

# Greener Living Day - Event report

from North Kensington Community Energy



Date	29 <sup>th</sup> February 2020
Time	11am-3pm
Location	Bay20 Community Centre, 71 St Mark Street
Organisers	North Kensington Community Energy (NKCE) with the support of Repowering London and the RBKC Climate Change Team

## Description

### Aims

Most research shows that people are aware of the climate crisis but don't know what to do about it. The Greener Living Day was an educational and eco-positive drop-in event to show North Kensington residents' steps they can take to live a more sustainable life.

Our Greener Living Day had 3 main objectives:

#### **Create knowledge**

- Theoretical knowledge: explain the challenges our environment is facing, help gaining an understanding of what being sustainable means.
- Practical knowledge: show how to save energy, grow plants, repair bikes and create locally owned renewable electricity.

#### **Connect people**

- Connect residents to enhance community cohesion.
- Connect local activists to encourage synergies and collaboration.

#### **Inspire action**

Show some great things people are doing locally to inspire action.

**Through knowledge, connections and inspiration, we wanted to provide North Kensington's residents the tools for a greener living.**

Our goal as an organisation was to raise awareness around our energy co-op launched in 2018. After installing solar panels on two schools and a community centre last year, we'll be installing

solar panels on the Westway Sports Centre in March 2020. The project will be funded through a community share offer taking place in summer 2020, and we want to get residents involved in the co-op. Our experience has shown that events based around community energy tend to attract people who are familiar with the energy sector or the environmental movement. We wanted to do something more inclusive and designed this family-friendly drop-in event to attract a more diverse audience.

## Format

We offered a wide range of activities and topics in a friendly community venue divided in two spaces, a café and a room upstairs. In the café were activities for kids and adults, and upstairs facilitated conversations with local changemakers.

### Activities in the café

- Planting with gardeners
- Pledge Sea
- Dr Bike
- Bike Smoothie Maker
- Arts and crafts for children
- Tea and pastries
- Vegan lunch
- Climate news video
- Energy advice

### Discussions

We had 3 discussions of one hour each. Each discussion started with the speakers presenting their project, after what speakers would circulate in the room to talk to groups of people. This format was designed to encourage participation and energise the audience.

- **Improving our environment**  
With Urbanwise, Just Solutions 123, Trees4Grenfell, Sustrans and Meanwhile Gardens
- **Low carbon diet**  
With Long Live the Lunchbox, Community Kitchen Gardens and Plan Zheroes
- **Local climate solutions**  
Deputy ambassador for Nicaragua, North Kensington Community Energy, Extinction Rebellion Kensington & Chelsea, Zero Waste Mindset



## Organisation

The event was organised by NKCE's volunteers' group (approx. 10 people) and supported by Repowering London and the RBKC Climate Change Team. The NKCE volunteers have focused on promotion. Repowering staff and volunteers managed logistics in partnership with the RBKC Climate Change Team. The organisation started in November 2019. In the two months before the event the NKCE volunteers met fortnightly with Repowering London staff.

## Outcomes

We had a tremendous feedback during and after the Day. Our key successes were:

- **A fantastic turnout** – 100 tickets were booked on EventBrite and the same number of people entered Bay20 throughout the day
- **A great interest** – People stayed for a few hours on average, all the activities benefitted from a high participation rate and the discussion room was always full
- **Many parents coming with their children**
- **A great deal of networking and synergies**

## Key numbers

- 7 successful activities
- 14 speakers
- 100+ attendees during the day
- 30+ conversations on NKCE and mailing list sign-ups
- 22 sign-ups to our newsletter
- 20 children
- 7 local Councillors attended
- 500+ people reached on Facebook

## Testimonies

**"It was the best community event I have ever been to"**

"I learned a lot and have been **tremendously inspired** by how this **richly diverse** (culturally and socio-economically) **community** is coming together, alongside energetic and committed leaders, activists, entrepreneurs, companies and authorities from the RBKC, to really make a difference, to take serious climate action, to achieve a paradigm shift to a fully sustainable, zero carbon and zero waste society."

"Just like a half-day conference – except **people were actually enthusiastic and keen to share and learn!**"

"Really **well organised** and a lovely, **rewarding experience to participate**"

"Greener Living Day brought together a **diverse set of community members, activists and campaigners**. NKCE created a space to talk about sustainability that invited everyone into the discussion with open arms. After hearing about some of the awesome work that various groups are doing to protect our planet, I walked downstairs and was delighted to see a table made up of small children, millennials and an elderly woman. They were colouring in some cut out sea animals and talking about plastics in the ocean - I thought to myself, **this is how you create community and save the world!**"

"It was a wonderful opportunity to meet other fellow campaigners. Running a campaign can take a lot of hard work and energy and sometimes can feel quite lonely and all-consuming. **It was really heartening you meet other people doing similar things**"

"An exceptionally well organised day that combined **accessible and fun activities for all ages** with serious representation from a selection of local and national Environmental organisations, which offered **opportunities to present new ideas, learn from others, connect with multiple groups and individuals**, and, above all, continue with the grassroots and established learning that the Environmental movement requires."

"**what an uplifting day it was!**"

"It was a lovely way to **build local knowledge and trust**- we need to stop working in isolation! I especially enjoyed the conversations upstairs, meeting new people and learning"

"It was: Inspirational! Generous! Important! **And most of all fun....** thank you"

"I really enjoyed taking part in the Greener Living Day event. It was very inspiring to learn about all the different initiatives that are now in place to make our community more sustainable. **These events are so important to bring people together**, raise awareness and share knowledge and experiences."

