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Report 1: CLASP Local Partnerships Small Projects Fund
Green Wave (led by Manchester City Council)



The Green Wave Film
A How-To Guide for Local Authorities

This is your invitation to the World Premiere of
'The Green Wave' an environmental film made by the residents of
Charlestown and Higher Blackley.

The year is 2080 and The World is a different place. We've gone back to the old ways,
thanks to John Tyler, a local meter reader on a mission to save us all.
His neighbours think he's the local crank with his madcap energy saving ways.
The film shows real people coming together to make a massive difference to their
communities and eventually the World.

The Premiere will be held at Manchester Town Hall Friday 21st May 2010 at
6pm for a red carpet reception.

To book your place call REELmcr on 0161 226 4487 or email info@reelmcr.co.uk



MANCHESTER
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Background

REELmcr are a local social enterprise that use filmmaking as a tool to give a voice to deprived and alienated communities and individuals. REELmcr have a strong portfolio of community projects, and were successful in their bid to Manchester City Council's (MCC) Manchester Carbon Innovation Fund to develop a film about climate change with local residents in Manchester. MCC assisted REELmcr to secure the remaining funding that was required from a variety of sources, as the project would achieve a number of objectives from intergenerational community cohesion to carbon reduction. MCC identified two priority wards within the city that they wanted REELmcr to work in which were recognised as hard to reach and had fewer active environmental campaigns than other areas of the city.

At the same time that the project was being initiated, MCC were in the final stages of coordinating a stakeholder climate change action plan for the city. The plan, entitled "Manchester: A Certain Future", has 2 main aims: to reduce carbon emissions by 41% by 2020 based on 2005 levels, and to develop a low-carbon culture and behavioural change within the city. The REELmcr project is viewed as heavily contributing to the latter of these aims.

Project overview

The REELmcr project involved working with residents in the Higher Blackley and Charlestown wards of Manchester to script, produce and premiere a film about climate change. The people involved in the film were typically hard to reach and engage with, but have started to instigate long-term behavioural change by building knowledge and teaching them what they can do to make a difference. Abiding by the very nature of the subject matter, the film was produced in a 'low-carbon' way, including the red-carpet premiere at the Town Hall.

This was a completely new approach to the subject of climate change in Manchester which sought not only to bring about increased community cohesion in to two hard to reach communities but also to produce a 45 minute drama that will be a legacy for the future.

Aims

The project contributes to a number of national indicators including:

NI 5	Satisfaction with local area
NI 185	% CO2 reduction from local authority operations
NI 186	Per capita CO2 emission in the local area
NI 187	Tackling fuel poverty
NI 188	Adapting to climate change

The project also works towards local authority community cohesion aims, particularly intergenerational, which had been identified as an issue in one of the wards, and offers cultural learning opportunities.

A core group involved with the project and local businesses will be taking part in the 'Manchester's Commission for the New Economy' Smarter Project, which will involve the installation of simple monitoring equipment in homes and businesses locally.

Funding

Funding was secured from a number of sources, as follows:

MCC Manchester Carbon Innovation Fund

MCC North Manchester Regeneration Team (Cultural and Community Cohesion)

CLASP

Enterprise Manchester

Cultural Strategy

The total cost of the project (excluding the Premier at Manchester Town Hall) was £40,700



Additional in-kind support was provided by numerous organisations and individuals i.e. United Utilities, Manchester City Council Housing Energy Management Unit and Eco House, Manchester Creative and Media Academy (Boys), The Cooperative Academy of Manchester and Our Lady's R C High School who made the 'Oscars' .

Initial engagement

A trailer day was held to gain community interest, followed up by phone calls to encourage attendance at the workshop sessions. An event was held at a local school in early September to give members of the group more information about the project and in order for them to learn more about the techniques used by REELmcr.

Engagement was also made with the various funders to promote the project according to their different priorities. REELmcr met with them and showed film clips from other projects and discussed their needs and aims and objectives for this project.

Workshops and Rehearsals

At the workshop a different environmental theme was covered each week, such as food, recycling and energy saving, and the participants also worked on drama skills. All sessions were facilitated by REELmcr with their staff, drama workers and camera man. As the workshops progressed the script began to emerge which all the participants were involved in developing.

The workshops and rehearsals were held at local high schools and to reduce the environmental impact of each participant driving there, REELmcr arranged a minibus.



Filming and production

Local sites were chosen around the city dependent upon the different scene requirements of the shoots. Local food suppliers and other local residents were drafted in to ensure the Co2 reduction elements of the project were consistent. Local residents were used in a prominent crowd scene in the film. Post production was completed by qualified REELmcr staff. A red carpet premiere was held at Manchester Town Hall on 21st May. Almost 500 residents attended the event, including the cast and production crew. Abiding by the nature of the film, the environmental impact of the premiere was minimised by giving attendees bus passes for a local bus company serving the Higher Blackley and Charlestown wards. The cast members travelled to the event in a vintage open-top Manchester bus which was dressed and branded up with the theme of the Green Wave to help to further raise awareness of the project and promote sustainable transport. All cast members wore donated second hand clothing which was recycled into red carpet outfits.

Outputs

- 89 local residents were involved in making the film, including 48 young people.
- The film and 'Making of the Green Wave' has been produced and is available via: <http://www.reelmcr.co.uk/REELprojects/greenWave/>
- A DVD of the film drama and 'Making of the Green Wave' will be circulated around the CLASP network and to relevant partners.
- The project produced numerous case studies of personal journeys, such as one participant deciding to give up her car as she learnt about its environmental impact.
- The project received excellent press coverage throughout.
<http://manchesterclimatefortnightly.blogspot.com/2010/05/green-wave.html>
http://menmedia.co.uk/news/s/1240335_stars_turn_out_for_climate_change_film
<http://www.how-do.co.uk/north-west-media-news/north-west-broadcasting/locals-and-tv-stars-create-the-green-wave,-premiering-in-manchester-tomorrow-201005208147/>
- A Green Wave Facebook site has been set up
- A short You Tube film is available on the web - <http://youtube.com/watch?v=GYUbmFta68> - this is included in the film and can also act as a trailer for the film at future events



Lessons Learnt

- The project established a successful model of engaging communities in an exciting project and using it as a tool to educate them about climate change and how they can make a difference, rather than simply trying to preach about the subject.
- Keeping local members informed and onboard is highly beneficial.
- Forward planning to identify potential Council restrictions is important. The election embargo affected when the film premiere could be held, which impacted on filming schedules and publicity opportunities.
- Remaining flexible and looking out for additional opportunities. As the film was being shot it was decided a 'making of' the film would be an excellent addition to highlight the legacy of the project and to demonstrate the personal journeys of participants.
- It was important to MCC and to the participants involved to shoot the film locally around the city, rather than going elsewhere in the country. This allowed the residents to showcase their local area and obviously helped minimise carbon emissions from travel.
- As well as the participants learning how to reduce their carbon footprint, there were also many lessons learnt for REELmcr on how they could reduce their own emissions, which will be used on their future projects.
- There was a need to be creative to minimise carbon emissions from the project whilst remaining within budget.
- During the initial engagement period a number of the group were signed up to take part in the Dehems 'Living Labs' project <http://www.dehems.eu/> with the Manchester Digital Development Agency. However, due to unforeseen problems with availability of equipment and progress of this project the equipment was not installed and the project became more South Manchester focussed. The New Economy for Manchester Smarter Project will now be used to deliver this element of the project and to further enable key members of the group who will be trained to install the equipment and help to support others in their local area who will be engaged and signed up to this project.

Legacy

The project has enthused and educated a large number of residents who are keen to get involved in other projects and local focus groups which will help to inform local service providers. MCC will be working with these residents as it is vital to ensure this enthusiasm is harnessed and they continue to promote and contribute to a low carbon community. Many participants have also been keen to take advantage of other campaigns related information and advice in particular their increased participation in local recycling and using a stubbie pocket ash-tray to reduce cigarette related litter in their local area.



Many older residents were involved in the project and this has had a significant impact in terms of engendering inter generational respect in the area. This will be further highlighted in the evaluation report which will be available before the end of June 2010.

The film drama itself is an educational tool, and there are plans for MCC to show it to community groups and schools with cast members speaking about what the film meant to them. We also feel the 'Making of the Green Wave' is a valuable tool, which further reinforces and shows the legacy and impact of the project.



Events will be held over the next few years as part of the community engagement programmes being conducted to contribute to Manchester's climate change action plan - Manchester: A Certain Future.

Enterprise Manchester and Manchester's Commission for the New Economy will be involved in future events and will be helping to reinforce the messages in the film. Local schools and businesses will also be encouraged to sign up for the Smarter Project which will further contribute to carbon reduction locally.

Carbon Footprint

The direct sources of CO₂ were calculated at the conclusion of the project and the indirect sources were noted and discussed in the end of project report.

Direct:

- Transport

- Electricity usage (powered equipment etc)

Indirect:

- Consumables (tapes and other materials which were not manufactured/transported specifically for the project)

- Site energy usage (buildings already heated, lit between hours which project used)

- Food not prepared specifically for project

A full report on the carbon footprint of the project, and what actions were taken during the project to reduce it, can be found at:

http://www.climatechangenorthwest.co.uk/assets/_files/documents/jul_10/cli_1279474565_Carbon_Footprint_.doc

The amount of CO₂ calculated in the report is **681.9kg**, the total footprint is larger due to CO₂ emissions which were not calculated but even allowing for hundreds of kilograms of CO₂ from the indirect sources, this is still less than the offset produced by one of the participants being inspired to give up their car. Many other savings from changes in participants behaviour were also noted. See "The Impact on Participants" on the following page.

The Impact on Participants...

"You don't think about climate change now because when it happens we are all going to be dead anyway, but now you realise it relates to your next generations, our children."

"The project makes me aware of what releases a lot of energy and what wastes energy and what it costs and what we can do to get it lower."

"It's making me change a lot of my bad habits, personally I walk a lot more, I turn the TV off standby and all that kind of stuff."

"It's made me more aware about global warming. I've learnt how to recycle and taught the kids how to recycle, and not just throw cans and plastic away. It can all be recycled for a better future."

"When I go to bed at night, everything's off."

"I can get anywhere I want to without having to jump in a car, and its done wonders for me because I've lost half a stone as well!"

"I think the films true to life and so real. I can imagine something happening like this one day."

"Its changed me loads. It's made me more aware about what I can do in my own community."



Watch The Film

Both the full film and a very good short summary of "The Making of" the Green Wave are available for you to view at:

<http://www.reelmcr.co.uk/REELprojects/greenWave/>

Find Out More, or Borrow a DVD...

j.rhodes@manchester.gov.uk

ailsa@clasp-nw.info