

COGreen
COMMUNITY-BASED ACTION
FOR A GREEN TRANSITION

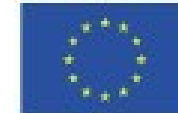
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THE ROLE OF THE GREEN ACTIVATOR

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THE ACTIVATOR'S PROFILE

Who is an Activator?

Animator? Mediator? Moderator? Facilitator?

- Activator is a wonderful word. It implies someone who encourages other people **to be active**
- To do this, the activator **inspires** people. Helps them to shape **a shared vision** for the community
- Becomes the **intermediary** between the community and those who have power to materialise the vision
- Helps also to **reconcile** interests within the community and **moderate** conflicts
- Facilitates the evolution to **sustainable** development

THE ACTIVATOR'S PROFILE

Where is an Activator Placed?

An activator is always linked to one or more **communities**

What do we expect from a community Activator?

- To have a thorough understanding of the needs of the community
- To be accepted and trusted by the community
- To communicate with the community members in a direct way
- to reinforce or re-establish local identity, leading to higher self-confidence in the community
- To promote a mentality of public participation in the community
- To be in a position to contact and discuss with local and national authorities, as well as other “stakeholders” – i.e. organisations and people who can influence decisions and funding
- To mediate the formation and operation of local partnerships and networks, either formal or informal

THE ACTIVATOR'S AIM

What is the main aim of an Activator?

Main aim is to bring social, ecological, economic and cultural change

How?

By initiating, stimulating and sustaining community activities leading to sustainable development

THE GREEN ACTIVATOR

What is the main aim of the Green Activator?

Main aim is to bring social, ecological, economic and cultural change leading to the green transition of the community

How?

By initiating and stimulating local action to resolve important green issues, reinforcing sustainable development

THE GREEN ACTIVATOR

What do we expect from a **Green** Activator?

- To have a basic understanding of green issues and the European Green Deal
- To be able to explain to the community the benefits that are expected from the green transition
- To seek the help of appropriate experts, who can guide the community on the important green issues
- To make an inventory of pertinent green issues at local level, probably with expert help
- To collect the views and experiences of the community in relation to the local green issues
- To discuss and prioritise the identified needs for green transition with the community
- To place the needs for green transition within the “vision for the future” of the community
- To suggest the necessary actions to put in place measures that promote green issues
- To recruit “allies” in this effort: local government, NGOs active in the area, local development agencies etc
- To cooperate with these “allies” and bring about the expected results.

The background of the Green Activator

- **Volunteers:**

 - offering their services as individuals or members of an NGO

- **Staff member of a public or private organisation.**

 - Which organization would be likely to undertake such a cost?**

 - A municipality

 - A local development agency

 - A NGO or private organisation

- **Experience**

 - What kind of experience are we looking for?**

 - Environmental activism

 - Local development

 - Education

- **Qualifications**

 - Do we consider certain qualifications necessary? (e.g. education)**

 - A higher education degree would be welcome, although not necessary

THE ROLE OF THE GREEN ACTIVATOR

Tasks the Green Activator is likely to perform

- **Act proactively**
by identifying the local needs for a green transition and proposing solutions
- **Inspire the local community to develop a vision for a “green future”**
by boosting the self confidence of people and a belief in sustainability
- **Develop a sense of community and build trust**
by using community development techniques to engage community members
- **Encourage the local community to take part in decisions that concern the green transition**
by conducting meetings to explain what the green transition is and what actions would specifically benefit the local community; examples from different locations would help

THE ROLE OF THE GREEN ACTIVATOR

Tasks the Green Activator is likely to perform

- **Build the capacity of local people for green transition**
by informing and explaining to them the benefits of green development
- **act as an intermediary between different stakeholders**
by building and sustaining networks
- **Provide a link between decision-makers and the local communities.**
by learning to speak the “language” of decision makers
- **Design initiatives that are meaningful for the local community**
by acting “from bottom up” helping the community to translating the local needs into action proposals and liaising with the responsible authorities
- **Identify the local “leaders” who can be a driving force in these initiatives**
because the leadership should remain local

THE GREEN ACTIVATOR

- **What skills and competence the Green Activator would possess?**
 - ✓ **Ability to understand the needs of local communities for Green Transition**
 - ✓ **Ability to explore possibilities for Green Transition**
 - ✓ **Ability to elucidate the green issues to the local community**
 - ✓ **Ability to conduct observation, survey research and group discussion in order to explore and understand the above**
 - ✓ **Ability to cooperate with experts in different fields of expertise**
 - ✓ **Ability to synthesize different views and opinions**
 - ✓ **Ability to encourage public involvement and conduct meetings of public participation**

THE GREEN ACTIVATOR

- **What skills and competence the Green Activator would possess?**
 - ✓ **Ability to design initiatives**
 - ✓ **Ability to promote local networking**
 - ✓ **Ability to build and maintain mutual trust in the community**
 - ✓ **Negotiation skills**
 - ✓ **Conflict resolution skills**
 - ✓ **Communication skills for awareness raising and informing the local communities**
 - ✓ **Communication skills for mediating between local stakeholders, local people and decision makers**

THE GREEN ACTIVATOR

Role	Skills
Community development role	<ul style="list-style-type: none"> Build a sense of common purpose and trust Develop vision for the future Encourage public participation Negotiation, conflict resolution
Green transition role	<ul style="list-style-type: none"> Understanding needs re: green transition Develop green vision Explain/communicate green issues Design green initiatives
Networking and liaison role	<ul style="list-style-type: none"> Networking local and non-local stakeholders Mediation between local community and decision makers / lobbying
Technical role	<ul style="list-style-type: none"> Liaise with experts Synthesize expert input / integrate it in the design of initiatives Gather data through surveys, observation, desk research etc to support the initiatives

THANK YOU

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