

ACTIVITY

BIG LIST ACTIVITY

People:	At least 2 people, ideally everyone in your group
Time:	1 hour
Resources:	This activity sheet, a place to meet

Why should we do this?

It makes doing Transition a lot easier if you have support from others in your community, this could be other community groups, local government, charities etc. The Big List exercise is a simple way of identifying people and groups in your community who could help you to deliver Transition.

How to do it:

As a group write down on small pieces of paper all the people, groups, organisations and decision makers that you think care about your community, as well as those in your community who may not be supportive. Also think about the people who have influence in your community, they may not be part of a group, but they may have lots of contacts and have status within your community.

Then sort all of these people and groups based on the two principles:

- **Aware** - Awareness of Transition
- **Active** - Transition type activities they are involved in

Then sort into the following five categories:

1. Aware and Active -

These are people who understand Transition and are engaged in Transition type activities.

2. Aware, but not Active -

These are people who understand Transition but are not actively involved in Transition Activity.

3. Neither Aware Nor Active -

These are people who are not active, or engaged but potentially could be supportive.

4. Not Interested -

These are people who are just not interested in what Transition is and are unlikely to be involved.

5. Questions or Disagrees -

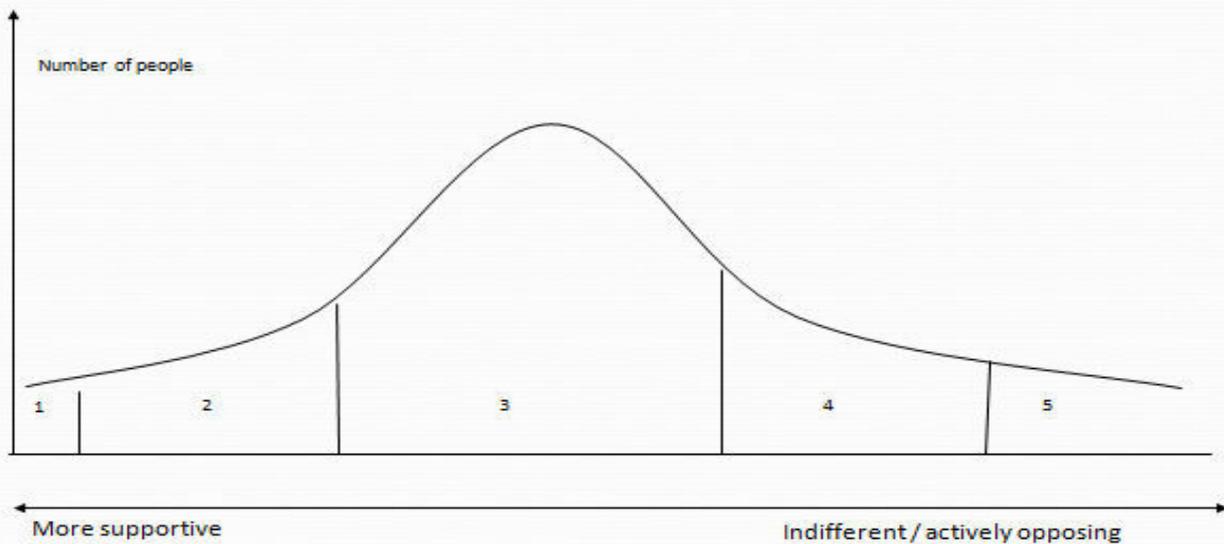
These are people who are potentially opposed to Transition ideas and activities.

Doing this will highlight the individuals/organisations that could be potential supporters.

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The Polarized Way to View Your Community



Once sorted into categories then consider if and how you may want to engage with each group. The following suggests ways you can engage and some risks to be aware of.

1: Natural allies

What to aim for in relation to them:

- Create relationships with them
- Make sure they know what you're doing
- Support their work and ask them to support yours. You can do this by finding out what their aims are (What projects are they doing and what do they need to deliver to satisfy their funders? Can you help them?)
- They are natural your allies to partner with, so you should not need to spend a lot of time building relationships as you are potentially already supportive of each other

Risks to be aware of:

- Build relationships early on, so they don't feel put out or competitive

2: Possible partners, interested in related issues – food growing, energy, community development etc.

What to aim for in relation to them:

- Spend time building these alliances – they help you to get established in your community
- Go to their meetings, don't just expect them to come to yours
- Take time to understand their priorities, and figure out together how Transition can support them

Risks to be aware of:

- If you don't enter this as a truly two way process – listening to and supporting their agenda – they may feel used by you

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3: Indifferent, usually these are the majority, so any headway here can really help expand your base of support

What to aim for in relation to them:

- These people are often busy with other things – getting on with family, career, surviving
- You need to be really clear about how your work helps them, and if you want something from them, what is it and whether they can give it

Risks to be aware of:

- If you ask for too much these people will resent it

4: Not interested, they give a clear “No”

What to aim for in relation to them:

- Respect their no
- Don't spend any time trying to “convert” them
- Find another way to be in a relationship

Risks to be aware of:

- Trying to persuade these people will make you seem evangelical, pushy

5: Opposition. Groups or people who feel threatened by what you're doing and will actively stir up opposition. E.g. anti-wind lobby

What to aim for in relation to them:

- Know who these groups are and have a strategy to counter anything they do to block, harm or denigrate you
- Learn from their arguments – what they're thinking is what's stopping 4s and maybe 3s from joining you

Risks to be aware of:

- If you're not prepared for opposition they can take the initiative and you are left reacting from a place of hurt or surprise
- Don't make it personal
- Don't get into pointless arguments with them

More support:

For more support and information on building network and partnerships go here:

<http://transitionnetwork.org/do-transition/starting-transition/7-essential-ingredients/networks-and-partnerships/>

Check out the 7 essential ingredients of Transition here:

<http://transitionnetwork.org/do-transition/starting-transition/7-essential-ingredients/>

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