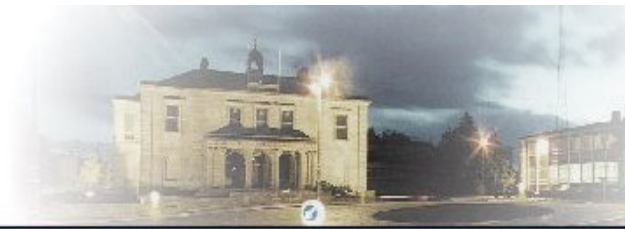




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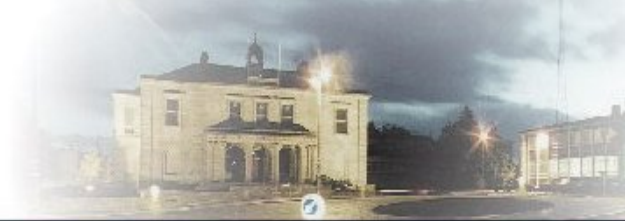


# THE ROLE OF THE LOCAL AUTHORITY:

## Experiences from the Front-Line in Building Green Communities and Working with Local Networks

Suzanne Dempsey  
Environmental Education Officer





# Getting Greener: Overview of Presentation

- How Roscommon Green Home Program grew and evolved
- Methods used to reach wider community
- Update on work in progress to-date
- Observations to date
- Mechanisms for promoting behaviour change

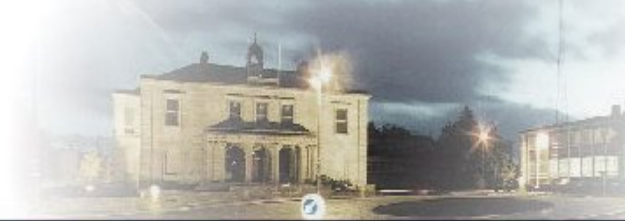




# The Beginning of Green Home in Roscommon - July 2008

- To gauge interest and determine types of groups interested
- Sent out Letter & Green Home Leaflet from RCC outlining programme
- Due to FOI concerns obliged to send cover letter Roscommon Community Fora

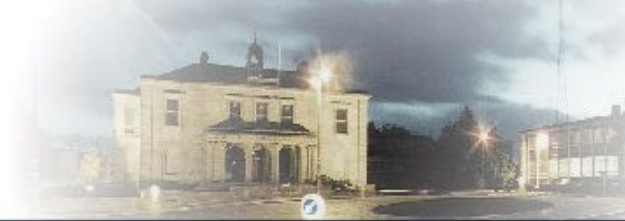




# Community Activity in Roscommon

- Community groups ideal platform
- Roscommon Community Fora
- 360 community groups
- **INCVF Irish National Community & Voluntary Forum** represents **15,000 groups** nationally.

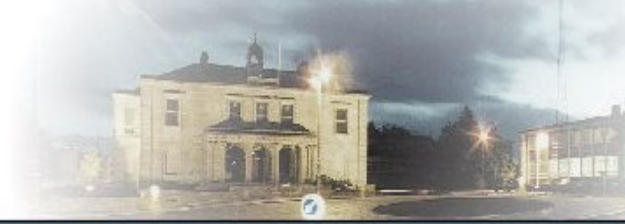




# The Next Step: August 2008

- Groups that expressed interest
- Application form with SAE envelope with freepost return address
- 18 Groups registered





# Green Home Information Seminar

- 21 groups attended the information seminar including 10 Tidy Towns Groups
- Feed back was extremely good
- Key representatives and group leaders attended the seminar
- Motivated leaders to recruit other members to attend local meetings





# “Slim your Bin” January 2008

- Activity based waste minimisation challenge
- Incentives for attendance was **cost saving**:
  - **one third** of all the food we buy goes straight to landfill
  - money savings if household food bill reduced
  - over packaged goods
  - **two complimentary entry tickets** for the Civic Amenity Sites in Co. Roscommon.
  - raffle for **composts bins**

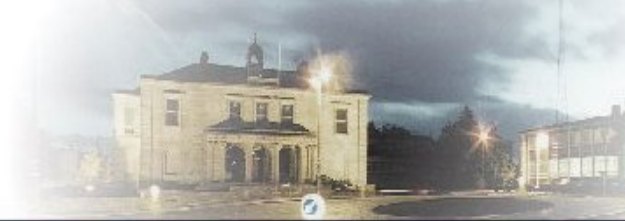




# Level of Participation

- 10 meetings over two weeks
- Turnout was variable between 4-40
- Average of 15
- Some groups from close proximity attended same meeting
- All local media
- Liaising with all groups via telephone





# “Energy Vampire Challenge”: March 2009

- Overdependence on imported fossil fuels
- Abundance of renewable energy resources
- Contribution of households to climate change
- Cost savings on Energy Bills
- New SEI Home Energy Savings Grant Scheme
- Followed same format
- Ongoing participation

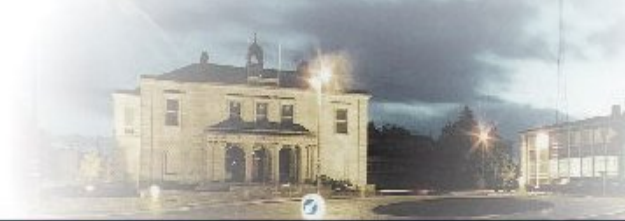




# Green Home Meetings

- Purpose not simply to **disseminate information** but to encourage and support pro-environmental changes in behaviour
- Facilitates a number of **psychological processes** that delivers information that will encourage behavioural change
- Identified as **powerful mechanisms** of change and action.

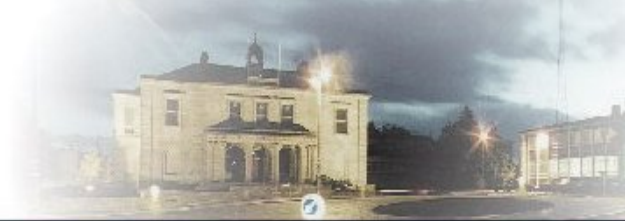




# Psychological Mechanisms

- Commitment
- Social Support
- Reduction of Uncertainty
- Empowerment





# Lessons Learned to Date

- Useful to have feedback session at start of second meeting
- Platform exchange of information and ideas
- Working in partnership
- Time consuming
- Accessibility – physical & virtual





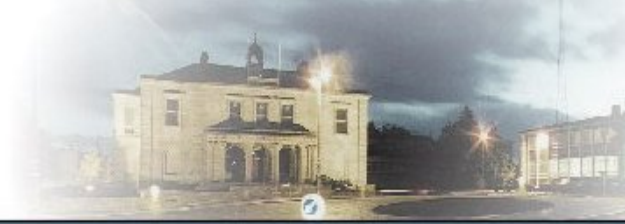
# Lessons Learned to Date

- Autumn most groups not available
- Attendance in winter highly dependent on weather
- Person to person contact essential
- Telephone contact crucial for turnout
- Local venues preferable





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# Any Questions?

