

CO-DESIGNING SUSTAINABLE FOOD FUTURES: USING CLIMATHONS TO BUILD SHARED AGRI-FOOD VISIONS FOR NET ZERO

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Cover image: Farm walk during Eden Valley Climathon

Research summary

In this research project we experimented with an approach to bringing rural communities together to discuss net zero in the context of agriculture and food. We sought to create spaces for respectful dialogue, where people could discuss and deliberate topics that can sometimes be contentious and polarising. We selected two rural counties with a high proportion of land used for livestock farming (given that the pressure for change often falls on the ruminant livestock sector), yet geographically distant and with distinct features: Cornwall and Cumbria. This project generates new methodological insights through adapting a city-oriented approach for rural settings, and generates knowledge through co-producing local agri-food net zero solutions.

Rationale

Given the scale of societal change necessary to address climate change, there is a need for “more, and better, democracy” (Willis, 2020). In agri-food studies specifically we argue there is a need for greater integration of farming and rural voices, and with a net zero agenda typically discussed at the national scale (and often centred around ruminant livestock farming) we need place centred analyses of what net zero means.

There is a growing body of research exploring the “deliberative wave” (OECD, 2020) of participatory deliberative democracy (CURATO et al., 2021; Elstub, 2018; Goodin & Dryzek, 2016), particularly its application for climate change solutions in the form of climate assemblies (Devaney et al., 2020; Elstub et al., 2021; Willis et al., 2022). After reviewing the literature on deliberative approaches, and specifically climate assemblies, we chose to use the “Climathon” approach. This is a solution-oriented approach that involves bringing together multidisciplinary teams to collaborate intensively over a short period of time (EIT Climate-KIC, n.d.).

However, there is little prior research on Climathons, particularly in rural community contexts. Given the potential for them to be cheaper and more agile than some deliberative methods, they are worth exploring as a tool for generating locally relevant net zero solutions, increasing participants’ knowledge and understanding of climate change, and enhancing local collaboration. Our project had three core aims:

- 1) To test whether the Climathon approach could be successfully adapted for rural communities;
- 2) To augment the Climathon approach with an adapted digital storytelling method; and
- 3) To explore the deliberative potential of this approach.

Adapting the Climathon method

Evolving from the “hackathon” movement, in which computer programmers get together to work on solving specific problems (Trainer et al., 2016), Climathons are typically city-based events that run over 12-72 hours. After hearing from experts about the topic in question and working in teams to develop solutions to a specific challenge, participants pitch their ideas to a panel of judges and a winning team is declared. The approach is decentralised, with “Local Organisers” leading the project and EIT Climate-KIC providing information, guidance and marketing support (EIT Climate-KIC, n.d.). The EIT is the European Institute of Innovation and Technology, an independent body of the European Union set up in 2008 (EIT, n.d.).

One important adaptation to the method for this project was embedding the event in and at the appropriate rural community scale. A key challenge was to identify a location within each county to focus the event. With advice from local stakeholders, two locations were selected: Eden Valley in Cumbria and the Bude area in Cornwall.

We made the following key changes to adapt the Climathon approach for rural communities:

1. Consortium-building- we started with an intensive period of networking, collaborating, and co-designing the approach with local stakeholders in each location. Their local knowledge and understanding were essential to moderate our expectations, ensure the event was well attended, and that it provided added value to support existing initiatives. This was done remotely over video calls and in-person via a recce to each location.
2. Creative approaches- we incorporated an adapted digital storytelling approach to ensure farmer voices were highlighted in the event. We also hired a live illustrator to attend each event and create an art piece depicting the major themes and solutions that emerged.
3. Streamlined structure- we condensed the in-person component to a single day, beginning at 9am and finishing by 6.30pm. On the previous day we held a lunchtime webinar, which involved local stakeholders presenting on net zero and existing local initiatives. This was designed to make the event more feasible to attend for farmers and people with children.
4. Outdoor activities- due to the topic and on advice from local partners, we dedicated a significant portion of the afternoon to walks and site visits. These had several purposes: demonstrating existing net zero solutions, providing time for participants to exchange ideas and ask questions of local experts, energising participants after a long period of sitting indoors, and facilitating informal discussion among the group. This was also to increase the appeal to farmers, given the popularity of farm walks for social and educational purposes.
5. Collaborative culture- we scheduled a “ground rules” session early in the day, during which participants generated principles they felt would make the day better for everyone. We also removed the competitive component- rather than presenting to a panel of judges, teams presented to their peers who were encouraged to ask questions and give constructive feedback. This was important to enhance the deliberative aspects of the event and promote respectful dialogue.
6. Local food- we focused on providing locally-sourced food at the events. This was to attract participants, and ensure that local businesses benefitted from the event.
7. Alignment with local initiatives- this followed on from the “consortium-building” activities, giving us an understanding of how the ideas generated at the event might be taken forward and allowing us to plan for maximum utility.



Figure 1: Participants at Eden Valley Climathon

Although we used the same overall structure in both locations, the setting and activities differed. We also invited participants from both events to join an exchange webinar where they could learn about the other community, share their net zero solutions, view digital stories and discuss next steps. This helped them to consolidate and draft their goals for future activities, and contextualise the Climathon outputs within existing initiatives.

The power of digital stories

Members of the team undertook recce visits to both locations, where they met with local farmers and recorded digital stories themed around “change”. Participants were asked to prepare some photos they could talk about, then after an informal discussion we recorded a short audio story structured around the photos. The participants were shown the edits before the stories were shared publicly.

Given the challenging timing in terms of the lambing season, we knew that farmers would struggle to attend a full day event, so this method provided a way to ensure their voices were in the room (Figure 2). We found it was



Figure 2: Viewing a digital story at Bude Climathon

optimal to show the digital stories early in the day, inspired by the “design thinking” process, in which the first step is to empathise with the end users of solutions (Brown & Wyatt, 2010).

The solutions

The solutions created in each location differed (see Figure 3 and 4, plus Appendix 2). In the Eden Valley, we had five teams whose solutions tended to focus on farm-level activities, such as hedgerow planting and composting farmyard manure. In Bude, participants formed two teams, one of which was focused more broadly on diversifying the local food system. However, both events featured a team working on a solution around farmer peer-to-peer learning, which was a common theme running through all the solutions generated. See Appendix 3 for a description of the process to harvest, cluster and prioritise net zero solutions; moving from a long list through to priority solutions that teams then worked on.

We hired a local live illustrator to capture the ideas and solutions generated at each event (Figures 3 and 4).

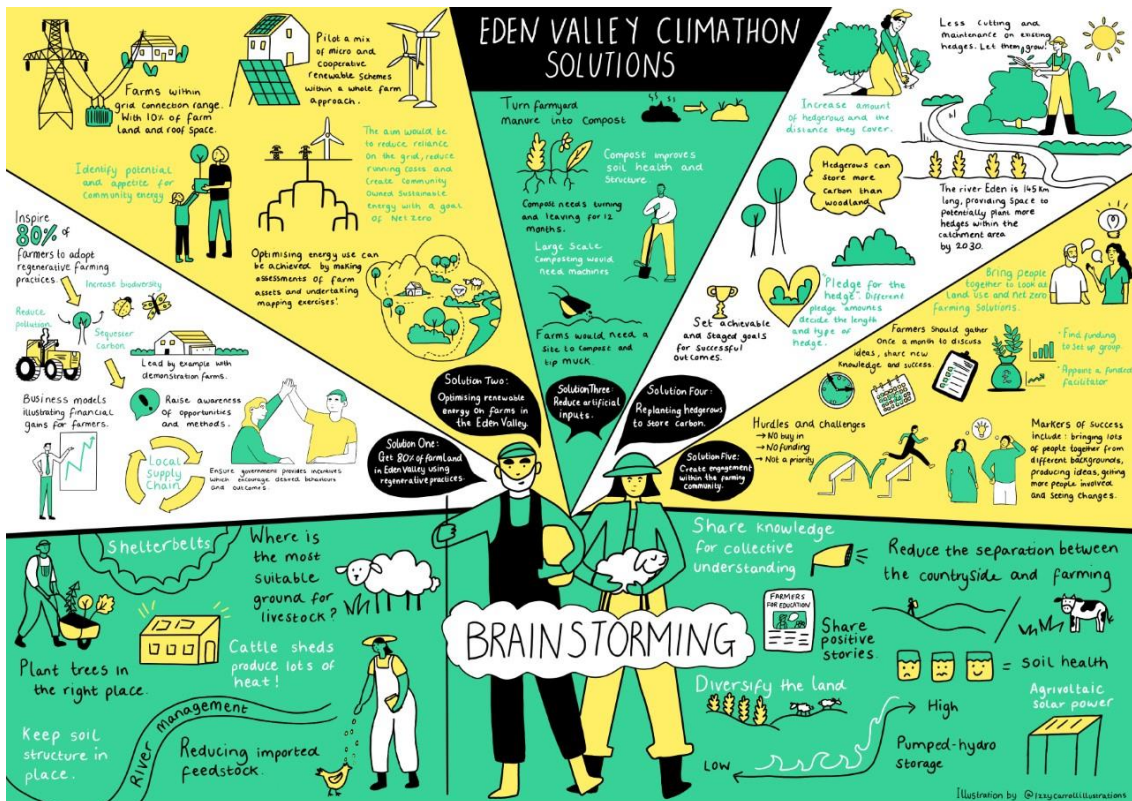


Figure 3: Eden Valley Climathon live illustration



Figure 4: Bude Climathon live illustration

Following the two Climathons we organised an exchange webinar, where participants from both events came together to share ideas and solutions, update on impacts since the event and develop strategic and operational goals for roadmaps for the next steps (see Appendix 4 for schedule). Here we learned about the following impacts:

- Members of the team who worked on farmer peer-to-peer learning in the Eden Valley are seeking funding to make their project a reality.
- One of our project partners in the Eden Valley was part of the team who worked on on-farm renewables, and will be feeding the learning from the day into a recently commenced funded project on the same topic.
- One of our partners in the Eden Valley is part of the Countryside Stewardship Facilitation Fund, and since the Climathon has arranged to team up with another Facilitation Fund cluster to learn more about on-farm composting.
- One of our partners in Bude intended to feed their learnings from the day into Bude Climate Partnership's Lottery bid to fund the next phase of their development.
- Partners in Bude have discussed greater collaboration between their projects going forward, and a meeting between the Farm Net Zero project and Cornwall Council was organised as a result of connections made at the Climathon.

Evaluation

Overall, we found that Climathons can be effectively adapted for rural settings and can produce locally relevant net zero solutions for agri-food. The approach can be a valuable space for dialogue on contentious topics, and serve to enhance local networks and partnerships.

The major strength of the project was the use of creative methods. We faced some challenges with recruitment, yet successfully attracted a range of rural land use stakeholders via a strong network of local partners. The format of the events meant they were still feasible to run with lower numbers than originally expected, and we found that those who did attend were very engaged. Therefore, although the events did not necessarily widen participation in the discussion on net zero and agri-food, they have deepened the discussion and forged new connections among already interested parties.

Participants who gave feedback reported they had enjoyed the event and would be interested in attending similar events in future. They were keen for greater farmer involvement, and had suggestions for how this might be achieved (see Lessons Learnt).

Our project demonstrates the value of de-centralising the net zero agenda and providing spaces for people to explore how it might apply to their community and/or industry. Despite being likely cheaper and more agile than climate assemblies and other forms of deliberative mini-publics, Climathons are not an "easy win" for community engagement. However, their deliberative potential can be enhanced via some of the adaptations we suggest.

"I tell you what was useful is walking around a real landscape. You know, because if you're looking at farmed landscape, it's nice to be shown around the farm by the farmer himself. I think it's quite brave thing to do. Showing somebody around your backyard basically."

Participant, Eden Valley Climathon

For any deliberative approach aimed at rural communities, we suggest that embedding the project in local initiatives and co-designing the event with those partners is key to success. There should also be a clear pathway for outputs, so that participants can see how their hard

work may be taken forward (Devaney et al., 2020). Furthermore, the time and energy required to build trust with local partners and develop a consortium should not be underestimated.

To summarise, our approach has generated new knowledge on the application of Climathons to debate agri-food approaches to net zero in rural communities. It has provided value for local partners and participants, including seeding ideas for projects that may become tangible in the future. It has also demonstrated the added value of arts-based approaches for optimising deliberative events.

Lessons learnt

The key lessons learnt are informed by the team's reflections, feedback forms completed by participants, evaluation interviews carried out with participants during the Climathon events, and insights from the exchange webinar. The first point to note is that the project achieved the three research objectives outlined in the proposal, having successfully designed an adapted Climathon methodology and delivered two Climathons in the Eden Valley and the Bude area respectively, as well as evaluating the outputs from both events. For the final objective we chose to develop a set of goals to support net zero roadmaps for each community, rather than net zero transition plans (see below).

The project was successful both as a means to develop and 'test' the Climathon approach and its applicability to rural communities, and in terms of generating valuable data regarding priority solutions and net zero actions for farms and communities. The following key lessons stand out for the project team:

Methodological reflections:

1. A key learning is that deliberative (solutions-orientated) creative work is very valuable but it takes time and resource, particularly at the planning stage. The methodology has to be flexible and iterative, responding to local knowledge. This pre-Climathon planning work was underestimated in the original plan. Building a local consortium of stakeholders that trusted what we were doing and could see that it would add value to work already going on was time consuming. The team had upwards of 20 meetings (mostly via Zoom and Teams) with stakeholders during this phase.
2. Following on from this, pre-visits to both locations were also introduced into the work plan. These recces were essential to plan for the event itself, as well as to meet face-to-face with key stakeholders supporting the event.
3. A third lesson relates to the net zero actions already happening in rural communities. It was necessary to record those actions and to align Climathon outputs to local strategy and local partnerships, which for this project involved connecting with the Zero Carbon Cumbria Partnership and Bude Climate Partnership as well as other stakeholders in each location. Net zero transition plans were therefore changed to "Goals to support net zero roadmaps", which was more targeted, matching solutions and goals from the Climathons to existing work rather than risking duplication.
4. A fourth lesson relates to geography and system change more widely. In the project we quickly learned that talking about 'net zero' in the entire county of Cumbria or Cornwall was too broad, especially in a farming and rural community context, because individual farms and sections of each county face specific challenges. Upland farmers in Cumbria, for instance, face different challenges to dairy farmers in

the Eden Valley. We opted to territorialise our work more, partly to respond to stakeholder advice to do so, and also because of the time of year – hill farmers were busy with lambing, so it was more pragmatic to work in dairy farming areas. Within this mix also is the fact that net zero is one of many system changes facing the sector (including phase-out of the Basic Payment Scheme, uncertainty around the new Environmental Land Management scheme, Brexit and rising input costs). All these variables require contextualisation.

5. Another lesson for us, which in part builds on the last point, is the importance of listening to farmers, letting them speak about the issues in their terms and often in the context of their specific farm and changes happening now and in the past. Although we did not attract many farmers to final Climathon events, we worked together on digital stories and these were incredibly powerful during the event when they were shared with participants (rural land stakeholders but also others less familiar with farming). This acted as a valuable springboard for discussion and demonstrates that the power of this form of storytelling for inclusion is not to be underestimated.
6. As mentioned previously, recruitment was challenging, in part because we were heavily reliant on our (already very busy) partners to spread the word verbally and carry out marketing activities on our behalf. In both locations we were aiming to attract maximum 50 participants, and to have strong representation from the farming community. In the Eden Valley we succeeded in attracting 25 participants, of which several were smallholders and two were or had been full-time farmers (our host and his father). In Bude we attracted eight participants, of whom one was a smallholder alongside working with farmers in his full-time job. We suggest some solutions to this below.

Reflections on the content:

1. The actual event needs to be well-planned to sustain engagement for a full day. A mix of activities with sensory stimulation- films, interaction, field walks, good local food etc is effective, confirming experiences with other events such as farm demonstrations. See Appendix 3 for detailed programme.
2. We found that the solutions generated at each event reflected the demographics of participants and were likely influenced by the setting (on a farm vs in a hotel function room). In the Eden Valley participants tended towards more technical farm-orientated solutions, while in Bude the solutions were more strategic and focused on the local food system.
3. We exposed a dialogue gap between rural citizens and farmers- this will be essential to close to move forward in generating agri-food net zero solutions.
4. The low turn-out from the farming community aligns with findings in the wider research community that there is farmer fatigue with engagement at such events, plus limited capacity to attend. Compensating participants may be a solution in future.
5. We learnt from the first event that it was important to re-state the ground rules prior to the outdoor component of the day- clarifying that these continued to apply outside the main venue.
6. Although the farm walk was highly valued by participants, it presented a challenge in terms of accessibility, as those with reduced mobility were unable to join in. This can be mitigating by asking participants to share any access needs when they register for the event, and considering motorised transport options for participants who have difficulty with uneven terrain.

Implications for policy and practice:

The main feedback from participants was a desire for greater farming community involvement. This could be improved in future by planning events around the farming calendar rather than funding timelines, and possibly breaking the in-person component into two half-days. Providing food and including a farm walk were seen as essential to attracting members of the farming community, and future measures could include financial compensation.

Although farmer engagement could have been improved, one of our partners in the Eden Valley highlighted the value of getting non-farming agri-food stakeholders onto a farm for the event, and the additional grounded insight this might give them.

Future research on this topic should go further to co-design the event with local communities from inception. Transdisciplinary research, in which non-academic partners are part of the full research cycle, will be essential for learning what deliberative approaches work best in different settings, and ensuring that research adds maximum value to ongoing local partnerships and initiatives.

The key message for policymakers is that providing opportunities for local deliberation are essential for making the net zero agenda tangible. Such events must be built into existing local initiatives, and have a clear pathway for how solutions may feed into policy or practice. Policymakers could consider the role of LAs, and the value of dedicated funding to support deliberation incorporating arts-based approaches.

"I would talk to [participant] at the Farmer Network. Ask her: when is the best time to hold an event if you want to get farmers? And she'll say you've got a two week window, at the end of May or whenever or June...you know she would tell you when the windows are...I think you've probably done really well in that you've gone through the organisations that are already working on the ground, not to just swoop in."

Participant, Eden Valley
Climathon

Outputs and dissemination

Academic paper: *Deliberative approaches to the climate crisis: Adapting climathons for rural livestock farming communities*. Scheduled for presentation at Royal Geographical Society annual conference in September 2022, to be submitted for publication in an academic journal October 2022

Reports for participants including live illustration pieces from Eden Valley Climathon and Bude Climathon

Digital stories- from five farmers in total, to be shared on CCRI website

Policy summary

Goals to support net zero roadmaps for the Eden Valley and Bude (see Appendix 5a and 5b)

Rural Climathon Playbook- to be shared publicly via CCRI website

Report to Climate-KIC

Twitter account <https://twitter.com/RuralClimathons>

Overall the project has produced a rich set of materials and communications. The type and number of outputs correspond closely with the targets listed in the original proposal, with just minor deviation as follows:

- In terms of publications, the intention was to prepare two publications (one based on the methodology, one based on the content (net zero solutions for agri-food)). Now that we have undertaken the project and data collection processes, we feel it would make a stronger contribution to focus on one methodology paper, but including content-orientated material in the paper (to evidence the dialogues and outputs). We will prepare the paper this summer.
- In terms of conferences, we have convened a session on 'crisis, emergency and recovery' at this year's RGS-IBG conference and will present on the Rural Climathons project as part of that wider session. We have not ruled out virtual attendance at the AAG conference, but the project has proved to be demanding on staff resource, so would need to fund this expense outside the project.
- The adaptations to the Climathon playbook are explained in this report, but we intend to produce a visual summary and report findings to Climate-KIC in October of this year, as part of their wider networking event. We have connected with them as part of the planning phase and they are very interested in the work and our approach to adapt it to rural communities. So this output is on track but not yet complete because of the longer-term timetabling with Climate-KIC events.
- The only other two minor deviations relate to the transition plans – as explained earlier these were not deemed necessary by local stakeholders, so we adapted them to instead identify goals to inform future work on net zero roadmaps. We have not yet communicated with TABLE about participation in one of their podcasts, but this is intended as a future output once the main project reporting is concluded, as well as the paper. We will base the podcast (and/or blog) on the published paper to promote it.

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Appendix 1a- Eden Valley Climathon flyer



EDEN VALLEY CLIMATHON

3RD AND 4TH MAY 2022

HOW CAN FARMING AND LAND USE HELP ACHIEVE NET ZERO?

A CLIMATHON IS A SPACE FOR COMMUNITIES TO DISCUSS, DEBATE, AND DEVELOP LOCALLY RELEVANT SOLUTIONS FOR ACHIEVING NET ZERO

REGISTER NOW

www.eventbrite.co.uk/e/eden-valley-climathon-registration-316590238927

For more info contact: [✉ philippasimmonds@connect.glos.ac.uk](mailto:philippasimmonds@connect.glos.ac.uk) **073411242025**




EDEN VALLEY CLIMATHON

VENUE

BARROCK END FARM, CARLISLE CA4 9TQ

HOT LUNCH, REFRESHMENTS AND DINNER PROVIDED

FARM WALK INCLUDED

50 PLACES AVAILABLE

PROGRAMME

TUESDAY 3RD MAY	WEDNESDAY 4TH MAY	WEDNESDAY 15TH JUNE
WARM-UP WEBINAR 1pm-2.30pm	IN-PERSON CLIMATHON 9am-6pm	EXCHANGE WEBINAR with Bude Climathon

REGISTER NOW

www.eventbrite.co.uk/e/eden-valley-climathon-registration-316590238927

For more info contact: [✉ philippasimmonds@connect.glos.ac.uk](mailto:philippasimmonds@connect.glos.ac.uk) **073411242025**

Image of the Eden Valley from the top used for illustration is a work of the artist Phillip Simmonds. © 2022 Phillip Simmonds. All rights reserved. www.philippasimmonds.com



Appendix 1b- Bude Climathon flyer



**25TH MAY
2022**

**THE FALCON HOTEL,
BUDE**

**HOW CAN FARMING,
FOOD, AND LAND USE
HELP ACHIEVE NET
ZERO?**

**BUDE
CLIMATHON**

**A CLIMATHON IS A SPACE FOR COMMUNITIES TO
DISCUSS, DEBATE, AND DEVELOP LOCALLY RELEVANT
SOLUTIONS FOR ACHIEVING NET ZERO**

REGISTER FOR FREE NOW:

<https://www.eventbrite.co.uk/e/bude-climathon-tickets-325728882857>

For more info contact:  philippasimmonds@connect.glos.ac.uk



SCAN ME

Appendix 2- Net Zero Solutions

Eden Valley	Bude
<p>Voices of Eden: interested in how the local farming community might share good practices and advice around land use and net zero, proposing to create a farmer-led group with a dedicated facilitator. They identified that funding would be a challenge, and suggested local organisations (such as The Farmer Network and CAfS) who might be willing to support the initiative.</p>	<p>BudeChain: interested in connecting up farmers and businesses interested in low-carbon farming practices. Their approach would be farmer-led with a dedicated facilitator, and a focus on on-farm events where good practices could be showcased and knowledge shared.</p>
<p>Elegant Energetics: presented a pilot project for increasing on-farm renewable energy sources such as wind and solar - making sure the energy produced benefitted the farm and local community directly. Adequate grid connection is a significant barrier to this type of project in the Eden Valley, so the team aimed to focus on farms within grid connection range before widening the scope. Robust business advice and planning would be a key component of their approach.</p>	<p>Diversify Bude: planned to facilitate access to land through making parcels available for horticulture and other uses. The group considered a range of models to deliver the project. First steps were scoping and mapping stakeholders to develop a coherent pitch, then sense-checking it with farmers and landowners, followed by developing demonstration sites</p>
<p>Soil Not Dirt: had the ambition for 80% of farmland in the Eden Valley to be managed with regenerative practices, using strategies such as demonstration farms and financial advice for farmers. Their presentation highlighted the diverse benefits of regenerative agriculture and the potential to improve farmers' bottom line through reducing reliance on expensive inputs.</p>	
<p>Hedge Fund: proposed a model for individuals and corporations to invest in planting different lengths of hedgerow in the Eden Valley. By asking people to "Pledge for the Hedge", they aimed to plant 145km of new hedgerow by 2030- the same length as the River Eden. Organisations who had invested in a length of hedgerow could then send their employees to learn about hedge laying once the planted shrubs and trees had matured.</p>	
<p>Mucky Business: interested in how composting farmyard manure could reduce or replace inputs. Compost provides more readily available nutrients to the soil than manure, so this could be a solution for reducing the need for artificial fertilizer, which is generated using fossil fuels. A challenge would be finding the additional time, labour, and possibly machinery to turn the compost.</p>	

Appendix 3- Programme for facilitators example (Bude Climathon)



COUNTRYSIDE
AND COMMUNITY
RESEARCH INSTITUTE



Bude Climathon- programme for facilitators

Approach: Convene up to 50 participants, who should be a mix of local farmers, citizens, and other rural land use stakeholders, to work in teams to develop possible net zero solutions (e.g. key project ideas or priority actions) for the Bude area. The goal is to enhance existing partnerships and on-going work in the county; we will do this through providing a safe, convivial environment within which to build trust and explore future possibilities.

Warm-up Webinar (lunchtime on Tuesday 24th May):

12:00-12:10 Introduction to the project (Damian)

12:10-12:30 Net zero and land use in Cornwall and the Bude area (Bude Climate Partnership)

12:30-12:45 Farm Net Zero project

12:45-13:00 UoG team shows digital stories from local farmers

13:00-13:10 What is a Climathon? Structure for tomorrow, challenge, objectives (Damian)

13:10- 13:25 Interactive initial round of ideas for solutions using Jamboard (Damian and Sofia)

13:25-13:30 Summary and Q+A session

13:30 Webinar close

Webinar will be recorded and sent to participants who have signed up through Eventbrite

<https://jamboard.google.com/d/18subidWEEK58Ce9Rju2LVmi7cAvvUix5hMmylDtqv6l/edit?usp=sharing>

In-person Climathon (Wednesday 25th May):

Pink highlight = data collection

Morning set-up

Abi- check recording equipment

Damian- check signage and access

Julie- pin a few printed schedules around the room

Pippa- organise electrical equipment and projector screen, set up slides, assist Sofia with paperwork

Sofia- organise paperwork for the day

08:30-09:00 Arrivals and coffee, informed consent forms

2x trestle tables set up outside. Participants ticked off sheet from Eventbrite, complete consent forms. Have sticky labels and pens available for name tags. Encouraged to sit next to someone they don't know. Before beginning we'll have photos of net zero solutions on screen.

Abi- assist Sofia as needed

Damian- assist Sofia as needed

Julie- assist Sofia as needed

Pippa- assist Sofia as needed

Sofia- manage check-in and consent forms

09:00-09:10 Introductions and housekeeping, brief icebreaker

UoG team introduce themselves and the facilitators. Fire procedure, toilets, plan for the day (schedule will be printed and a few copies around the room).

Icebreaker- participants have 3 mins to interview another participant to find out their name, job, why they're interested in food, farming, and climate. Also, what were the net zero solutions in the pictures? One person from each table presents what they found.

09:10-09:20 Objectives for the day

UoG team present the challenge and the objectives for the day (see slides). Highlight need to consider scale, timeline etc for solutions. Give examples from the transport sector to illustrate the type of solutions we are looking for. Any questions taken.

09:20-09:30 Ground rules

Participants have 3 mins to speak to a different person and come up with a ground rule to make the day better (e.g. everyone gets a chance to speak, no disrespectful language). Each pair then feeds back to the group, rules are written up on the white board and consolidated if there's repetition. Rules will stay up for the day.

(for previous 3 activities)

Abi- facilitation, suggest a ground rule if not much coming out

Damian- write up ground rules on whiteboard (remember to photograph after)

Julie- facilitation, suggest a ground rule if not much coming out

Pippa- lead session

Sofia- on a table and/or taking photos

Local partners- facilitation

09:30-09:40 Digital stories shown to participants (move to lunch break if short of time)

“A Son’s Story” (6 mins 51 seconds)

Pippa and Abi

09:40 Brainstorming in table groups

“How might we optimize farming and land use in the Bude Area to help achieve net zero?”

3 mins- each person writes down 3 ideas on post-its

5 mins- each person discusses their ideas with a partner. Between them they choose their 2 preferred ideas to share with the table.

10 mins- pairs present their 2 ideas to the rest of the table. The table agrees on one idea per pair to share with the whole group and facilitators.

20 mins- One person per table feeds back the selected ideas to the whole group- ideas on post-its, stuck on flipchart. Facilitators cluster them according to the themes that emerge.

Abi- facilitation, audio recording of teams feeding back ideas and any ensuing discussion

Damian- facilitation, helping with idea clustering

Julie- facilitation

Pippa- lead session

Sofia- taking photos

Local partners- facilitation

10:15 Coffee break

Participants challenged to speak to someone they haven’t spoken to yet and find out their favourite meal.

Facilitation team- rationalise harvested ideas into clusters

10:45-11:15 Team formation

UoG present the main clusters of ideas. If we have >8, there will be a round of voting to select the priority areas to work on (8 projects maximum taken forward). This will be done by

asking: “**Who sees [solution] as a priority for the Bude area?**” then counting raised hands. Solutions with the least votes are set aside. If we still have too many, participants will be asked “**Who would be interested to work on [solution] today?**” (they can vote for more than one).

Once we have 8 or less solutions, these are assigned to tables. Participants are asked to move to stand beside the table with the solution they would like to work on.

5 mins- Participants share their name, background and experience with their team.

5 mins- Each team feeds back to the room their skills mix, and whether any skills are over-represented or under-represented (e.g. for a team working on renewable energy, do they have several livestock farmers/environmentalists and no-one with engineering experience?). If they need a particular skill, they can ask for new members to join or swap.

5 mins- participants swap teams as required. Max 6 people per team, min 3.

Abi- facilitation

Damian- facilitation

Julie- facilitation

Pippa- lead session, present main clusters

Sofia- photos, give each team an A2 Voting Template

Local partners- facilitation

11:15-11:45 Team icebreaker, brainstorming, and idea development

5 mins- Each team comes up with a team name and a clear “How might we” statement to frame their solution (facilitators can assist as needed) e.g. “How might we increase the proportion of energy that comes from renewables in the Bude Area?”

10 mins- Each team discusses the options for their solution. Voting Template (see attached) will be available for teams to record solutions and vote on them.

5 mins- Teams consider all the ideas that have come out so far, and put their 3 favourites into the following categories:

- Most rational
- Most exciting
- The long shot

10 mins- Teams decide which idea they want to take forward in the afternoon. Facilitators hand out Solution Template (see attached) to be used in the afternoon- teams can begin to work up if they're ready.

Abi- facilitation, audio record teams presenting their ideas

Damian- facilitation

Julie- facilitation

Pippa- lead session

Sofia- hand out A1 Solutions Template to each table

Local partners- facilitation

11:45-12:00 Teams present their ideas

Each team has 1 minute to share their team name and the solution they have chosen to develop with the rest of the group

12:00 Hot lunch

During lunch, the challenge is to speak to someone new, OR someone you knew from before the Climathon and find out something new about them.

Facilitation team- make sure everyone's ready and has been to the loo before we start the walk

13:00-15:00 Walk and site visit led by Westcountry Rivers Trust

13:00 Leave the Falcon, walk along river via footbridge viewpoint, local partner will explain work of Westcountry Rivers Trust and how this relates to net zero

13:30 Arrive Electric Bakery, meet owner who will explain what they do and how they focus on sustainability

13:45 Minibus to Neetfield Market Garden

14:00 Arrive Neetfield Market Garden, meet owners who will show us round and explain what they do

14:40 Minibus back to The Falcon

Abi- photos

Damian- facilitation, photos, conflict management as needed

Julie- facilitation

Pippa- facilitation, conflict management as needed

Sofia-

Local partners- facilitation

15:00 Coffee and snacks available

Back at The Falcon

15:00-16:30 Teams develop their solution using the Solution Template (see template)

Facilitators will be on tables to help teams if they get stuck. From 16:00 PS, JI and DM will go round and record a brief (approx. 6 mins) feedback session with each team during this session- checking in regarding what idea they are developing, how the process is going, whether anything new came up during the farm walk, and issues they need to solve.

Extend the time if fewer teams- 4 teams means we only need 50 mins for presentations, 5 teams means 1 hour.

Paper feedback forms handed out during this time.

Abi- facilitation

Damian- lead session, audio recorded feedback session with teams

Julie- facilitation, audio recorded feedback session with teams

Pippa- facilitation, audio recorded feedback session with teams

Sofia- hand out feedback forms to participants

Local partners- facilitation

16:30-18:00 Teams present their solutions and peer feedback

Each team presents their poster (they can choose a representative or all present together). 5 mins for presentation, 5 mins for feedback. Each team is paired with another table who are encouraged to give comments/ask a question. 10 mins total per team i.e. assuming 8 teams this gives 80 mins max with 10 mins wiggle room.

Abi- audio recording of presentations

Damian- lead session

Julie- facilitation

Pippa- facilitation, photos

Sofia- photos

Local partners- facilitation

17:50 UoG team round up event, feedback forms collected

Summary of the day, congratulate teams, give thanks:

- Partners from Duchy College
- Partners from Westcountry Rivers Trust
- Partners from Bude Climate Partnership
- Events team at The Falcon

Abi-

Damian- lead session

Julie-

Pippa- collect completed feedback forms

Sofia-

18:00 Buffet dinner served

18:30-19:00 Option to stay to network and socialise

Chance to debrief among participants, ask any further questions.

Facilitation team- collect remaining feedback forms

19:30 Event close

Team- audio recorded discussion of how the day went

What went well?

What went less well?

Did anything surprising happen?

Were there any facilitation challenges?

What was different from Eden Valley Climathon?

Agenda for today

- **Brief intro and recap (recording)**
- **Eden Valley context and digital story**
- **Bude context and digital story**
- **Talk from Vista Veg founder**
- **Eden Valley solutions**
- **Bude solutions**
- **Eden Valley roadmap**
- **Bude roadmap**
- **Q+A (inter-community questions), keeping in touch**

Appendix 5a: Eden Valley goals to support net zero roadmap

2022-3: Goals/priority actions	2030:
<p>Operational:</p> <ul style="list-style-type: none"> ● Extend and deepen carbon auditing of farms and rural businesses ● Establish a project to create net zero demonstration farms in Cumbria/Eden Valley (similar to the Farm Net Zero project in Cornwall), building on Fellfoot Forward Landscape Partnership work ● Create a facilitated net zero peer learning group, which are aligned to the demonstration farms ● Link with a neighbouring Countryside Stewardship facilitation fund group to share learning about composting on farms, with the goal of increasing availability and uptake in Eden Valley ● Establish more local vegetable growing/horticulture in Cumbria (infrastructure, routes to market, peer mentoring), working with Home Grown Here project ● Continue training for hedgerow planting on farms ● Enable/promote regenerative agriculture and herbal leys in the rotation; project to support grass clover swards (reduce nitrogen applications) ● Develop on-farm energy projects, including demonstration farms to showcase elements of renewable energy change possible on farms (with Cumbria Action for Sustainability, Electricity North West & Fellfoot Forward Landscape Partnership) 	<p>Helping the Eden Valley and Cumbria to achieve its net zero targets</p>
<p>Tactical:</p> <ul style="list-style-type: none"> ● Target and secure seed funding for practical on-farm and community projects to pilot net zero solutions ● Target Nature for Climate Fund and ELMS (to fund and support land use change projects) ● Align solutions with Zero Cumbria Carbon Partnership strategy (farming and land use theme) 	

- Engage the public and relevant stakeholders to share information regarding the ZCCP land use strategy
- Develop net zero visions for Eden Valley / Cumbria, extending to all citizens (citizens' climate assembly)
- Establish an innovation hub in sustainable practice to ensure coordinated action

Appendix 5b: Bude goals to support net zero roadmap

2022-3: Goals/priority actions	2030:
<p>Operational:</p> <ul style="list-style-type: none"> ● Gather baseline data on land ownership, land access and land use in the Bude area ● Engagement activities with local farmers, landowners, and foresters to strengthen links with citizens and the Bude Climate Partnership ● Develop a project with Cornwall Council on Bude Canal catchment management ● Investigate a ‘land matching’ initiative / project to support local food production and connect landowners (willing to make land available) and citizens (keen to access land for community growing) 	<p>Helping the Bude area and Cornwall to achieve its net zero targets</p>
<p>Tactical:</p> <ul style="list-style-type: none"> ● Secure a Big Lottery grant to support the delivery phase of Bude Climate Partnership, 2023-2028 ● Involve land team expertise (from the Westcountry Rivers Trust) to support catchment resilience work ● Strengthen alignment and partnership working between Bude Climate Partnership, Cornwall County Council (Carbon Neutral Cornwall), Duchy College (Farm Net Zero), and Cornwall Food and Farming Group ● Finalise Bude’s Low-Carbon Local Food Strategy (including strategies to support operational goals for land matching and support for short food chain activities) ● Strengthen rural-urban connectivity in the Bude area (for multiple benefits- water, biodiversity, circularity, climate) ● Develop net zero visions for the Bude area / Cornwall, extending to all citizens (citizens’ climate assembly) 	