

Low Carbon Oxford North

Strategy and activities for 2019

Our overall aim is that there should be ambitious CO2 reduction in North Oxford by 2030

Our aim of ambitious CO2 reduction will be underpinned by:

- fostering a community
- sharing approaches to climate change mitigation and adaptation
- inspiring and encouraging
- signposting to good information (using our scientific/policy expertise)

Transport

We will focus on substantially reducing carbon emissions by 2030 through:

- displacing car journeys with cycling and walking
- reducing long-distance fossil fuel miles

Our 2019 activity: five projects coordinated by the Coalition for Healthy Streets and Active Travel (CoHSAT), and funded by the Low Carbon Hub.

Our key partner for the 2019 activity: CoHSAT

Food

We will focus on substantially reducing carbon emissions by 2030 through:

- reducing meat and dairy consumption
- increasing take-up of local, seasonal, ambient food
- reducing food miles

Our 2019 activity: partnership on food with local climate justice campaign Fairplay

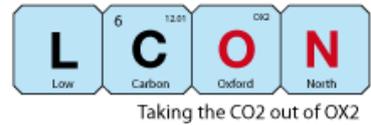
Our key partner for the 2019 activity: Fairplay

Energy efficiency

We will focus on substantially reducing carbon emissions by 2030 through:

- greatly increasing the energy-efficiency of homes
- changing behaviour to use less energy
- downsizing and making more efficient use of space

Our 2019 activity: retrofit project Cosy Homes Oxfordshire with Low Carbon Hub



Our key partner for the 2019 activity: Low Carbon Hub

Community

We will focus on substantially reducing carbon emissions by 2030 through:

- creating an attractive healthy environment that supports biodiversity and improves resilience
- building residents' personal connection to our locality and its distinctive characteristics
- encouraging sustainable investment, via disinvestment in companies engaging in fossil fuel extraction and use, and via positive investment in renewable energy

Specifically we are aiming for the following by 2030:

- another 4,000 trees planted in woodland and gardens
- double the number of street trees
- ten times the current investment from our area in Low Carbon Hub and individual solar projects (the latter measured via People's Power Station)

Our 2019 activity: tree planting in February, mulching in April, participation in Oxford-wide tree planting month in November, quarterly Climate Cafés

Our key partners for the 2019 activity: Neighbourhood Forums, Oxford City Council

Partnerships and community engagement

We are much more effective if we work with others as it increases our reach and the awareness of our community, amplifies our message and strengthens our impact.

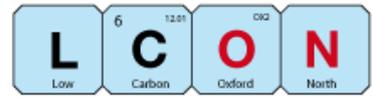
To further our own local impact we will build on our local alliances in our own communities. For each of the activities above we will need to develop our partnerships and our outreach into our community. This will be supported by the use of the different engagement approaches detailed below.

Partnerships

We will actively work with interested groups and key partners e.g. Neighbourhood Forums, CoHSAT, Fairplay, Low Carbon Hub, community groups, residents associations.

Approaches to engagement

Our engagement work will centre around our projects on energy, food, transport and community. Its purpose is as much about creating connections and engagement for



Taking the CO2 out of OX2

their own sake as about encouraging carbon reduction directly. Our style of communication will be to use encouraging and enabling language, using the following media. This will be coordinated to ensure amplification of the messages we want to convey.

Face to face	Website	Facebook	Instagram	Meetup and Eventbrite	Twitter	Newsletter
Meetings Climate Café Walks Planting /plant care Dinners Partnership	Information Up to date Scientific, knowledgeable Links to trusted websites for info Calendar and events	Awareness Meeting Advertising Quizzes	Pictures of meetings	Admin behind the face to face	Excitement Backing up Facebook	Shorter than current style, more integrated with other channels, refers more actively to website

Targets for 2030, monitoring and evaluation

During 2019 we will look for ways of measuring our long-term impact.

Our key partners in this work will be other Oxford low-carbon groups via the coalition Oxford Together on Climate Change, and the Low Carbon Hub. We will also set our targets with reference to work done by specialist agencies and academics in the field and the two local authorities.

We will continue to monitor and evaluate our individual activities using, among other things, the Community Action Groups' monitoring and evaluation system.