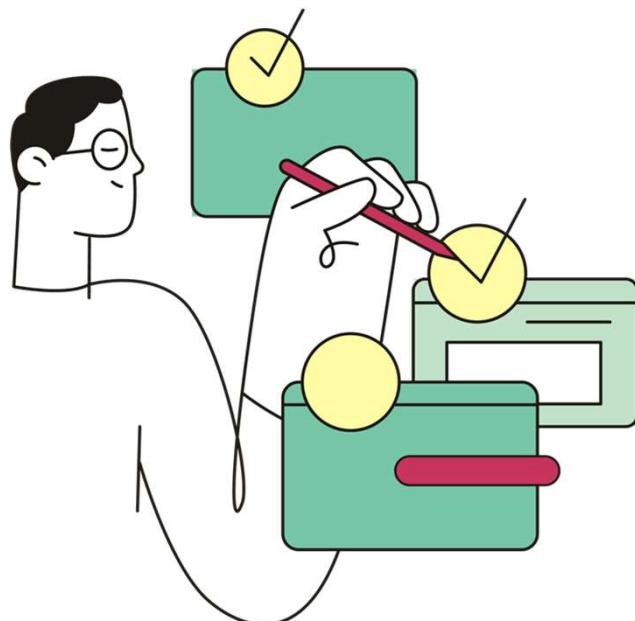


Hi there! We are



Design challenge



The people we are helping

VCAA members
Community led climate action projects
Wider VCSE sector in NE

We are trying to help them to

Create connections between existing environmental VCSE organisations and the wider VCSE sector to create a movement of climate action activity within the North East VCSE sector

What exists

Orgs working on this problem

Community Action Groups Oxfordshire

Green Durham

Welsh Government: Third Sector: Business case for action on climate change

3VA – Lewes District Climate Action Forum

What's been produced

<https://cagoxfordshire.org.uk/oxfordshire-groups/>

<https://greendurham.org.uk/>

<https://gov.wales/sites/default/files/publications/2019-04/preparing-business-cases-for-action-on-climate-change-third-sector.pdf>

<https://3va.org.uk/new-climate-action-forum-for-lewes-district/>



What exists

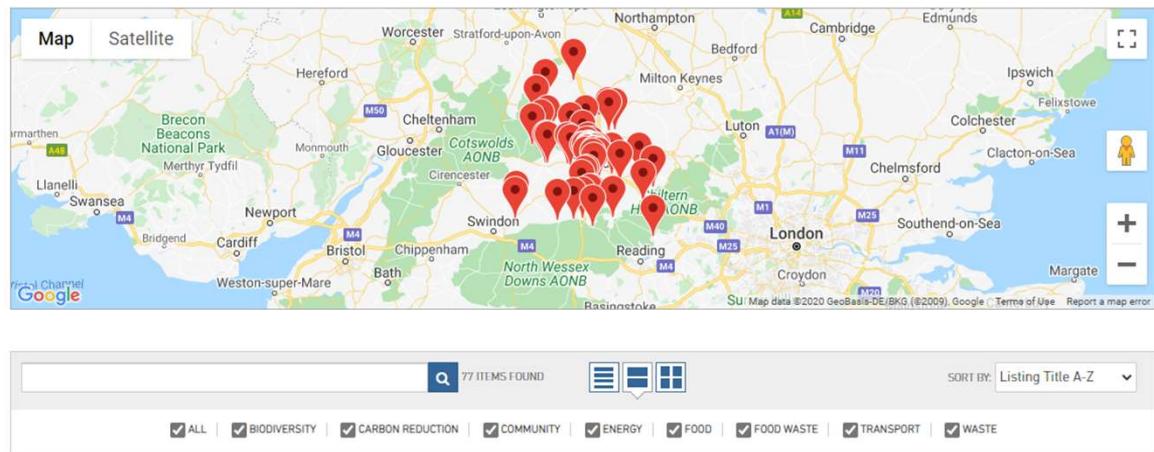
Why this is interesting

Promoting organisations & activities

Searchable by theme/ activity/ focus



About Events Groups Current Projects Resources News Contact



21st Century Thame Environmental Group

Directory: Oxfordshire Located: THAME, UNITED KINGDOM
21st Century Thame is a Town Partnership set up to facilitate projects which enhance the town for residents, businesses and visitors alike. Our aim and vision is to enhance the historic market town of Thame by protecting its past and promoting its future as a vibrant ...



Abingdon Carbon Cutters

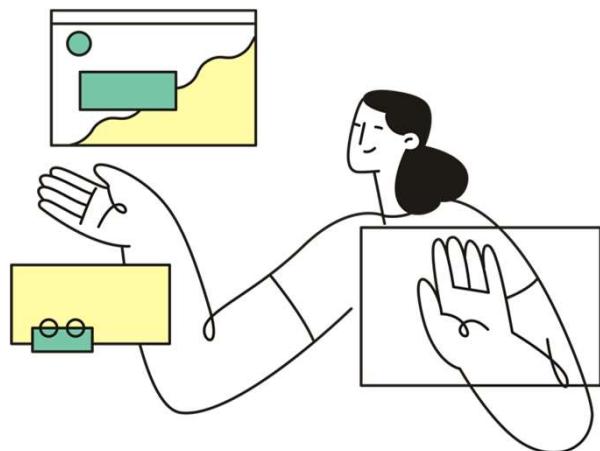
Directory: Oxfordshire Located: ABINGDON, UNITED KINGDOM
We have been a Community Action Group since 2008, working in and around Abingdon to help reduce the carbon footprint of Abingdon in response to climate change, promote a sustainable and resilient lifestyle for our town as fossil fuel stocks decline, and promote Abingdon as ...



Abingdon Community Fridge

Directory: Oxfordshire Located: ABINGDON, UNITED KINGDOM
Abingdon Community Fridge facilitates the sharing of surplus food locally and raises awareness of food waste issues and what action individuals can take to reduce waste. This is achieved through the redistribution of surplus food donated from supermarkets, food businesses and local people to ensure free ...

User research Goals



Research goals

How could a digital solution help VCAA members with our agreed next phase of work?

- Messaging – who are we, what are we trying to achieve and why?
- Membership/ getting our own house in order – how can we lead the way and then ask others to join us
- Engaging the VCSE – how do we build a community and discover more about what they want and need

Things people said in research

The 5 most interesting things that people said were...

'Need to use particular platforms (different social media etc), for particular messages with particular content formats for different levels of engagement with different audiences.'

'Start at end of the process – need to think about how we will maintain, use and get value out of it. Also ensure we'll avoid a GDPR nightmare. Concern here is that we don't maintain what we've got at the moment. We want buy in – but we're not selling things. Most tech is ultimately about sales which provides route to income. Need a clear mechanism from outset – a business model about what it will do and how it will do it.'

'Use COM-B model – need Capability, Opportunity, Motivation to bring about Behaviour change.'

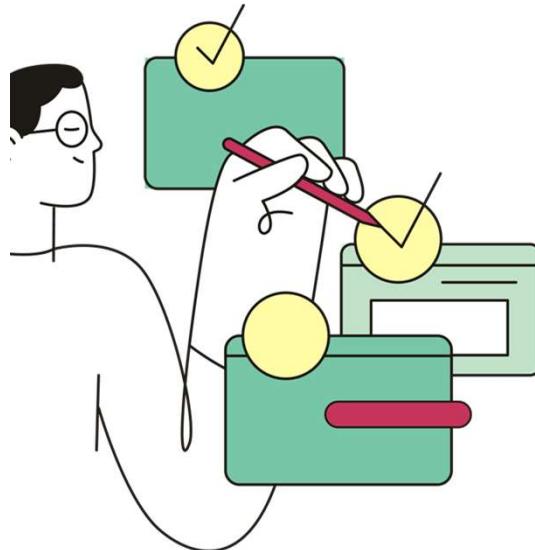
'can argue that should focus on high carbon emitters'; 'need to focus on those communities that will be first affected by climate change'

Keep it simple. Don't over complicate – especially when going beyond ourselves. Make it easy to engage with. Climate change is a massive issue to consider so we need to break it down. people in the sector are concerned about organisational future, learning new tech, reworking H&S/risk assessments, and if possible delivering. So must be easy to engage in content and process.



The biggest challenges

The 3 biggest challenges facing users are



Beyond the usual; resources, capacity, time etc; competing demands, survival etc

1. Building credibility as a trusted source in complex, fast changing marketplace of ideas
2. Lots to be decided before we can start eg if have membership, if so what does it mean? - and we have been at it a while
3. Need for diversity and simplicity
4. Need to enable dialogue (in fact multilogue, if that's a word)
5. Digital divide remains – in one poor community in region 80% have access to internet but only 25% >65 yrs have hardware (smart phone, computer) to get onto internet.
6. Developing strategic approaches in time of chronic uncertainty – covid so far, but we ain't seen nothing yet
7. Bravery; transmuting fear/inertia into determination to bring about change

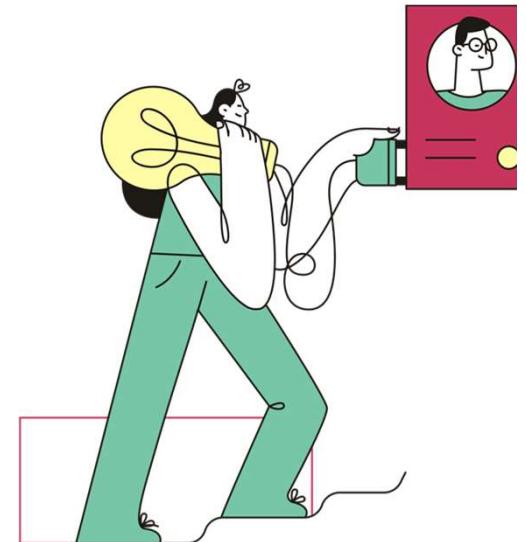
The most exciting opportunities

The 3 most exciting opportunities are...

Environmental orgs want to work with mainstream VCSE orgs to reach new audiences/ create more impact, mainstream VCSE organisations want to do more around climate action/ sustainability

Creating connections, sharing knowledge, expertise and tools, having conversations and learning more about what is needed is all possible as we continue to work remotely/ digitally.

Start by starting – we need a phased approach and opportunities to learn as we build. We are at the very start of our journey as an alliance, let alone our digital journey. Opportunity to embed digital tools and working from the start



Define the user you're designing for



North East VCSE
organisation

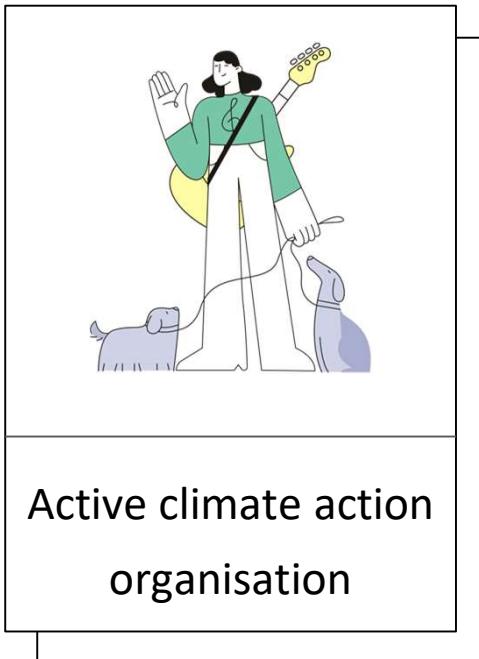
Goals & motivations

Want to do more to address climate emergency and ecological breakdown – I know this matters but it isn't part of my core mission, and I'm not sure where to start.

Key needs

- Find resources, relationships and information to enable me to take action
- Aligns with my current interests/priorities and levels of knowledge
- Feel part of a community working together towards a common goal – sharing, learning and supporting each other

Define the user you're designing for



Active climate action
organisation

Goals & motivations

Want to promote what we are already doing and encourage others to join us or learn from us
Engage with a broader range of people & communities
Be part of a wider movement/ community to create more impact and influence others to do more

Key needs

- Promote what we do, share our knowledge & experience with others
- meet and share with others; peer learning, delivery opportunities.
- enhance my expertise

Define the user you're designing for



Goals & motivations

To create a VCSE movement/ community to tackle climate emergency & ecological breakdown

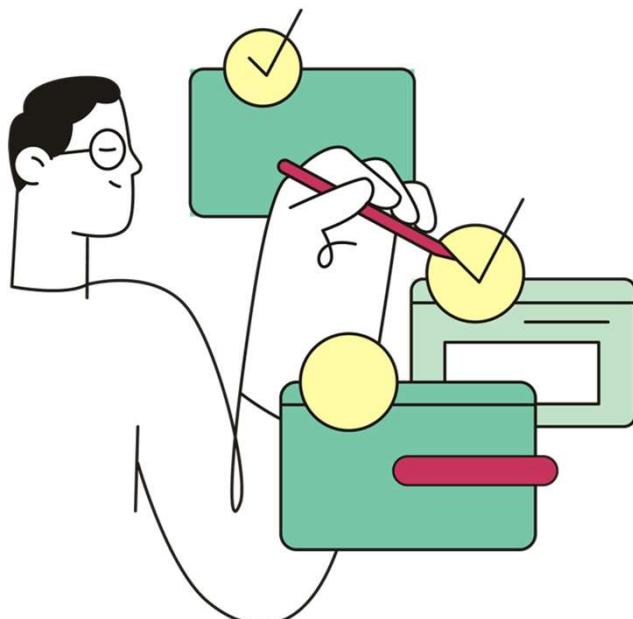
We believe VCSE orgs have a clear role to play as climate change is likely to impact more on the most disadvantaged in our communities

We want to lead and support others to do more, using our experience & skills

Key needs

- To promote the VCAA, our role in it and what we want to achieve
- To understand more about the needs of VCSE organisations wanting to do more so we can develop the tools/ resources to help them
- To lead by example through internal audits and action plans and then share learning/ support others

Create: Generate ideas



How might we...

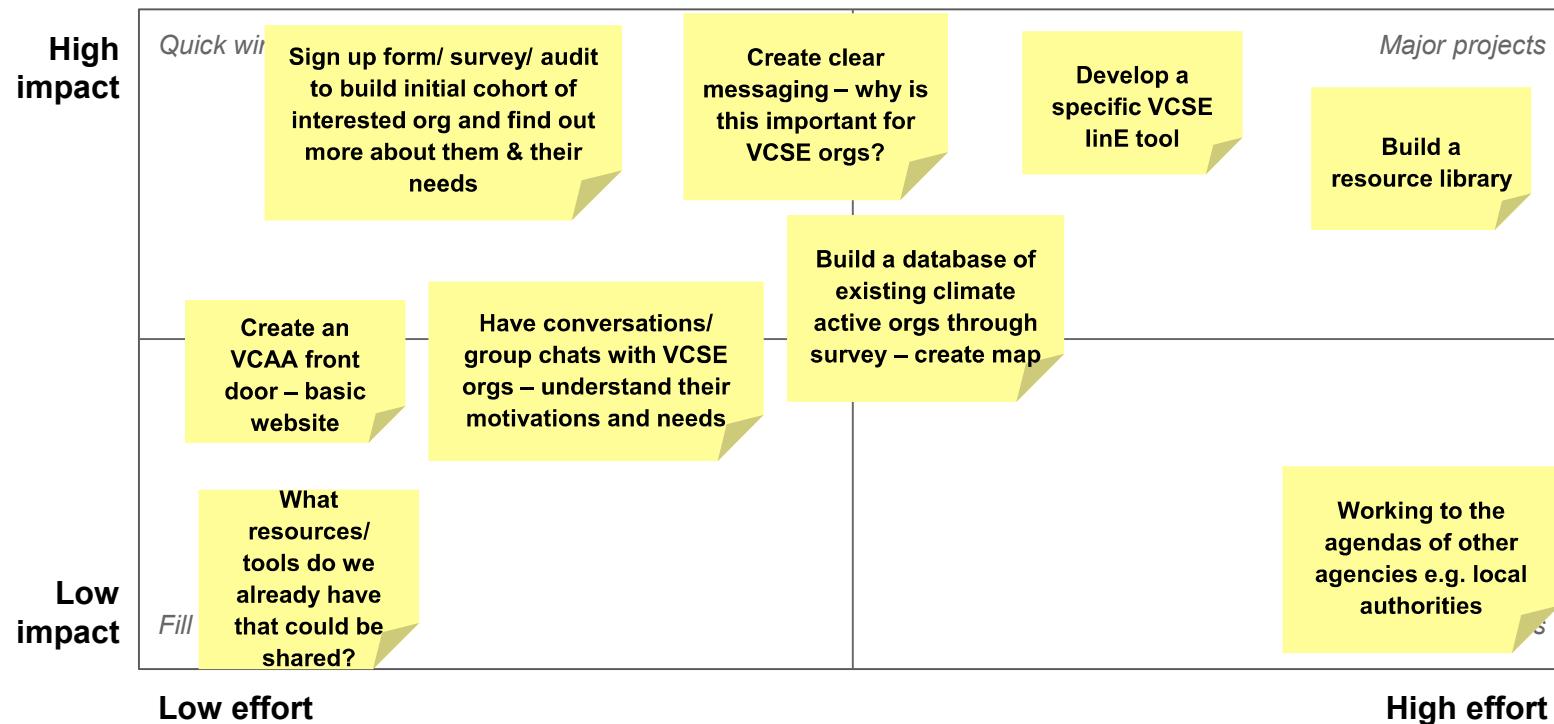
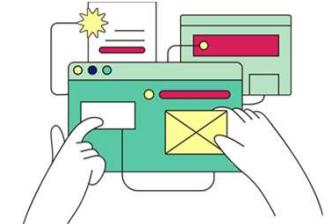
Start to build a community of climate action organisations and mainstream VCSE orgs under a common goal

Learn more about the needs/ tools/ resources required to support VCSE organisations to do more

Learn more about who's already active in this space, who could support others, who have resources, tools etc to share?

Explore/create a benchmarking/ action planning tool with VCAA members can use first and then support others to do so?

Mapping ideas



Inspiration

<https://renewwales.org.uk/>

Why this inspires

Clear messaging

Call to action

Promotes actions/
work they have
done

Call: 029 2019 0260 email@example.com [f](#) [t](#) [a](#) Cymraeg



[Home](#) [About us](#) [Community Groups](#) [What's on](#) [Contact us](#)



Who are Renew Wales

Renew Wales are made up of Mentors and Coordinators that work with projects throughout Wales...

How does it work ?

We put communities in touch with Peer Mentors who are willing to share their knowledge and experience...

Why take action?

The science is clear. Climate change is real. It is happening now. Climate change requires immediate...

Inspiration

<https://www.citizenlab.co/platform-online-engagement-toolbox>



Why this inspires

Digital engagement tools, guides & advice

What can we learn from their experience?



Involve residents in your action plans to tackle climate change

The United Kingdom has pledged to reach net zero carbon emissions by 2050. What if community engagement could help solve the climate change challenge?

CitizenLab is here to help you tap into collective intelligence and consult residents to shape better, fairer climate policies.

Inspiration

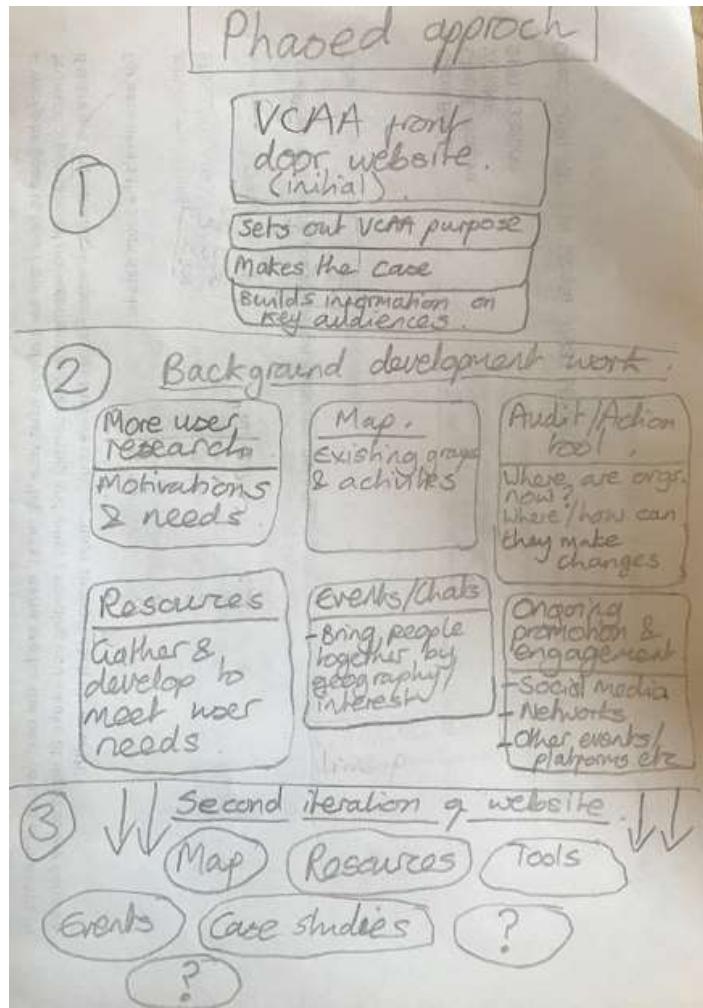
<https://protectourwinters.uk/>

Why this inspires

Clear focus on audience & what motivates them

Clear pathway of action

The screenshot shows the homepage of the Protect Our Winters UK website. At the top, there's a navigation bar with links for 'TAKE ACTION', 'DONATE', 'BLOG', and a menu icon. The main heading is '#WINTERNEEDSUS' with a subtext: 'We inspire and equip UK based outdoor communities to take positive action to address the climate crisis and to accelerate the transition to a carbon neutral society.' Below this is a 'JOIN US' button. The central section is titled 'WHAT WE DO' with the subtitle 'ACCELERATING THE TRANSITION TO A CARBON NEUTRAL SOCIETY.' It features four main categories: 'YOU' (green diamond), 'OTHERS' (blue diamond), 'COMPANIES' (red diamond), and 'MONEY' (black diamond). Each category has a brief description and a call-to-action button below it: 'GET #WINTERWISE', 'INFLUENCE OTHERS', 'BECOME SUSTAINABLE', and 'INVEST RESPONSIBLY'. The bottom section features a stylized illustration of a snow-covered mountain with winding paths and a gondola lift. It includes several text boxes corresponding to the four categories, such as 'A smooth confidence builder, filled with a range of actions you can take in your own life. Take a few laps, warm the legs up and start to feel great about the positive action you're taking.' and 'The mountain's always more fun with friends! Now that you're stoked on the green, tell your buddies. And don't stop there! Let us support you to spread the word further.'

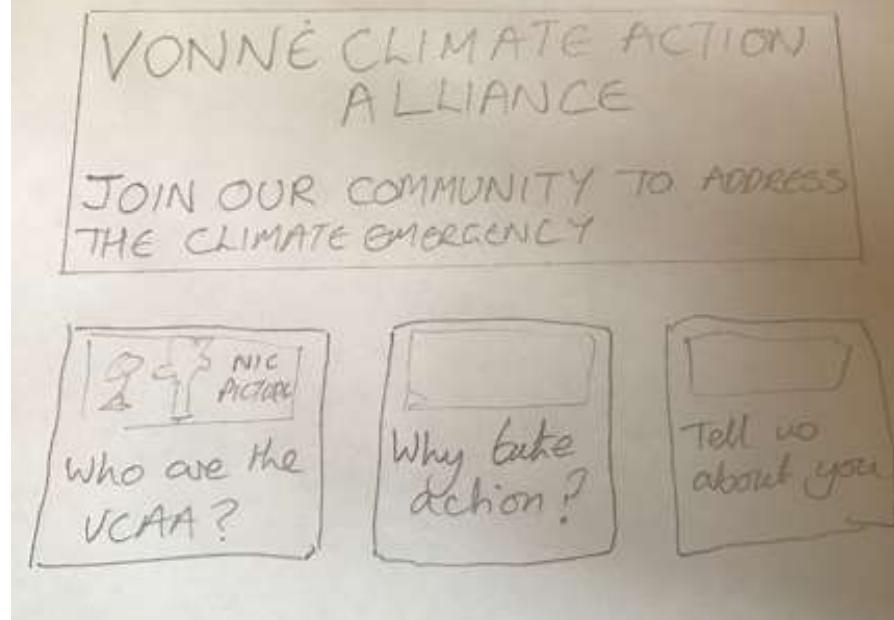


Sketches

A three phase approach –

- 1) Start by starting- get out there- make the case- engage organisations and discover more about them
- 2) Use contacts and information from phase 1 to build resources, tools, maps, further user research, events/ meetings etc to inform next phase of development and ideas
- 3) Work with first cohort to design and develop components and next stages of activities – online and beyond.....

Sketches



Describe your sketch

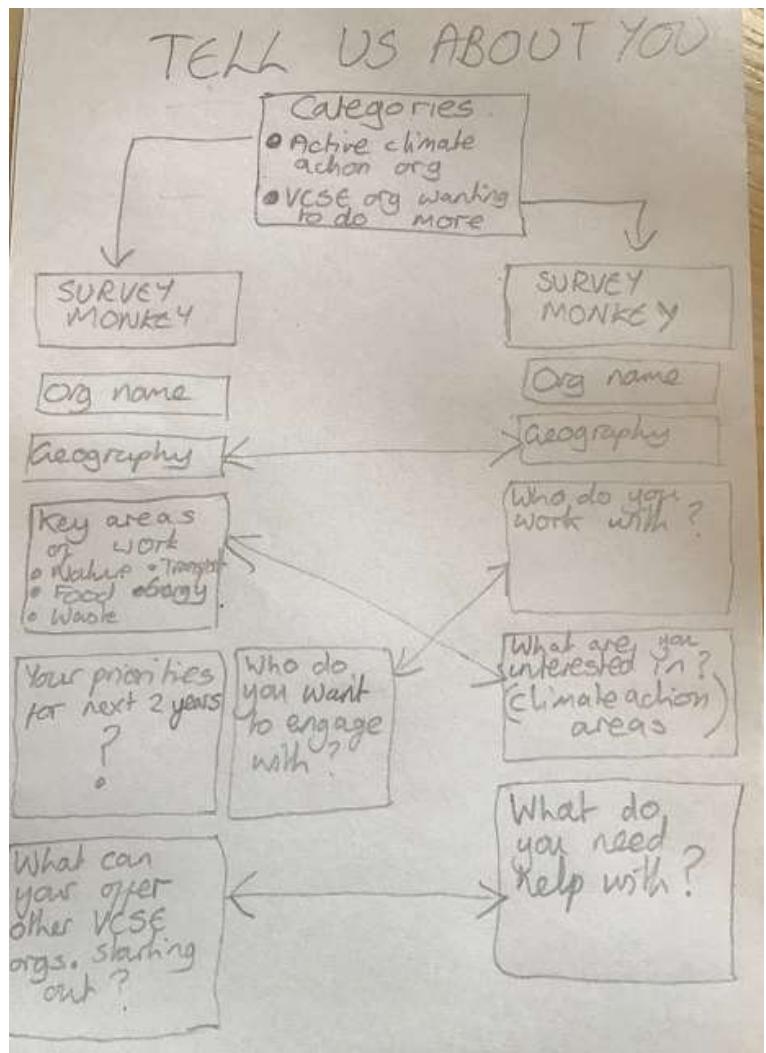
Basic front door website
Engaging, simple, visual

Sets out who VCAA is, where we are at and what we want to achieve

Is clear that we are at the start of our journey – we wish to engage and learn and build a community

Makes the case for VCSE orgs to take action

Requests engagement/ information from target audience



Sketches

Describe your sketch

Two survey monkey questionnaires- two categories of organisations

Identify opportunities to link and connect

Gather information on their priorities & needs to develop work of VCAA

Would also need to gather contact details/ GDPR consents etc.

Builds an initial cohort of users for further engagement/ research
– build case studies, gather existing resources, promote events and activities

Review reusable tools

Webflow

<https://webflow.com/>

**Why this tool could work
for us**

Could we use an Webflow
to create a simple,
impactful website.

Create guidance/ resources/
case studies sections

The screenshot shows the homepage of the Refugee Good Practice website. At the top, there is a navigation bar with links for Home, Guidance, Resources, and Data Hub. The main header reads "WELCOME" and "Advice and guidance for refugee and asylum organisations". Below the header is a search bar with a placeholder "Search..." and a green "Search →" button. The page features six cards arranged in a grid, each with a small image and a title. The cards are: "Wellbeing" (Supporting your clients wellbeing remotely and in-person), "Destitution Payments" (New ways of getting funds to people remotely and safely), "Digital Inclusion" (Helping people access technology and digital), "Returning to face-to-face" (Service coordination is crucial in providing better outcomes for clients), "Service Coordination" (Service coordination is crucial in providing better outcomes for clients), and "Prioritising clients and services".

<https://www.ragp.org.uk/>

Review reusable tools

Airtable

<https://try.airtable.com/>

**Why this tool could work
for us**

Could we use an Airtable to store data gathered via survey monkey (or other online form) and then use to create content e.g. maps/ directory?

The screenshot shows a grid of 10 cards in an Airtable database, each representing a different location or organization related to refugees and asylum seekers in the UK. The cards are arranged in two rows of five. Each card includes a small map of the UK with the specific location highlighted in green, followed by the location name in bold capital letters.

Region	Location	Description	Manager
LEEDS	Leeds	Help in Leeds	LASSN
SHEFFIELD	Sheffield	Sheffield Asylum Journey	City of Sanctuary - Sheffield
LIVERPOOL	Liverpool	Liverpool Directory	Refugee Action
BIRMINGHAM	Birmingham	Birmingham Asylum Refuge...	Birmingham City Council
BRISTOL	Bristol	Bristol Organisations	Bristol City of Sanctuary
UK WIDE			
CARDIFF			
UK WIDE			
UK WIDE			
YORKSHIRE			

Review reusable tools

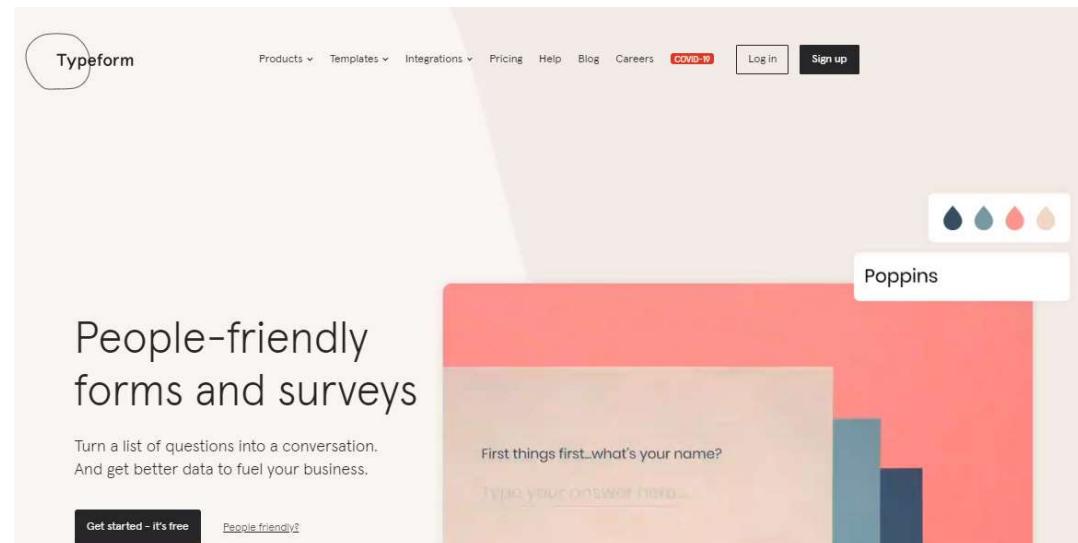
Survey Monkey

<https://www.surveymonkey.co.uk/>

Typeform <https://www.typeform.com/>

**Why this tool could work
for us**

Online forms/
surveys to gather
information about
our users, build
our community/
contact database?

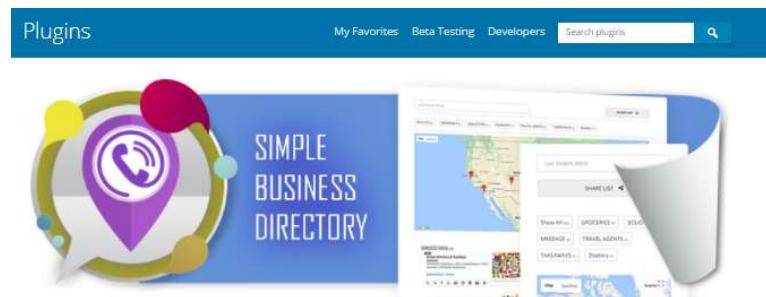


Review reusable tools

Wordpress map/
directory plug in

**Why this tool could work
for us**

Could we use a
simple plug in to
create a directory/
map of existing
environmental
orgs and projects?



The screenshot shows the WordPress Plugins page with the search bar set to "Search plugins". The "Simple Business Directory" plugin by QuantumCloud is displayed. It features a large icon with a phone receiver and location pin, followed by the text "SIMPLE BUSINESS DIRECTORY". Below the icon is a preview image of a map and a user interface. A "Download" button is visible on the right.

Simple Business Directory with Google Maps
By QuantumCloud

Details Reviews Installation Support Development

Description

THE BEST BUSINESS DIRECTORY PLUGIN

Simple Business Directory is a Multi-Purpose & Versatile Listing Directory WordPress plugin. Suitable for Single Page Business Directory Listing with Google Maps, Radius Search [pro feature], Store Locator, Staff Directory, Employee Directory, Vendors Directory, Restaurant Directory, Company Directory, Local Directory, Contact Manager, Store Finder, Address Book for Intranet etc.

Simple Business Directory uses Google Map which is completely free for 99% use cases. Once you add a billing account they will give you 200\$ of free credit every month – recurring which is usually more than sufficient for most websites.

Also supports displaying only Google Map with Markers without

Version:	5.6.1
Last updated:	2 months ago
Active installations:	500+
WordPress Version:	4.6 or higher
Tested up to:	5.5.1
PHP Version:	5.6 or higher

Tags: business directory, company directory, directory, staff directory, store locator

[Advanced View](#)

Review reusable tools

Meet Up

<https://www.meetup.com>

/
**Why this tool could work
for us**

Could we use
Meet Up to create
a community and
organise online
discussions and
events?



Edinburgh Sustainable Meetup

Edinburgh, United Kingdom · 1,396 members · Public group · Organized by Jean-Matthieu and 7 others

Share [Facebook](#) [Twitter](#) [Link](#)

[Join this group](#) [...](#)

[About Meetup](#) [Events](#) [Members](#) [Photos](#) [Discussions](#) [More](#)

What we're about

This is a group for anyone interested in meeting new like minded people, sharing and implementing new ideas, self-educating and finding ways to create a more sustainable future. We organise film screenings, discussion groups, workshops, community gardening sessions, upcycling workshops and whatever else the members are up to! We have also started the Permaculture Community Classroom (PCC), held every two weeks at Edinburgh and Lothians Regional Equality Council (ELREC). The PCC is a project of participatory education meaning that the attendees decide what they want to... [Read more](#)

Upcoming events (5) [See all](#)

SAT, 24 OCT, 9:30 AM GMT+1
Driving efficiency Training (free) - Save up to 15% in fuel use
[Morrisons Car Park](#) 
Take part in this free 45min 1to1 driving efficiency training with a driving instructor & learn everything you need to know to SAVE 15% FUEL. Take part in this free 45min 1to1 driving efficiency training with a driving instructor & learn everything you...

Organisers
 [Jean-Matthieu and 7 others](#) [Message](#)

Members (1,396) [See all](#)



Review reusable tools

Trello

<https://trello.com/>

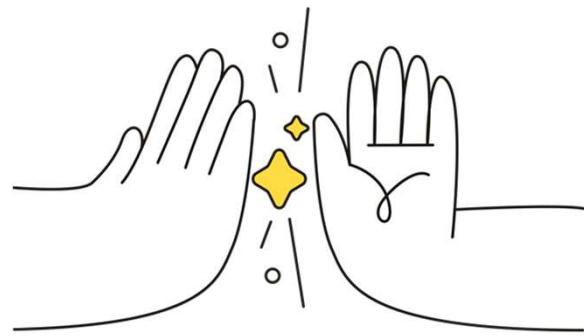
**Why this tool could work
for us**

To organise our
work, required
actions across
VCAA partners

The screenshot shows a Trello board titled "SIDE Discovery for Charities". The board has five columns representing different phases:

- PREP & LINKS**: Contains items like "General templates", "Workshops & slides", and "Prioritise the problem to work on".
- PLANNING**: Contains items like "Frame your design challenge", "Understand what exists", and "Plan user research".
- RESEARCH**: Contains items like "Conduct user interviews", "Organise research findings", and "Define user needs".
- CREATE**: Contains items like "Generate & prioritise ideas", "Find inspiration", and "Sketch a possible solution".
- SHARE**: Contains items like "Review reusable tools", "Share your work", and "Reflect and plan".

Each column has a header indicating the week: Week 1 - Sept 28th, Week 2 - Oct 5th, Week 3 - Oct 12th, and Week 4 - Oct 19th.



Thank you

Marvel

Illustrations and original template by [Marvel](#)