



## 52 Climate Actions End of Project Report 2023

Chris Warburton Brown, Project Coordinator

This report describes the activities and successes of 52 Climate Actions from April 2020 to March 2023. An anonymous donor provided £20,000 of funding for 52 Climate actions in April 2020. This was matched by £10,000 from Andy Warburton and funding from the Erasmus+ funded projects Community Climate Coaches (CCC) and International Action for Community Transformation (iACT). Further funding came from a crowdfunder for a project for children and some smaller donations. The total budget was £80,100.

The infographic shows the 6 key projects of the 52CA family. All have been delivered successfully:

### Core Coordination

Creation and delivery of 52CA business plan, 2020-23.

5 members of staff employed part time.

Responsible financial management means current funds will last until October 2023.

18 funders applied to and £49,000 secured.

Extensive new partnerships created.

### Community Climate Coaches

See description on p.6 below.

### Climate Actions with Children

Successfully rebranded as 'Seeds for Action', see p.6.

### 52CA Card Deck

Partly merged with 'Seeds for Action', partly delivered as a freely downloadable pdf deck.

### Publicity and Marketing

47,000 website users and 211,000 page views.

Conference presentations to 2,000+ people.

Storythings engaged as marketing advisors.

### Climate Action Workshops

7 delivered, with on-going delivery through CCC.



# THE 52 CLIMATE ACTIONS FAMILY

6 PROJECTS, ONE WEBSITE  
[52climateactions.com](https://52climateactions.com)



NATURE

## CORE COORDINATION

### MANAGING THE NETWORK AND THE WEBSITE

Consortium coordination, fundraising, contracts, website maintenance, social media; to March 2023.  
Budget £30,000. Secured £22,000.

## COMMUNITY CLIMATE COACHES

### A EUROPEAN NETWORK OF CLIMATE COACHES

Creating the new role of Community Climate Coach, trained to lead significant carbon reductions across Europe.  
Budget £40,000. Secured £40,000.



POWER



COMMUNITY

## CLIMATE ACTIONS WITH CHILDREN

### TAKING THE PROJECT TO THE NEXT GENERATION

Producing a deck of inspiring, visually engaging action cards for children and their adults.  
Budget £30,000. Crowdfunder in Autumn 2021.

## 52CA CARD DECK

### 1,000 DECKS OF 52 CLIMATE ACTION CARDS

Turning the existing website into a physical deck of cards for teachers and community leaders.  
Budget £20,000. Crowdfunder in Spring 2021.



TRAVEL



TREES

## PUBLICITY AND MARKETING

### INSPIRING AN AUDIENCE OF TENS OF THOUSANDS

A major PR launch featuring videos, photos, media tools, press releases and social media.  
Budget: £23,000. Secured £5,000.



TREES

## CLIMATE ACTION WORKSHOPS

### FACE TO FACE AND ONLINE TRAINING

Building on Permaculture South Australia's inspiring and successful work with community leaders in 2019-20.  
Budget: £36,000. Fundraising underway.



SHOP

## Progress in 2020

2020 was a very successful year for the project. The project had three aims this year;

1. securing long term funding
2. creating a clear business plan for the next three years.
3. keeping the 52CA project thriving and active.

All three aims were fully achieved.

A donation from Andrew and Jo Warburton in April was matched with funding from an anonymous donor allowing the re-employment of Chris Warburton Brown as Project Coordinator. Further funding success followed with two Erasmus+ bids; CCC (Community Climate Coaches) and iACT (international Action for Community Transition). We secured a total of £119,000 for climate action work at The Permaculture Association. £73,000 of this was directly for 52CA, with the rest for broader education and network building. This money secured the future of 52CA to Sept 2023.

*Chris Warburton Brown* continued to coordinate the project, supported by *Sarah Cossom* on social media and *Nigel White* on web tech. *Steve Charter* (education and training) was also in the Climate Action team, although funded from other sources.

Following the completion of phase 1 of 52CA, a full planning process was now needed to devise phase 2. The main focus was agreed as marketing and outreach. A business plan was developed in summer 2020 which identified 6 core activities, summarized in the infographic.

Highlights of the year included:

- Reactivation of the project team and the consortium after a 5 month gap
- Holding 7 52CA consortium meetings.
- On-going partnerships with the 52CA consortium members
- Drafting the 52CA legal agreement, turning 52CA into an intellectual commons.
- Formation of the 52 Climate Actions with Children consortium
- 8 online conference talks given by the Project Coordinator, with an audience of over 400.
- 12 issues of monthly 52CA e-newsletter written by Sarah Cossom.
- Creation of an online community of 250+ receiving 52CA e-newsletter.
- Strong links developed with Ethical Consumer, Climate Crisis Film Festival, Climate Action Newcastle, Global Returns Project, Kingston University, and 8 CCCC project partners.
- Community Climate Coaches project launched with a series of online meetings.
- All 52 Climate Action pages renewed and updated in response to user feedback.
- Major new web page section developed, 'Be Inspired'.
- Numerous technical glitches with the website fixed by our Web Coordinator, Nigel White.
- A great deal of excellent feedback received (see generic funding bid below).
- 10-year-old Antony told us he loved using the website with his classmates.
- Over 300 funder websites explored.
- 42 potential project funders identified.
- Bids submitted to 16 funders.

### Progress in 2021

After an extremely successful year in 2020, 2021 was slower. We were not able to conduct the outreach activity we had intended due to:

1. *Project Coordinator illness* - The Project Coordinator had surgery for a congenital heart condition in March. He also suffered a serious bout of covid in October-November.
2. *On-going disruption from Covid-19* - No opportunities to promote the project at face to face events this year, and funders have been either closed or restricted to covid-19 related work.

After consultation the 52CA Consortium was dissolved in March. Instead, on-going partnerships with the consortium members were maintained through our European climate projects (ECOLISE, Steve Charter, SpiritLab, University of Lisbon), through 52CA with Children (Stephanie Meehan, Permaculture South Australia) and through one-off events (Edinburgh Napier University). Successful new partnerships were forged through our European climate projects (Permakultur Danmark, Laboratorio Sicilia 2030, Cloughjordan Ecovillage, Finnish Village Network, Bulgarian Green Village, Resilience Earth Catalonia, Centre for Ecological Living Luxembourg) and through 52CA with Children (Children in Permaculture, Pia Castleton). We also established partnerships with Twigs magazine and the South Australian Red Cross. Forging these new partnerships was one of the most successful areas of work in 2021.

Highlights of the year included:

- Over 2,000 people watched the project presented at online conferences or talks
- 19,000 people visited the website for the first time
- We passed 100,000 page views
- We raised £5,600 through crowdfunder for 52CA with Children
- 52CA became a core resource for the Community Climate Champions and iACT projects
- Significant steps were taken in preparing a detailed outreach and engagement plan
- *Marianne Lindfield* (knowledge management) joined the Climate Action team
- 'Climate Action' becomes a core organizational priority of the Permaculture Association
- Chris proposed and created the PAB Senior Management Team to improve project delivery

### Progress in 2022-3

2022-March 2023 has been an extremely busy time for the 52CA team. This has largely been through delivery of our European climate action partnerships CCC and iACT and the 52CA spin-off project Seeds for Action. These three projects all offer exciting opportunities for evolving 52CA for new audiences and contexts. During this period 52CA has been fully upgraded to drupal 9 and many of the pages have been reviewed and edited or re-written. New tools have been added including lesson plans, [powerpoint slides and printable 52CA card pdfs.

We engaged marketing agency [Storythings](#) to work with us early in 2022. They have years of experience in delivering meaningful relationships with an online audience. After a series of lively meetings they delivered a Playbook suggesting ways to make the project sustainable, including franchising content. However as CCC, iACT and Seeds for Action came to fruition, Chris and Steve had less time to work on 52CA directly and these suggestions have not yet been pursued. Hopefully this can be done in 2023.

Sadly *Sarah Cossom* left the project in June 2022 for orchards new. She was responsible for our social media and successfully built an online support group for 52CA of 300 people. These people received monthly updates about our work, with actions highlighted in more depth. Sarah also produced 104 separate tweets, two for every action, to run throughout October and November 2021, culminating in COP26 in Glasgow.

Highlights of the year included:

- 12,000 people visited the website for the first time
- We passed 200,000 page views
- On-going review of 52CA hyperlinks and educational content to ensure they are still live
- Review of all 52CA pages to ensure their wording is still relevant post-pandemic
- Upgraded 52CA website from Drupal 7 to Drupal 9
- Presentation of 52CA and Seeds for Action at the National Permaculture Convergence in Oxford
- Permaculture South Australia designed and uploaded Climate Action workshop tools to 52CA
- South Australian Red Cross workshop tools added to 52CA
- Lachlan Mackenzie produced a set of downloadable pdfs of the 52CA cards; a way of producing a physical 52CA deck without the expense, effort and risk of developing a commercial product.
- Supported 7 CCC half-day trainings, inspiring 200 coaches to deliver workshops using 52CA tools
- Attended 2 CCC residential training events, in Catalonia and Ireland, with over 50 participants
- Steve researched and wrote the CCC Competencies Guide
- Chris researched and wrote the CCC Good Practice Guide
- Chris created 12 case studies of good practice in community climate action for the CCC website
- CCC Toolkit, CCC Handbook and CCC Good practice guide all include a section on 52CA
- iACT Toolkit includes a section on climate action with a strong focus on 52CA
- 52CA featured in the board game *Earth Rising*
- Funding secured for PAB to deliver a CCC residential training event in the UK in June 2023
- Use of CCC and iACT funds enables the 52CA Coordinator to remain in post until October 2023

### Overview of website performance, July 2019-March 2023

The website has had 46,617 unique users since its launch in July 2019. This figure was boosted by our appearance at several online and face-to-face conferences and at the UK and European Permaculture Convergences. This is a good figure but short of the 100,000 we had hoped for. Currently, between 20 and 50 people visit the site every day. The average user spends 2.3 minutes on the site, and looks at 3.4 pages. Pleasingly, 18% of users spend more than five minutes on the site. 6,781 of these users (13%) are returning users, who represent our core audience.

A total of 211,281 page views have taken place, with an average viewing time of 1 minute. This is a little misleading however as it includes views of index and theme pages which are just click throughs. Time on the detailed web pages is considerably longer; for example the most popular pages are 'Reduce, Reuse, Refuse, Repair, Recycle' (10,611 page views) averaging 8 minutes, and 'Plant an Edible Forest Garden' (4,880 page views), averaging 7 minutes.

The site has performed very well against the Google Benchmarking data, with almost double the expected number of site users and 40% longer than expected visit duration. It is hard to be sure from Google Analytics, our main source of data, but it seems that we have a core returning audience of around 1,000, which is disappointing.

61% of our users are under 35 and only 5% over 65, which was not expected during our audience planning. 54% of users are male. There is a roughly equal split between phone and desktop users. Users have come from 183 countries. 29% of users are from the UK, 19% from Australia, 16% from the USA and Canada, and 13 % from the rest of Europe. Curiously, 7% are from the Philippines and 3% from India. A special mention for our single user in Guinea-Bissau, who spent 15 minutes on the site!

The website remained live for 1090 days out of 1095, with no major technical issues. Minor technical issues were quickly dealt with by Nigel. A major website upgrade from Drupal 7 to Drupal 9 was conducted in the autumn of 2022.

## The 52CA family in more depth

### 1. Community Climate Coaches

The EU funded Erasmus+ project *Community Climate Coaches* is creating a pathway for training a corps of inspiring coaches who can lead community climate action across Europe. The aim of the project is to develop a system to train, support and enable a new vocation, Community Climate Coach, and to work toward ensuring this role is deeply embedded in the climate response and sustainability movements. 52CA was mentioned in the original CCC bid and has been adopted as a key tool for the project. This allows us to harness CCC resources for developing important parts of 52CA and to adapt 52CA resources into a face-to-face coaching and teaching context.



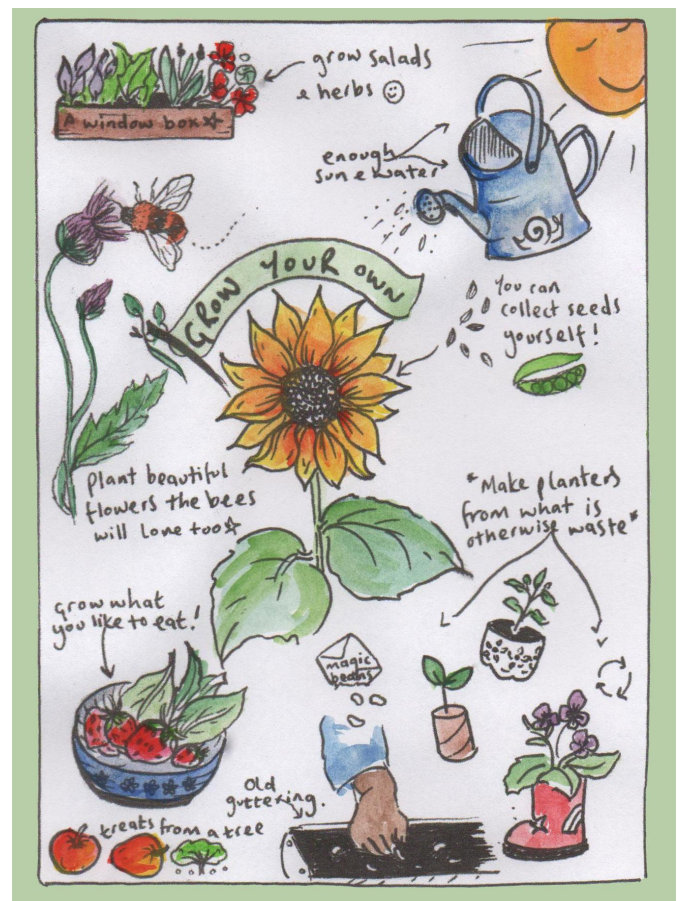
### 2. international Action for Community Transformation (iACT)

A project building a network of Learning and Demonstration Centres in 7 European countries, inspired by the UK LAND network. Although less focused on climate action than CCC, it allows us to employ Marianne Lindfield to improve PAB's knowledge resources, including 52CA.

### 3. Seeds for Action

This project grew out of 52CA and the Children in Permaculture Conference 2019. We have a strong partnership of international educators and designers. We raised the first £5,600 from donations, allowing us to design and test 6 cards with 100 children aged 3 to 12 in California, England, Scotland and Australia. We are currently business planning a Kickstarter campaign to raise the money for 1,000 physical decks of cards. We are also exploring conventional publishing and distribution options for these cards.

The plan is to produce 30 action cards like 'Cook on a campfire', 'Explore Soil' and 'Walk to School'. Each will create opportunities to learn together through shared activities and fun, while promoting mental and physical health. All the actions will require minimal resources, skills and preparation; we want to create inspiring activities that children and their carers can do together without educator support.



Appendix 1: Financial Report for 52 Climate Actions, April 2020 to March 2023

Income

Donation by Andy and Jo Warburton	£10,000
Donation by Derek Brown	£1,000
Anonymous grant giving trust	£20,000
Erasmus+ Community Climate Coaches (received)	£31,353
Erasmus+ Community Climate Coaches (to come)	£11,850
Income from talks in 2021	£210
Seeds for Action fundraiser, 2021	£5,706
<b>Total</b>	<b>£80,119</b>

Expenditure

Coordinator salary (Chris)	£37,749
Marketing salary (Sarah)	£3,180
Education and Training salary (Steve)	£11,172
Overheads and PAB support (including Nigel)	£10,169
Technical equipment, subscriptions, bank charges	£1,174
Permaculture South Australia (design fees)	£1,840
Seeds for Action freelancers (design fees)	£3,174
Seeds for Action; publishing expenses	£383
CCC Travel and training expenses	£2,924
Storythings (consultant fees)	£3,100
<b>Total</b>	<b>£74,865</b>

**Carried forward to April 2023: £5,254**