

www.actforeden.org.uk

Part of Act for Eden's Rivers – a community engagement project supported by the National Lottery Heritage Fund



Act for Eden

Eden Rivers Trust wants to:

- Encourage everyone in the Eden Valley and Carlisle in Cumbria to **make a promise to Act for Eden** and help make our rivers cleaner and healthier
- **Measure the collective impact** of these individual actions
- Create **positive media stories** about rivers



The challenge...

How to encourage people to take individual action to help rivers?

- People feel overwhelmed by environmental problems
- They want to do something, but often don't know where to start
- People don't always see why rivers are important to them
- Don't make the link between our daily actions and the impact they make
- Identifying the barriers that hinder people taking action



Our approach...

- Break the 'problem' down into bite-sized chunks
- Make the things you're asking people to do quick, easy, fun, and no/low cost
- Use digital resources to create community conversations
- Use people power - turn individual action into collective action...to make a BIG difference that people can feel they are part of



Act for Eden

a digital-first campaign

- A campaign anchored by a website
- Promoted by via social media and mailing of our supporters database
- Supported by offline activity – events, 'How to' pack, young people projects



The promise journey

- Participants promise to make a small change to something they do everyday
- They keep their promise for two months
- Eden Rivers Trust provides them with top tips and motivational emails to help them along the way
- Participants share what they are doing with others
- Running total of the number of people signed up AND the impact of these changes in behaviour



10 promises to choose from...



Ditch the disposables



Clean up your act



Eat sustainable seafood



Taps off for teeth



Only flush the 3Ps



Be a legendary litter picker



Garden for Eden



Take shorter showers



Flushed with success



Ditch the alien invaders





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Keeping people onboard throughout their two-month journey

- **Handy tips** on what to do to keep the promise
- **Reminder email** part way through with more tips
- **Final email** – have you kept your promise?
 - No? – want to try another?
 - Yes? - people can submit their top tips onto the website
 - Suggestions of what to do next – tell a friend, contact your MP
- We hope that after two months their change in behaviour will become permanent



Spreading the word by...

- Creating an **Act for Eden** pack to give out at events
- Promoting the campaign at community river events
- Encouraging young people involved in our creative river art projects to make a promise
- Bi-monthly articles in press and parish newsletters
- Promoting to parish councils and other councillors to encourage local residents to take part



Having conversations ... social media



- Participants share comments with others on how they've kept their promise - Act for Eden webpage
- Participants celebrate achievements via videos and images on our social media
- Social media graphics and advertising to inspire sign up



Measuring impact...

Webpage graphics show:

- Number of people signing up to each promise
- Impact of each promise
 - e.g. total litres of water saved

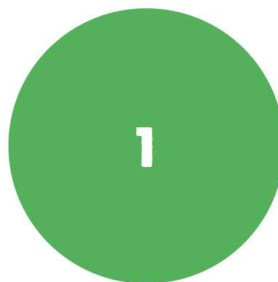


Only flush pee, poo and paper

Why?

Did you know that the UK flushes [3.4 billion wet wipes](#) down the toilet each year, making up 94% of the materials causing sewer blockages?

These and other plastic 'nasties' such as cotton buds, nappies, period products, contact lenses and more end up down the loo. Once in the sewer system they don't dissolve, they clump together, creating blockages (the



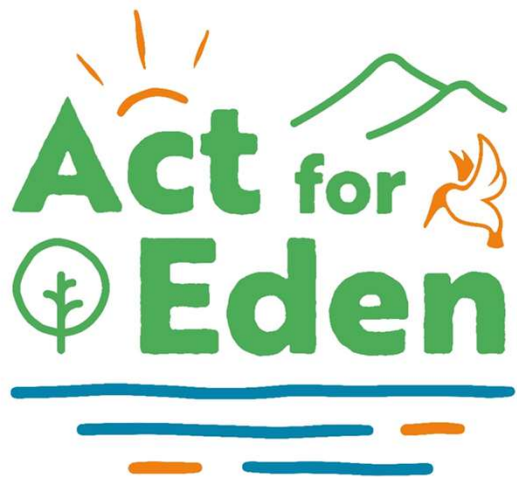
People making this promise



Free-flowing flushes have been made

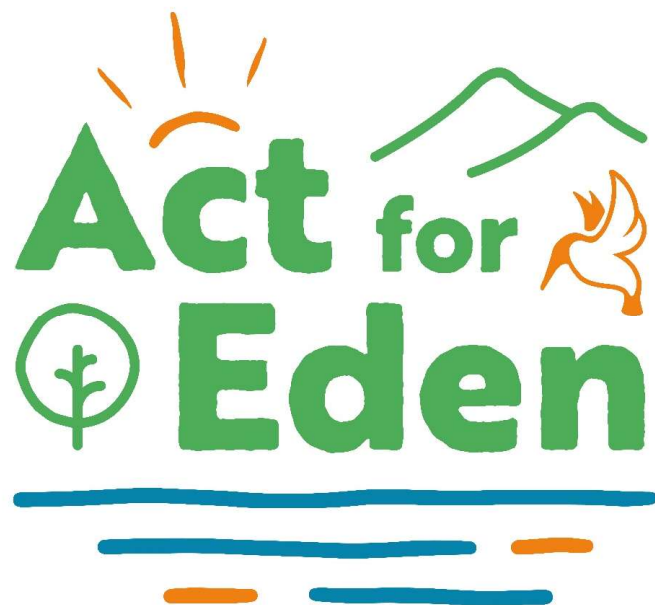


Watch this space...



- This is a first for us, so we're learning
- Why don't you ... challenge yourself to keep a promise!





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