating their local landscape and engaging diverse audiences, we now require two more ‘Implementation Partners’ – one in **Birmingham** and one in **Sheffield** to:

1. utilising DALOOP film screenings and discussions, engage and empower key audiences by equipping them with the tools and know-how to make impactful lifestyle behavioural changes and individual / group actions (assets and info packs will be provided)
2. collaborate with local artists and influencers in joining discussions and events and supporting them in advocating for behavioural change and individual / group actions
3. signpost NLCAF small grant funding to relevant audiences and provide application support where necessary to qualifying individual / group actions
4. report back to the Community Movement Building Lead regarding progress on Objectives and KPIs – as well as any barriers, risks and relevant audience insights etc.
5. follow delivery guidelines to ensure all communications with external stakeholders reference both WWF-UKs and NLCAFs collaboration to make this project a reality

‘Implementation Partner’ Objectives

1. Lead on recruiting and supporting at least 50 local community leader/screening hosts (50 per city/region) from diverse backgrounds to hold 50 digital and/or physical community screenings of the DALOOP filmin their local communities. Following or as part of the DALOOP screenings, deliver / support workshops on climate action and behavioural change, inspiring groups and helping them identify the local climate action they want to do in their community.
2. Signpost the £500 (maximum) small-grant funding available through this project to help kickstart at least 60% of screening attendees to take locally appropriate community actions on climate change over the next 5 months.

* There is a maximum of £6,000 small-grant funding available per city. With a maximum of £500 per group for local climate action, we expect a minimum of 12 projects per city.

1. Throughout the project period, track and report back on relevant insights with WWF-UK, including delivery against KPIs, risks, barriers to community engagement and the solutions to overcome them.

# 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
* Collate learnings from the project in an audience insights, engagement and research deck for NLCAF

# Budget, funding and payment terms

The available budget for each Implementation Partner is a maximum of £9,500 to deliver the work (outlined in this ToR) with a further £6,000 to be used for small grant funding for individual / group action projects.

# Project timeline and application requirements

Date for project to start: Late January 2022

Date for project to end: April-June 2022 (TBC)

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**](mailto:procurement@wwf.org.uk) **/** [**dsdavies@wwf.org.uk**](mailto:dsdavies@wwf.org.uk)