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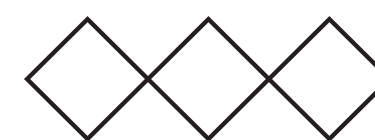
## COMMUNITY-LED TELEVISION, LOCAL VOICE AND CLIMATE ACTION

### What we did

We organised 4 Climate Assemblies, filmed them, and edited them into 4 programmes, as well as filming local climate action projects with Litter Clear, Wavertree Garden Suburb in Bloom, Love Wavertree and Aigburth Community Cycle Club

### Why we did it

We wanted to find out how the community can come to a shared understanding of climate change and what can be done about it. Very soon, however, we realised it was about more than just climate change.



### Our Central Finding

It's not (just) about climate change. It is about climate change, community *and* social justice. These three things are intricately interwoven. Act against climate change, and you create community and improve the social, emotional and physical wellbeing of all.

### But that's not all

In order to facilitate this, the community needs to have different means of communication:

- face-to-face so we can relate to each other;
- via the media to find information and education; and
- via the media to see the community represented to give people a sense of self-worth



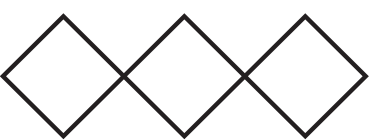


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## COMMUNITY-LED TELEVISION, LOCAL VOICE AND CLIMATE ACTION

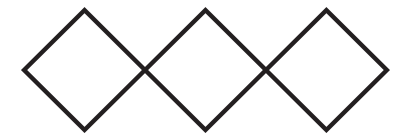
### What role Community?

After the pandemic lockdowns, we are all a bit starved for companionship. But there is more: particularly since the 1980s, we have seen our communities falling into decline. It is becoming increasingly clear that we need our communities more than we thought in order to live happy, healthy lives.



### Community and Social Justice

As the state has shifted its attention elsewhere, it is communities that are starting to take over looking after their own again. But in that process it has also become clear that local communities understand the specific challenges and hence have much better solutions than centralised organisations.



### Community and Climate Change But we still need the big ones

Communities are also more flexible to respond directly to issues of climate change. They can act locally and specifically, and through their sense of community get lots of people involved.

It's clear that not everything should or could be addressed by local communities. We still need regulation to make sure our waters are not polluted and that energy is produced more sustainably - and cheaply! But communities can offer insights to specific local problems and solutions, so need to be brought into policy decisions more.



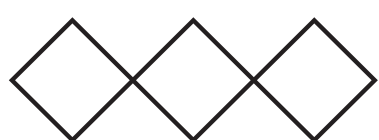


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## COMMUNITY-LED TELEVISION, LOCAL VOICE AND CLIMATE ACTION

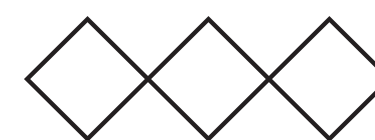
### What role Climate Change?

It's been a summer of heat waves and unprecedented droughts in Europe. More scarily, it's been a summer during which crop yields have been significantly reduced because of climate change. Climate change might not feature high on everyone's agenda, but it should: it exacerbates many of today's biggest political problems, including issues of social justice such as the cost of energy and food.



### Climate Change and Community

Climate change can only be tackled if local communities come together and work together. If you decide to only take the bus and train from now on, but your neighbour buys a new SUV and flies to different locations every week, we cannot hope to achieve anything. We need to agree on what to do.



### Climate Change and Social Justice

If we act on climate change, we can help everyone. If our government had invested more in renewable energy, we wouldn't be so dependent on gas anymore to heat our houses. If we reduced our food waste, the cost of food production would also go down.

### A coordinated effort

While communities can do a lot to tackle climate change *and* social justice, what is needed is a coordinated effort that includes policies: tax incentives to increase renewable energy production, regulation to reduce food waste, and regular communication with communities and individuals to improve lives and the solutions to specific problems.



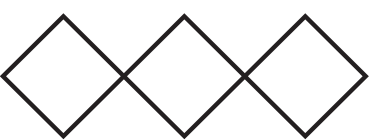


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## COMMUNITY-LED TELEVISION, LOCAL VOICE AND CLIMATE ACTION

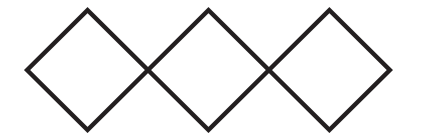
### What role Social Justice?

There is no question that the Cost of Living Crisis is causing more people to worry about how to pay their bills or feed themselves. But we have also seen increasing inequalities in terms of wealth and health that need urgent attention. If we cannot find solutions to these, we cannot hope to start thinking about climate change.



### Social Justice and Community

If we live in a socially unjust society, where some reap all the benefits while others suffer, we cannot build a community. Community is about coming together - and that has positive effects on all: most of all, when we feel connected, we feel emotionally better, and that affects our physical wellbeing too.



### Social Justice and Climate Change

It may not appear like it, but by tackling social injustices, we can tackle climate change and by tackling climate change we can tackle social injustices: if, as a community, we were to insulate all our houses to a higher standard, our energy consumption would go down, but so would our energy bills. Similarly better insulation often goes along with better health.

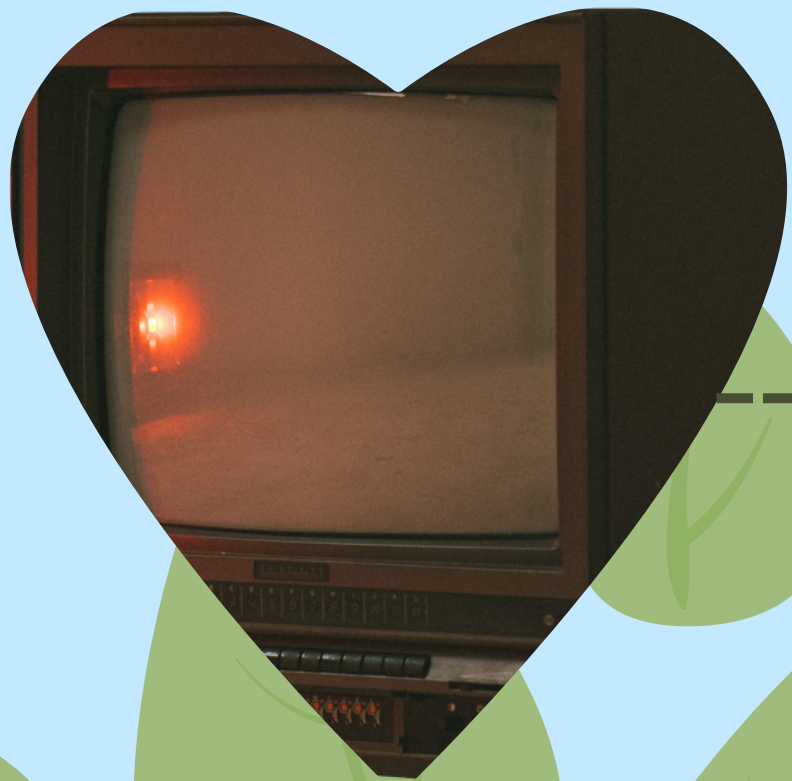
### Innovation of the Approach

It's about more than a simple redistribution of wealth, however. At the moment, it's the wealthiest that contribute the most to climate change, for example by taking regular trips abroad. What is needed is an approach that recognises the need to address climate change *at the same time* as social injustices.





# A Sustainable Community



**Our Media**



**Our Spaces**



**Community**



**Social Justice**



**Climate Change**





Image from the Wavertree Way,  
Richard MacDonald and Craig  
Forward

Wavertree Market

# Time to reclaim OUR SPACES

It's about

how we can relate to each other: if spaces are designed for us to walk and cycle on, we can meet each other, get to know each other and form emotional connections.

KEY CONCEPT: THE  
15-MINUTE CITY

Having everything you need in walking or cycling distance, which is better for the environment too, as well as being cheaper. And it brings our community back together as we see each other at the weekly shop.



Join at.  
**vevox.app**

ID:  
**194-776-308**



Edge Hill University students working with Phil MacDonald, camera man and local resident



title image from our TV programmes

# *Time to Take Control of* **OUR MEDIA**

## It's about

Information and education: what services, what groups, what opportunities and skills bases exist in our area for sharing so we can become a more resilient and stronger?

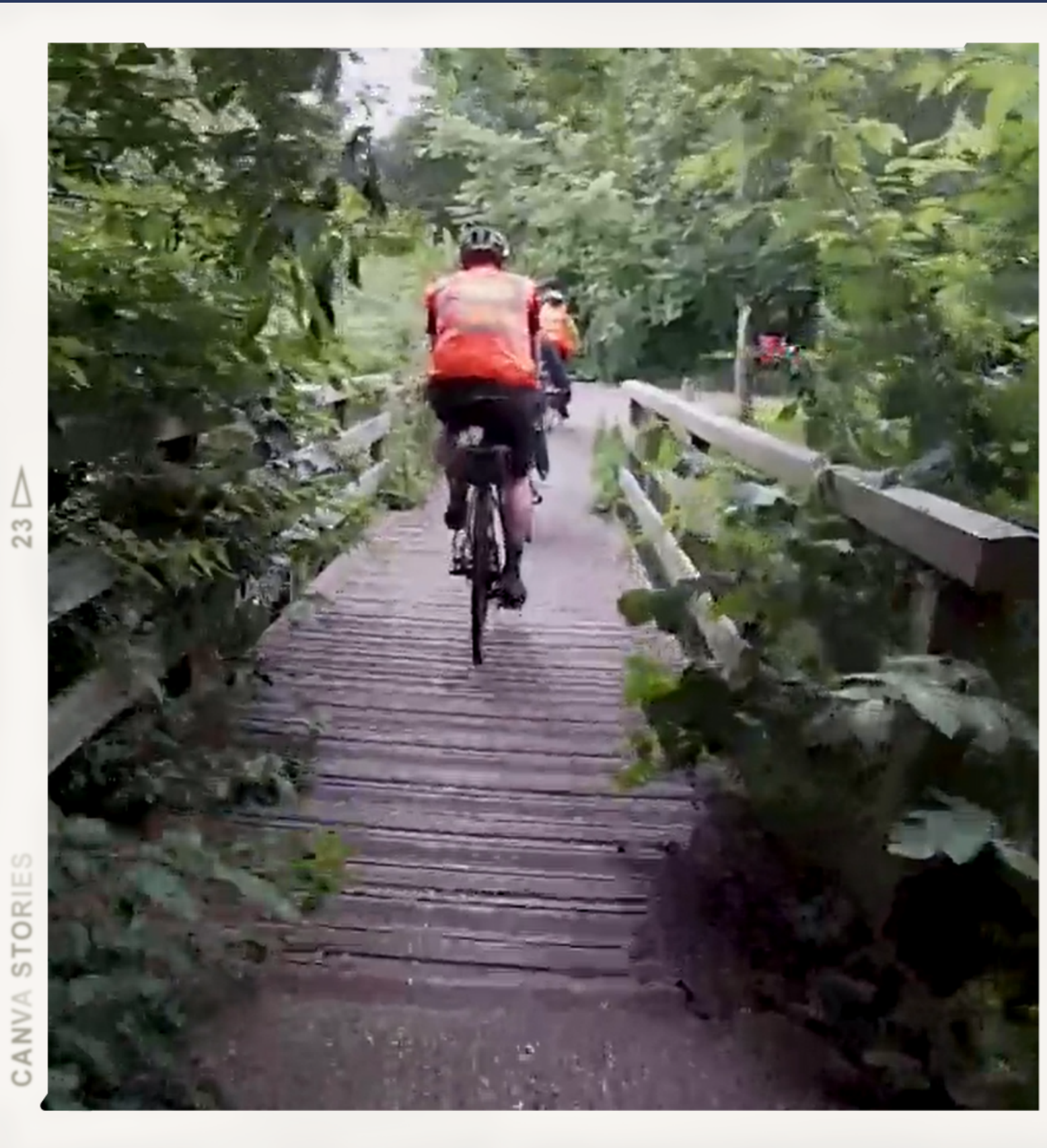
But also representation: finding out about each other, seeing our neighbours and friends and feeling valued

## KEY CONCEPT: COMMUNITY-LED MEDIA

Media made with and for the community can train students on how to work with clients, how to interview, film and edit and much more. But we decide about what matters to us.



# CLIMATE ACTION 4: AIGBURTH COMMUNITY CYCLING CLUB



## CYCLING FOR CLEANER AIR, BETTER HEALTH AND A STRONGER COMMUNITY

Aigburth Community Cycle Club organises regular cycle rides all across the city to help people become more confident in cycling. By promoting cycling as a means to get about the city, they hope to help improve air quality, get people fitter but also get people together to form stronger communities.

Cycling clearly has benefits for our physical but also mental health, it doesn't create carbon emissions and it is much cheaper than being in a car.

Get in touch: [aigburthcommunitycycleclub@gmail.com](mailto:aigburthcommunitycycleclub@gmail.com)



# CLIMATE ACTION 3: LOVE WAVERTREE FOOD CLUB



## REDUCING FOOD WASTE, FEEDING THE COMMUNITY

Food waste is the third largest contributor to carbon emissions, and a third of all food goes to waste. In a cost of living crisis, such figures seem absurd. Love Wavertree has developed a partnership with FareShare to reduce food waste and hunger in the local community. For £3.50 you can get 10 items which would now probably cost you closer to £15. And by taking part, you are doing something for the planet.

Reducing food waste is good for all of us: the planet, our pockets, and the local community who can come together in the local shop.

Get in touch: [lovewavertree@gmail.com](mailto:lovewavertree@gmail.com)



# CLIMATE ACTION 1: WAVERTREE GARDEN SUBURB IN BLOOM



## PLANTING FOR WILDLIFE, CARBON ABSORPTION AND COMMUNITY

Established only earlier in 2022, Wavertree Garden Suburb in Bloom has brought the local community together in an effort to increase biodiversity, including wildlife. But most of all it's about getting to know each other

Gardening is a central element in our efforts to combat climate change. But it's also been found to help improve mental health and create a sense of belonging.

Get in touch: [wgsinbloom@gmail.com](mailto:wgsinbloom@gmail.com)



# CLIMATE ACTION 2: LITTERCLEAR



## MAKING THE SPACES PRETTIER FOR GREATER PRIDE IN OUR COMMUNITY

Litterclear conducts local litterpicks and helps local communities to reclaim local spaces. This also includes planting, removing graffiti and redeveloping green spaces for local use.

Reducing the amount we throw away is crucial if we want to combat climate change. But litter on our streets also does not makes us feel good about our local environment. Tidying the spaces up gives the local community a greater sense of ownership and thus helps with our mental health.

Get in touch: [litterclearvolunteer@gmail.com](mailto:litterclearvolunteer@gmail.com)