



## Community Powerdown Training Programme 2011

### Media and Communications and Food Waste Training (7<sup>th</sup> and 8<sup>th</sup> September 2011)

**Day 1 – Wednesday 7<sup>th</sup> September** Approx start 10 - 5pm TBC

**Media and Communications** - *Selling the benefits of a low carbon lifestyle and encouraging community participation*

A dynamic day, exploring ways to communicate clearly with the people you want to reach, helping them grasp the messages you want them to hear.

#### Summary

Communicating about climate change is a minefield. Well-intentioned guidance on cutting carbon can come across as high-handed preaching. Many people are turned off by the 'doom and gloom' approach that has often been taken by those working on this topic. Fear has been a major factor in fueling a backlash of denial about climate change.

Meanwhile a high proportion of the population seems oblivious to the inevitability of the decline of fossil fuels, and the massive impact it will have on our way of life.

During the course we will focus on ways to highlight the benefits of a low carbon lifestyle and encourage communities to get involved in shaping their own future.

Among the topics covered will be:

- setting clear communications objectives; defining key messages; producing effective news releases;
- combating information overload. How to cut to the chase and make your content stand out.
- communicating the 'energy crunch'. Peak oil; implications; fuel poverty; opportunities for communities to forge fresh, exciting ways forward.
- interviews - some basics
- reaching your audience. Making the most of conventional and 'new' media channels in getting your messages across.

At the end of the day you will be able to explain the benefits brought by Community Powerdown initiatives in a positive and practical way, write effective news releases, state some key implications of peak oil in simple terms and assess which media tools to use to reach your target audiences.

**Followed by evening session: Project discussions session and Film screening of *The Economics of Happiness* -a documentary about the worldwide movement for economic localization**



**Day 2 – Wednesday 8<sup>th</sup> September**

**Food Waste:** Reduce, Reuse, Recycle! - At home and in school

Approx start 10 - 5.30 pm TBC

**The day involves in depth training on:**

'Kitchen Canny' - explaining practical methods for minimising food waste at home, by Changeworks. This includes a FREE Kitchen Canny kit for each participant

'Finish your Food' - explaining how to take the message about reducing food waste into schools and practical sessions that can be done in the schools to help them to reduce food waste, by Changeworks

'Disposing of Food Waste usefully' – what to do with the waste food to gain useful results from its disposal, by Zerowaste Scotland.

Taking the food waste work into the community - a session on all the support available from Zerowaste Scotland and the practical work that the groups can do in their community using these resources.

On registering you will be contacted for some input of your experiences and knowledge for feedback to the trainer to help tailor the course further to those attending

There will be an opportunity on the day to look at purchasing additional kits for distribution in your communities.

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The training will be held at the community-run Birnam Institute - information about the location and how to get there can be found here..

<http://www.birnaminstitute.com/index.asp?cat=Contact Us>

The venue is very close to the train station so will be easy access for those choosing to travel by train  
Lunch and refreshments will be provided on both days

The cost of this training is **FREE** to Powerdown members.

The course can also be offered to a limited number of places for other CES members and groups at a discounted price of £50 per day

For more information please contact [melanie.macrae@communityenergyscotland.org.uk](mailto:melanie.macrae@communityenergyscotland.org.uk)