

Highland & Islands Climate Festival Festival Brief for Communities

Background

In 2022, the North Highlands & Islands Climate Hub organized the Highland Climate Festival with Highland Adapts from June 25 to July 3. Over 100 in-person and online events were held, including active travel, repair cafes, growing open days, film screenings, talks, and a tree hugging competition. The festival aimed to celebrate and unite Highland communities with a localism theme. Following its success, a working group of community organizations in Orkney created the Orkney Climate Festival, timed to coincide with and collaborate with the Orkney Science Festival from September 1 to 7. The Shetland Islands Council held the Shetland Climate Festival, reaching a broad audience, and plans to do so again in June 2023.

Evaluation from the 2022 Festivals

Communities for Highland & Orkney Climate Festival responded well to the events, and a spirit of collaboration was fostered between community organizations for both. Following each festival, the Hub gathered feedback from community organizations on the running and promotion of the festivals with key areas highlighted, including:

- Involving community organizations in the planning of the festival
- Extend the festival period to allow for more events and to enable groups to spread out multiple events
- In-person events were well-attended, providing an opportunity for celebration events since Covid-19
- Assistance with promotion, including the supplied branding pack
- Longer lead time for planning and applying for seed funding
- Simpler funding options to encourage broader participation rather than larger funding awards
- To enable community organisations to have greater ownership of the festival stand alone marketing to promote and advertise

Highland & Islands Climate Festival Working Group

In March 2023 the now Highlands & Islands Climate Hub invited Members and Community Organisations previously funded in 2022 to take part in a Highlands & Islands Climate Festival 2023 working group to enable us to respond as a collective to the evaluation carried out in 2022.

We worked through ideas and suggestions using our Miro Board, which can be found here:

https://miro.com/app/board/uXjVPm3-ejQ=?share_link_id=498873474927

Highland & Islands Climate Festival 2023 - 1st – 30th September 2023

The Highland & Islands Climate Festival is a celebration of localism and community engagement with a focus on climate action to be held from 1st – 30th September 2023. The festival will feature a diverse range of fun and informative events, including active travel, repair cafes, growing open days, film screenings, talks, and competitions. The festival aims to bring people together across the region, both in person and online, to inspire action on climate change. Through collaboration with community organisations, the festival fosters a sense of local ownership and empowers individuals to make a positive difference in their communities.

Objectives

- Celebrate and raise awareness of climate-friendly action, initiatives, and organizations across the region
- Encourage participation in local community climate action and promote low-carbon sustainable living
- Raise the profile of the Highlands, Orkney, and Shetland as leaders in community-led climate action and advocates for sustainable, local living, working, and visiting
- Promote biodiversity, environmental protection, and appreciation for nature in the region
- Empower individuals and organizations to take action on climate change and contribute to a more sustainable future for the Highlands & Islands.

Theme

The theme of the Highland & Islands Climate Festival 2023 is **Think Local, Be Local**. The culture of Highland & Islands is tightly woven around a strong sense of localism and pride in our communities. From Shetland to Skye cultures, language, food and drink and our history is rooted in local. Celebrating local means celebrating sustainability, low carbon choices in food and drink and the very fabric of our vibrant local communities who are carrying out community led climate action.

Promotion of the festival, suggested themes for events will revolve around this key message of **Think Local, Be Local**; Eat Local, Travel Local, Grow Local, Share Local, Protect Local.

Events

The Highland & Islands Climate Hub will co-ordinate a regional programme of online events, activities and promotions working with various partners including an anticipated Highland & Islands Climate Conference. The Hub are also currently working with a Film-maker to create a short film of community led climate action across the region which will be launched during the festival with local and online film screenings.

Communities are encouraged to hold events during the period of 1st – 30th September celebrating the work that they are carrying out in their communities to combat the climate emergency and/or celebrating the themes of the festival.

In addition to this communities from Shetland to Skye are encouraged to hold a celebratory picnic (indoors or outdoors) on the final day of the festival - **Saturday 30th September** in what we hope will be a mass regional picnic and celebration event. The Hub will be working on how this can be digitally collaborative to promote the vibrancy of our communities to the wider world.

Funding – opens for applications on Monday 1st May

Funding will be offered to community organisations through the Highland & Islands Climate Hub. Applications for funding support will open on 1st May 2023 and funding can be allocated as follows below. Funding is more limited than 2022 however the Hub are working on festival sponsorship which may enable a larger funding allocation to be offered as we progress.

Big Local Picnic

- **Funding of up to £200** to assist a community to stage an indoor or outdoor picnic celebrating their community on Saturday 30th September only
- The picnic should celebrate local food and drink
- The picnic should contain an element of climate engagement. Examples could include having try sessions of bikes, crafts from recycled materials, celebrating local food and drink, hosting a climate conversation, climate education themed games (templates and suggestions will be available from the Highland & Islands Climate Festival resources section of website)
- The picnic should not have any disposables and should only use reusable
- Funding is allocated per locality therefore in places where there are multiple community organisations operating they should work together to stage a picnic

Event Funding

- Event **funding of up to £250** will be available to Members of the Highland & Islands Climate Hub to stage events throughout the region
- We would anticipate the funding to be used to pay professional fees, film screening fees, additional resources required or travel expenses. Funding should not be used for disposables.
- If you have a fantastic idea for an event but require greater than £250 funding our Development Officers have some discretionary seed funding which could be used for amazing ideas, please get in touch with your Area Development Officer to discuss.

Promotion & Branding

We are working with a local illustrator and local website designer to launch new branding and website for the Highlands & Islands Climate Festival along with associated social media we plan to launch this at the end of June to co-incide with the Climate Fringe Festival. A new refreshed logo will also be created.

Timeline

Monday 15th May	Funding opens for applications on https://www.hiclimaturehub.co.uk
Tuesday 16th May	Highlands & Islands Climate Festival Events Workshop Ideas for events, how to apply for funding
End June	Highlands & Islands Climate Festival website and social media launch
End June	Release of branding pack
July – 15th August	Events workshops, how to stage, manage an event Promotion workshops, how to use the branding pack, submit an event
15th August	Event submissions close
1st – 30th September	Highlands & Islands Climate Festival