



WWF

FOR
YOUR
WORLD



COMMUNITY
FUND

MOBILISING COMMUNITY CLIMATE ACTION



MOBILISING COMMUNITY VOICES

Communities are more powerful than they know. We want to ensure that voices of communities across the UK are heard – inspiring and supporting people to take action in their local areas.

We want to find out what action they want to see, to address the climate and nature emergency in their own space or community.

This project aims to inspire and support hundreds of people across the UK – engaging and equipping them to come together and transform our relationship with our planet, from the ground up.

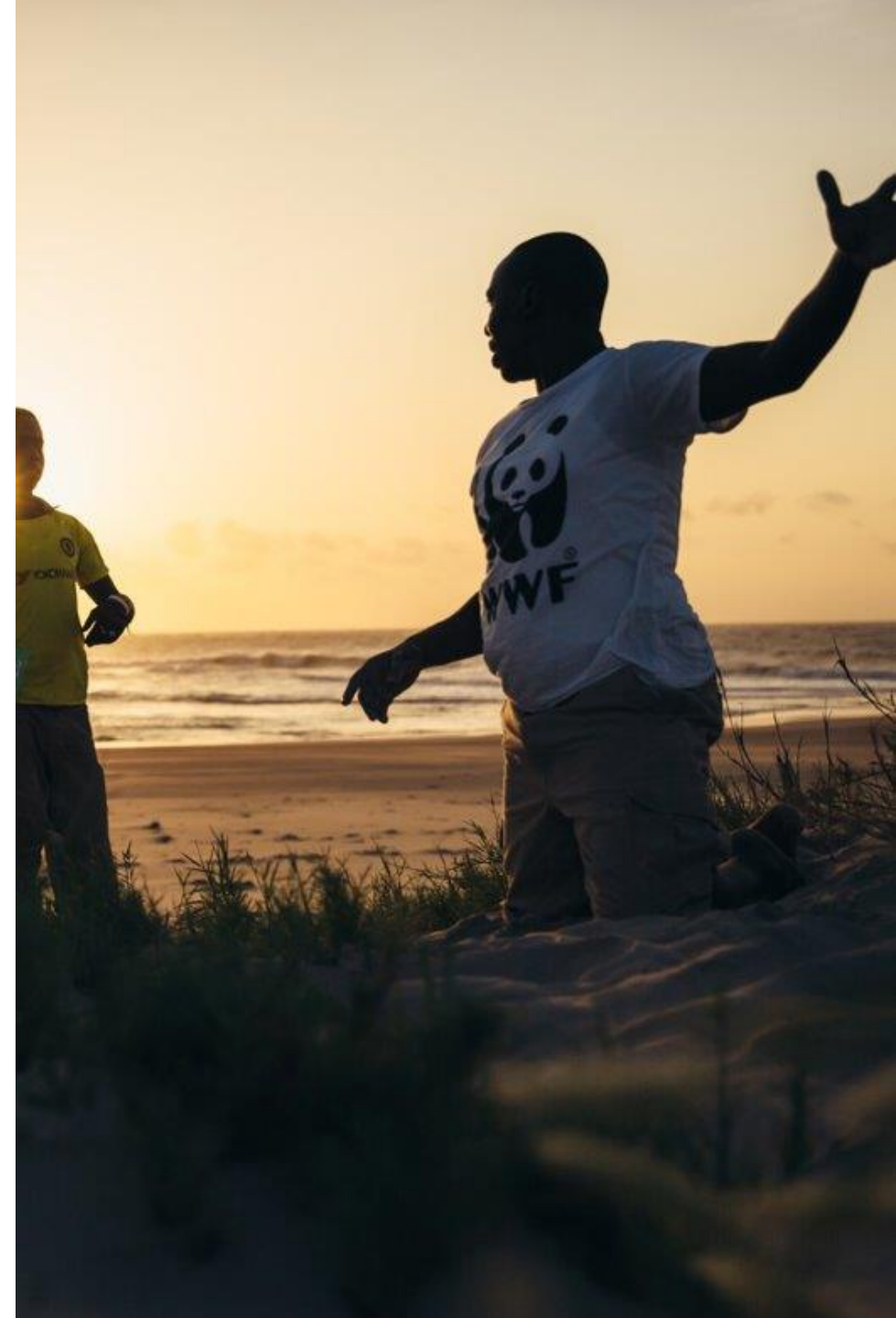
We want to encourage people to learn more about the issues affecting our home and give them a role in the solutions.

Through activity, discussion and creativity within different areas of the UK - we want to platform issues that matter most in those local areas - demonstrating how community ideas can drive forward environmental change.

The project will support community leaders from five key areas in the UK, to bring others from their local area together virtually, to watch and discuss the feature-length documentary film: *David Attenborough: A Life on Our Planet*.

Follow-on sessions can cover workshops or discussion groups that address issues in the film. Attendees of these sessions will leave knowing what actions they can take together, and in their personal lives, to make change that contribute to the fight against climate change.

We will shine a spotlight on community stories, that showcase the importance of individual and community actions, and behavioural change in addressing the climate crisis.





WANT TO GET INVOLVED?

1. Become a screening host and register your event.

We have all the tools you need to host a screening! If you want to become a screening host, visit the Attenborough site to register your event.

OR

Become a mobilising partner by sharing this project with your networks.

Reaching diverse new audiences through this work is crucial for our vision of success. With this work we aim to create an inclusive movement in the conversation around climate and nature.

By **promoting** the *David Attenborough: A Life on Our Planet* screenings programme with your own audiences, you will play a vital part in raising awareness of the messages within the film and linking people within communities together, to support and inspire action. Use our promotional assets to speak to people about how they can get involved.

2. Become an organiser.

If you are a leader, head or organiser of a local group or grassroots movement, you can activate your networks in a way that best suits them.

You could host your own panel discussion on the film and how your practice can help change the solutions, run a similar version of the concept in your own collective or institutions, organise a collaborative response, or a workshop.

Using your skills, expertise and knowledge will help us to reach and inspire new voices. WWF will provide support to help you develop your ideas or run an impactful session.

3. Realise your ideas, with community funding.

We have a number of small grants we are able to support community action with – please contact us for more details and eligibility criteria.

Do you have other ideas, that aren't listed here?

Contact us at community@wwf.org.uk.





HOST A COMMUNITY SCREENING OR EVENT

HOSTING A SCREENING

Individuals, communities, networks and organisations can run their own digital or in person* screenings in their communities or online. All you need is a Netflix account to run the event.

**Please ensure you follow the latest government guidance on social distancing if deciding to run an in-person event.*

COMMUNITY TOOLKIT

To support hosts to run these events, **toolkits have been [released here](#)** which will include everything you need to hold a virtual or in-person screening – such as event plans, technical guides, social media & promotional tools, speaker guides.

JOINING THE COMMUNITY

The website includes resources and an events page where the host can upload information on their screening or event.

The events page populates a map that celebrates the growing movement of audiences sharing the film - or taking action inspired by a screening.

TALK TO OUR TEAM

Can't hold a screening but still want to support the project? Talk to our team about partner options to ignite the conversations with your audience.

You can contact community@wwf.org.uk.



THANK
YOU

