

Starting Out



## COMING TOGETHER AS A GROUP



The Transition Belise group giving away trees. Photo - James Piers Taylor

## COMING TOGETHER AS A GROUP

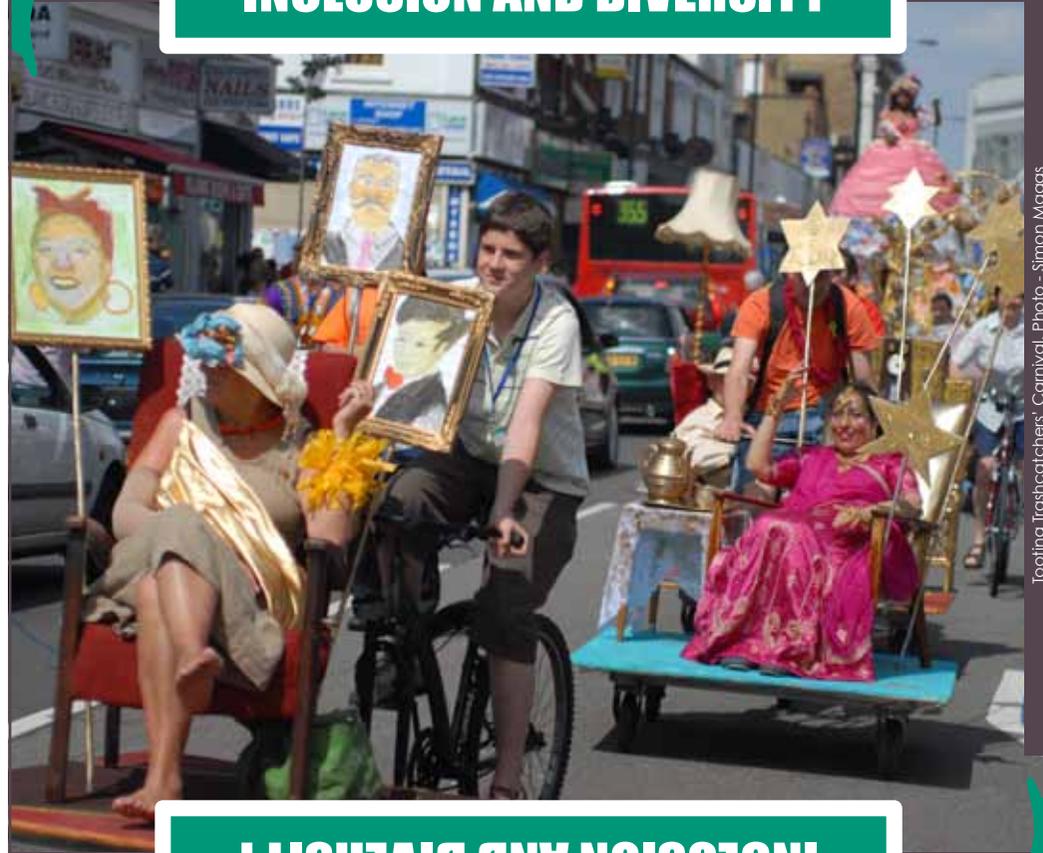
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## INCLUSION AND DIVERSITY



Tooting Trashcatchers' Carnival. Photo - Simon Maggs

## INCLUSION AND DIVERSITY

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Ensuring that initiatives reflect the greatest range of voices and experiences is not easy, but is vital to their success.

## INCLUSION AND DIVERSITY

## INCLUSION AND DIVERSITY

Diversity can only come from a commitment to values of inclusion and respect throughout the organisation. Go out to people and listen, and build on the concerns and passions that fuel the people around you.

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How best to bring a group of people together, and lay foundations for their working together successfully?

## COMING TOGETHER AS A GROUP

## COMING TOGETHER AS A GROUP

From the outset, create clear structures and processes that help your group to work enjoyably and effectively – and take time to get to know each other as people!

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# RESPECTFUL COMMUNICATION



Placards with a difference, at the launch of the Toines Energy Descent Action Plan, May 2010

# RESPECTFUL COMMUNICATION



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# FORMING AN INITIATING GROUP



An early meeting of the formative Transition Town Toines initiating group, over a shared lunch

# FORMING AN INITIATING GROUP



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Starting a Transition initiative can feel like an overwhelming task. How can this be made into a manageable process for one person or a group to kick off?

## FORMING AN INITIATING GROUP

## FORMING AN INITIATING GROUP

An initiating group serves to kick the Transition process off, networking and laying good foundations, until another group takes over what has become an established and wider-reaching Transition initiative.

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Any group whose members can't listen to each other or maintain respectful communication will soon dissolve into rancour.

## RESPECTFUL COMMUNICATION

## RESPECTFUL COMMUNICATION

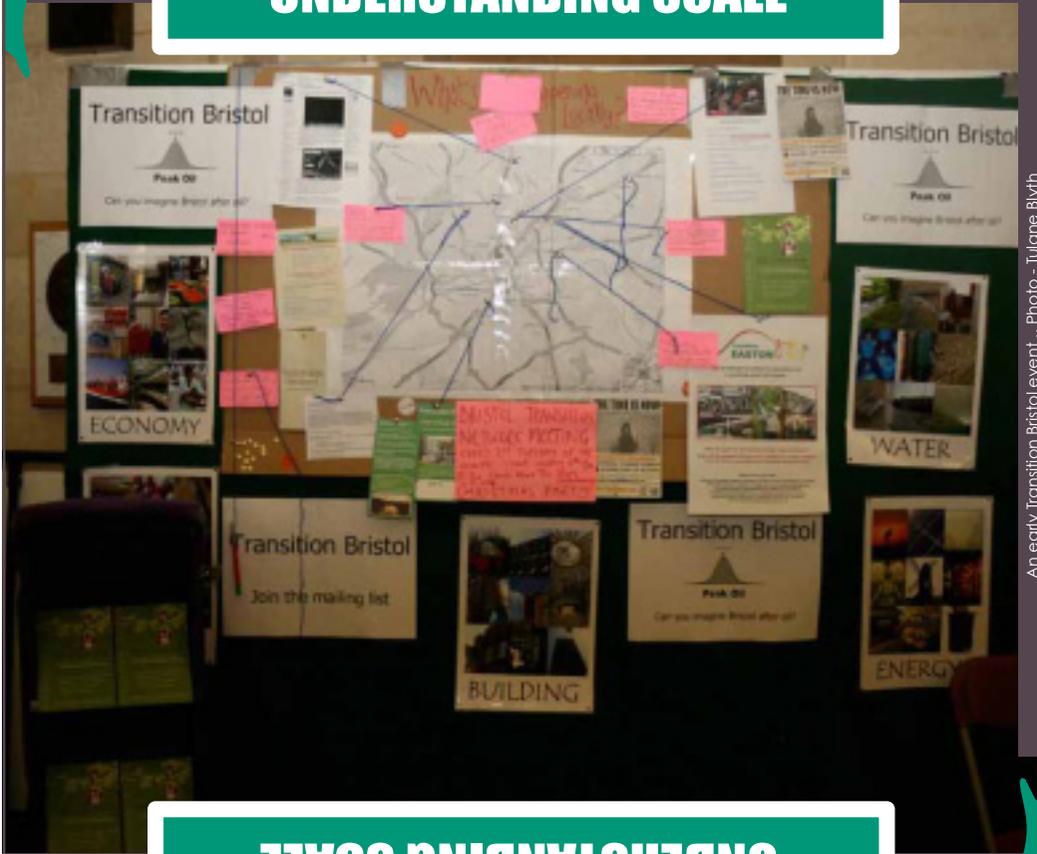
Value and cultivate qualities of compassion and respect, promoting politeness and respectful communication in your meetings and all other areas of what you do.

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# UNDERSTANDING SCALE



An early Transition Bristol event... Photo - Tulane Blyth

# UNDERSTANDING SCALE

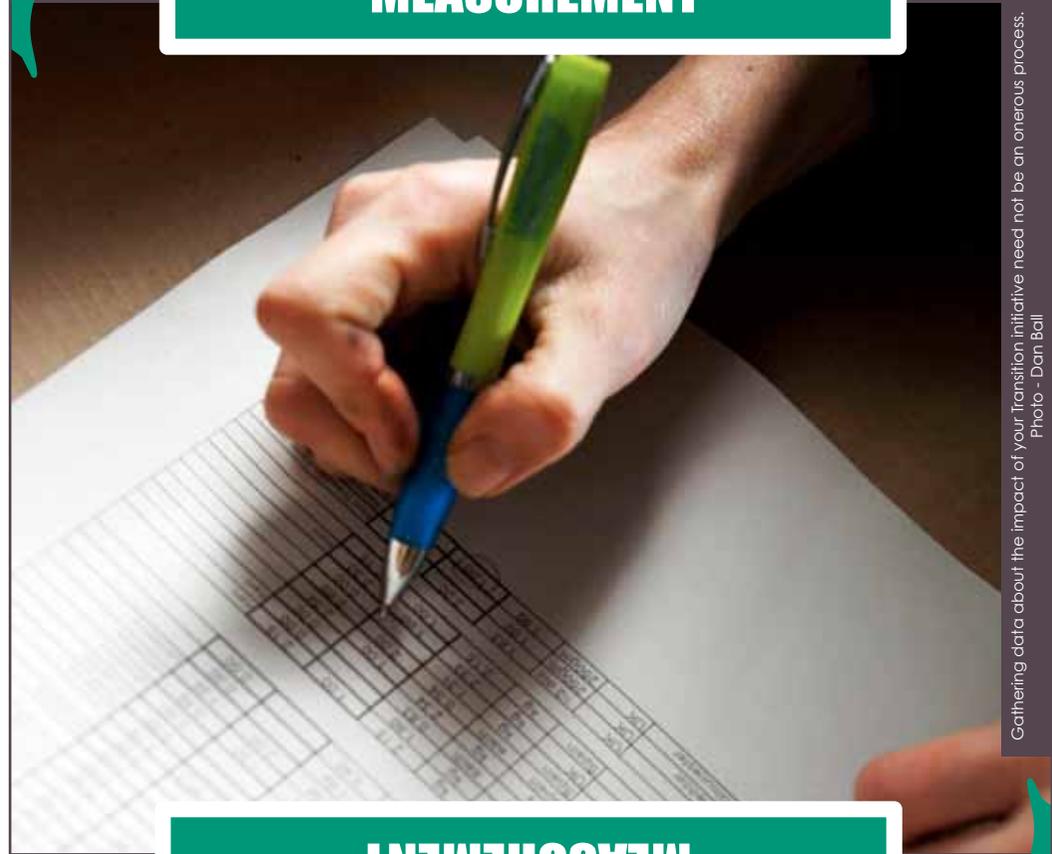


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# MEASUREMENT



Gathering data about the impact of your Transition initiative need not be an onerous process. Photo - Dan Ball

# MEASUREMENT



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What is the best way of measuring the impact your Transition initiative is having, whether social, economic or environmental?

**MEASUREMENT**

**MEASUREMENT**

As your impact grows, it will become increasingly important to document this. Getting into the discipline from an early stage will stand you in good stead for later, and provide insights that will help increase that impact.

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What is the most appropriate scale for your Transition initiative to work on?

**UNDERSTANDING SCALE**

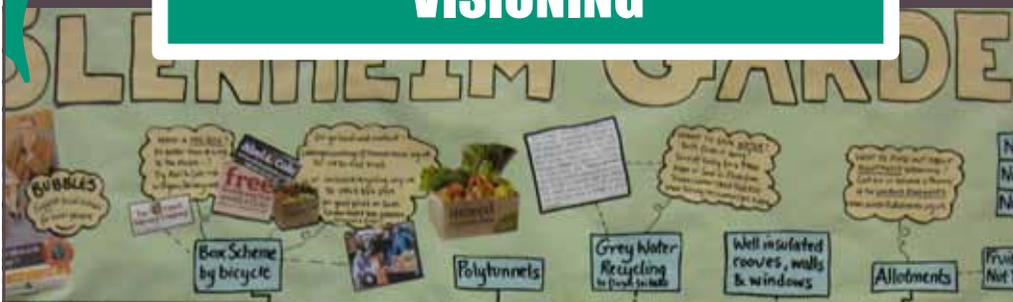
**UNDERSTANDING SCALE**

Single street? Perhaps not ambitious enough. Entire city? Possibly asking a bit much... . Choose somewhere in the middle over which you feel you can have an influence and that feels like home.

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# VISIONING



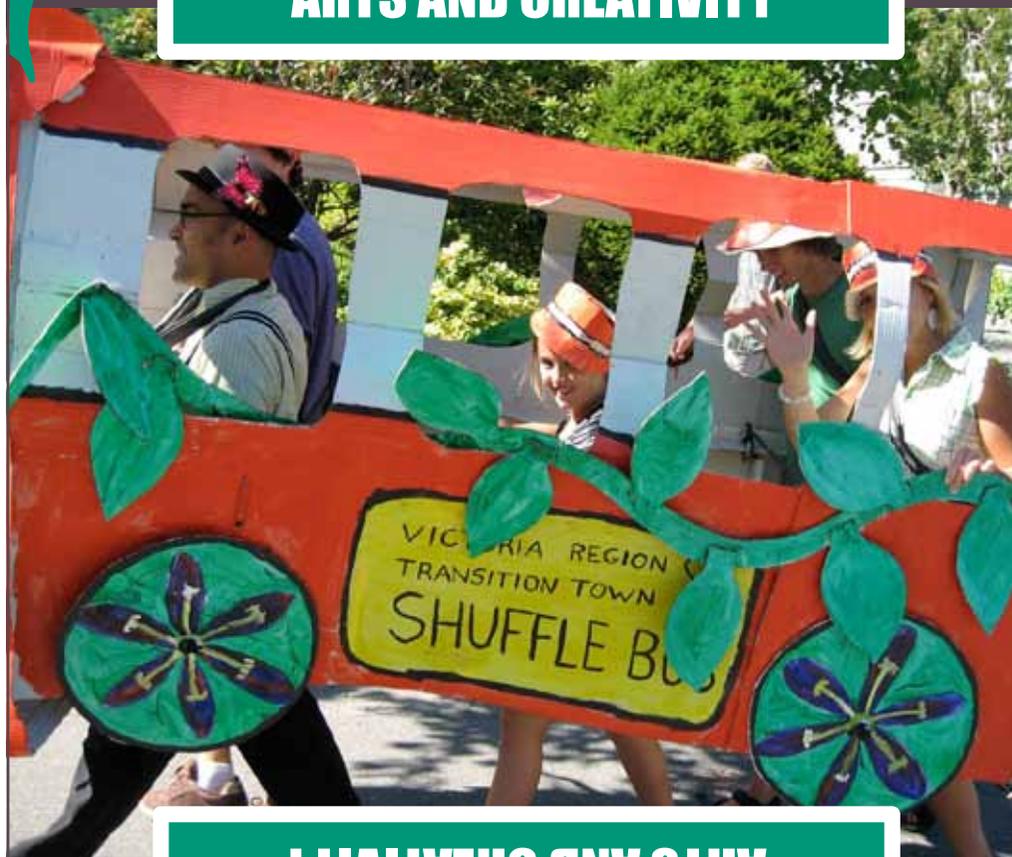
# VISIONING

Starting Out

Unleashing the future of Brixton... Photo - Amelia Gregory

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# ARTS AND CREATIVITY



# ARTS AND CREATIVITY

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Transition Victoria (Canada)'s 'Shuffle Bus'. Photo - Denise Dunn

Starting Out

A Transition process without play and creativity would miss out on a vital way of reaching, touching and engaging people.

**ARTS AND CREATIVITY**

**ARTS AND CREATIVITY**

Value the power of the arts and creativity to change our sense of what is possible in the world. Be big, bold and celebratory.

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Not being able to imagine a lower-carbon world is a huge impediment to designing and realising it. How best to overcome this collective failure of the imagination?

**VISIONING**

**VISIONING**

Weave visioning into everything, asking: "If you were to wake up in 20 years' time, in a world that had successfully navigated the journey to a low carbon, more resilient community, how would it look, feel, smell and sound?"

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# AWARENESS RAISING



Preparing to address the Unleashing of Transition Forest Row. Photo - Mike Grenville

# AWARENESS RAISING



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# FORMING WORKING GROUPS



Roofing Energy Descent Plan in Two Hours. South Bank UFT Fest. Photo - Mike Grenville

# FORMING WORKING GROUPS



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How best to ensure that your Transition initiative is taking a rounded approach to building community resilience, rather than just focusing on, say, energy and food?

## FORMING WORKING GROUPS

## FORMING WORKING GROUPS

Create working groups on food, energy, education; whatever people see as important. The role of the wider Transition initiative is to support this.

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What is the best way, in your community, to raise awareness about the issues underpinning Transition?

## AWARENESS RAISING

## AWARENESS RAISING

Design your awareness raising to have a broad appeal, and give people time to digest information, to share its impacts, and to come to their own decisions about next steps.

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# BUILDING PARTNERSHIPS



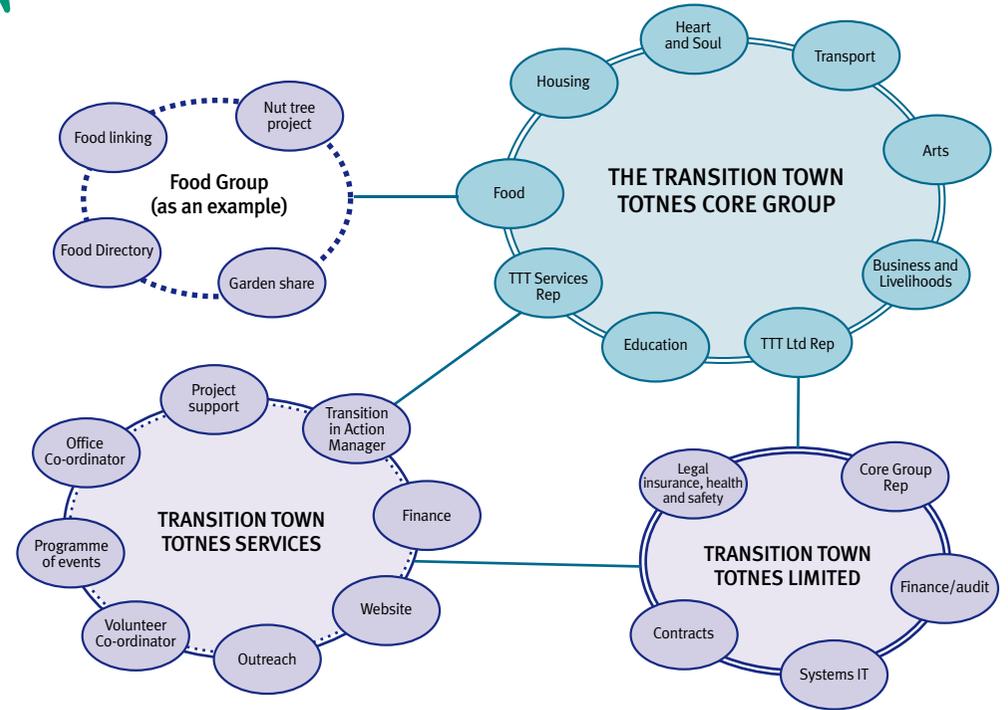
At the Brixton Pound launch event, every participating business had its details posted on the wall.

# BUILDING PARTNERSHIPS

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# EVOLVING STRUCTURE



# EVOLVING STRUCTURE

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What might it look like if a Transition initiative were designed not to actually do a wide range of projects, but rather to support those that are doing them?

## EVOLVING STRUCTURE

## EVOLVING STRUCTURE

See your Transition initiative's role as offering 'project support', to create the infrastructure projects need as they emerge, offering a common sense of purpose and providing administrative support, publicity and fundraising.

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You can't do much without the support of, or partnerships with, other organisations – to do so would leave you isolated and less effective than you could have been.

## BUILDING PARTNERSHIPS

## BUILDING PARTNERSHIPS

Recognise the value of clear and mutually beneficial collaborations and partnerships, and seek them out whenever possible.

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# BACKCASTING



A timeline visioning workshop in Dec 2010 in Koganei Japan. Photo - Paul Shepherd

# BACKCASTING

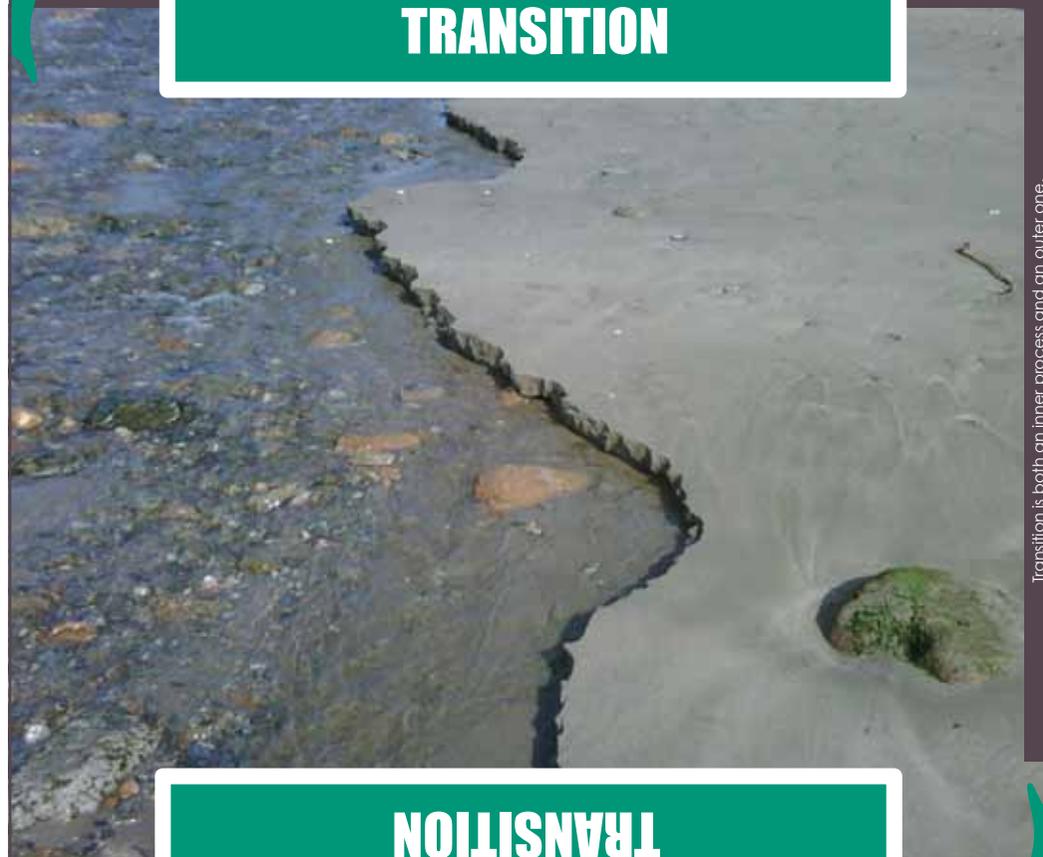


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# CREATING A SPACE FOR INNER TRANSITION



Transition is both an inner process and an outer one.

# CREATING A SPACE FOR INNER TRANSITION



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Creating a vision of a desired future is one thing, but how to identify the steps to actually get there?

## CREATING A SPACE FOR INNER TRANSITION

## CREATING A SPACE FOR INNER TRANSITION

Focusing on the inner aspects of Transition can bring a great deal to your initiative, and the support role it can serve should not be underestimated.

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Starting Out

Might it be that if Transition can find ways to bring together and integrate the inner and the outer dimensions of the change, it may turn out to be way more effective?

## BACKCASTING

## BACKCASTING

Backcasting helps us to identify the structures and institutions we need in place in order for Transition to become a reality: where should we start and, indeed, what we have already done that might also be useful.

Starting Out

Deepening



## HAVING AN OFFICE, OR NOT?



## HAVING AN OFFICE, OR NOT?



Deepening

Deepening



## PRACTICAL MANIFESTATIONS



## PRACTICAL MANIFESTATIONS



Deepening

Deepening

If nothing visible happens early on in your Transition initiative, it will become a talking shop, and people will start to drift away.

## PRACTICAL MANIFESTATIONS

## PRACTICAL MANIFESTATIONS

From an early stage, get visible projects going, make them playful and unthreatening, and ensure they are well publicised, visible, and inspire people to think of a low-energy future optimistically.

Deepening

Deepening

Would your initiative benefit from having a dedicated workspace?

## HAVING AN OFFICE, OR NOT?

## HAVING AN OFFICE, OR NOT?

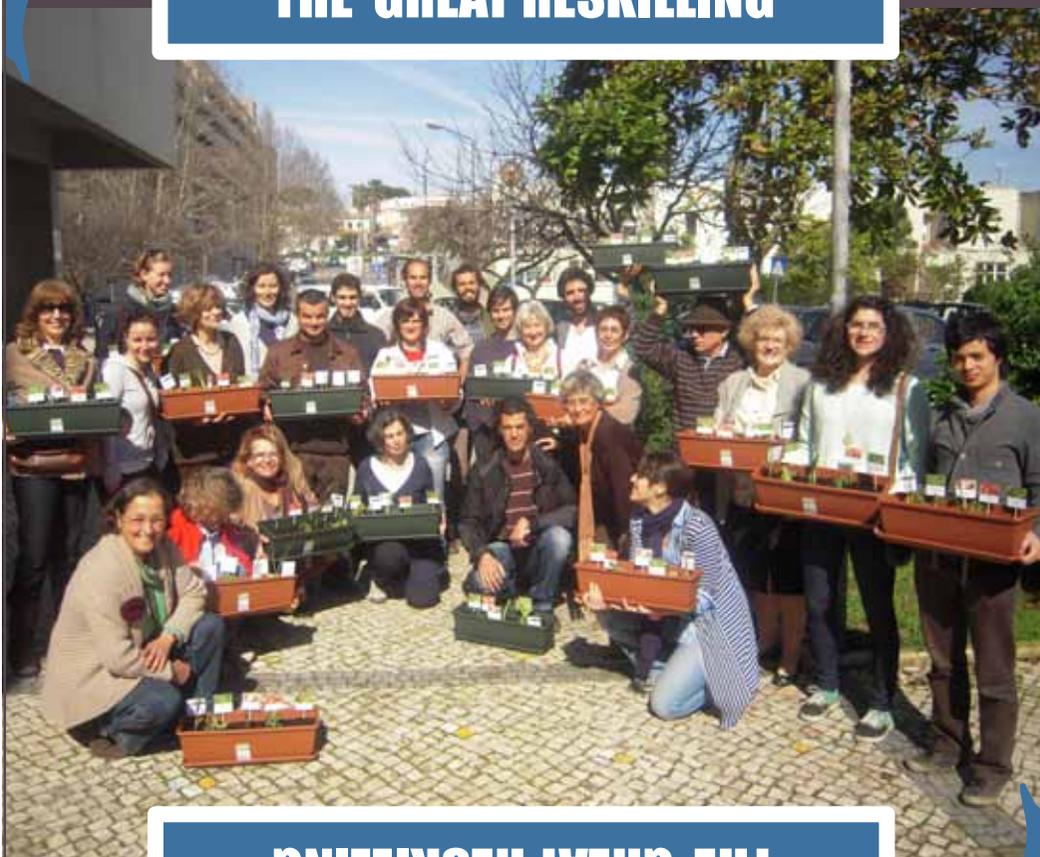
A kitchen table or the corner of a local cafe can be all a Transition initiative needs, but if you do decide you need something more formal, make it serve many functions as possible.

Deepening

Deepening



## THE 'GREAT RESKILLING'



## THE 'GREAT RESKILLING'

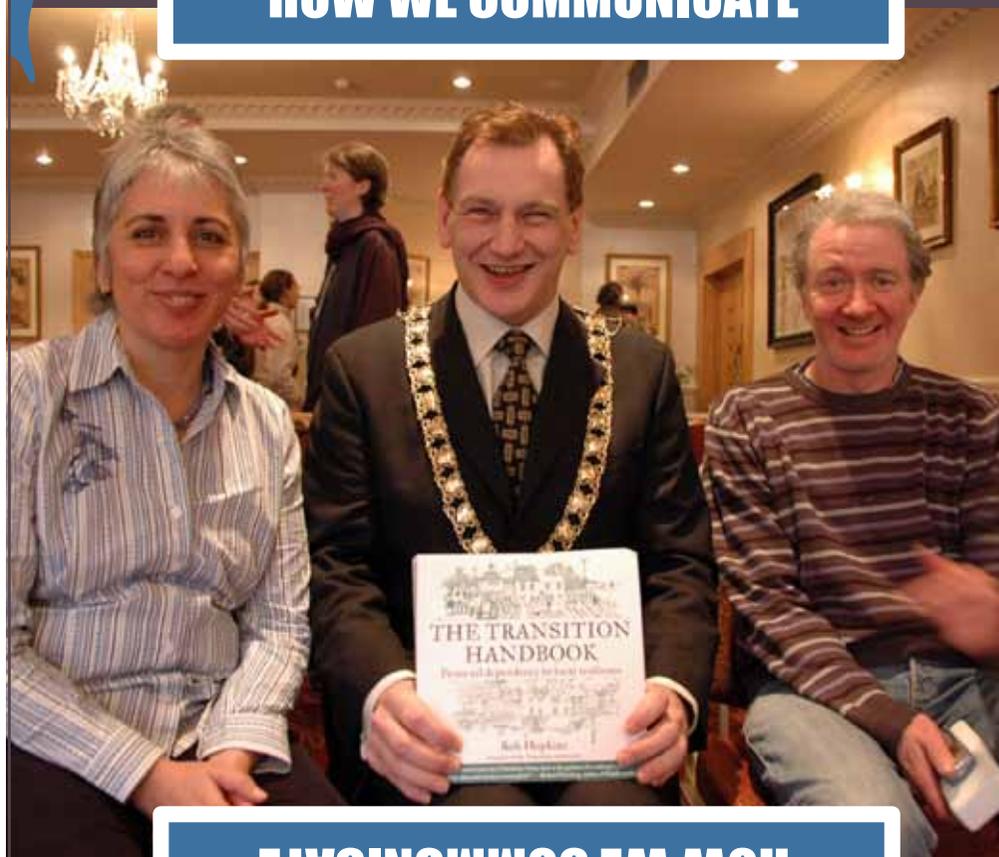


Deepening

Deepening



## HOW WE COMMUNICATE



## HOW WE COMMUNICATE



Deepening

For many, green campaigners can appear fanatical, naive, uninformed, smug, judgemental, patronising or offensive. So what is the most skilful way to get the message across?

## ★ HOW WE COMMUNICATE ★

## ★ HOW WE COMMUNICATE ★

**Be mindful of the language you and your group use in talks, printed materials and events, avoiding divisive ‘them and us’-style messaging, however subtle. Ensure that the project remains as accessible to as wide a range of people as possible.**

A more resilient community will require us to be adept in a wide range of skills – skills that until recently were everyday but are now greatly undervalued. How best to address this collective loss of practical skills?

## ★ THE ‘GREAT RESKILLING’ ★

## ★ THE ‘GREAT RESKILLING’ ★

**Make reskilling a core part of your work, in the form of events, practical projects or courses run independently or with local educational institutions.**

Deepening



# CELEBRATING



TKingston celebrate their Unleashing with a cake by Maria Bushra, Libby Wells, Jonny Helm and Tara K. Photo - Jonny Helm

# CELEBRATING

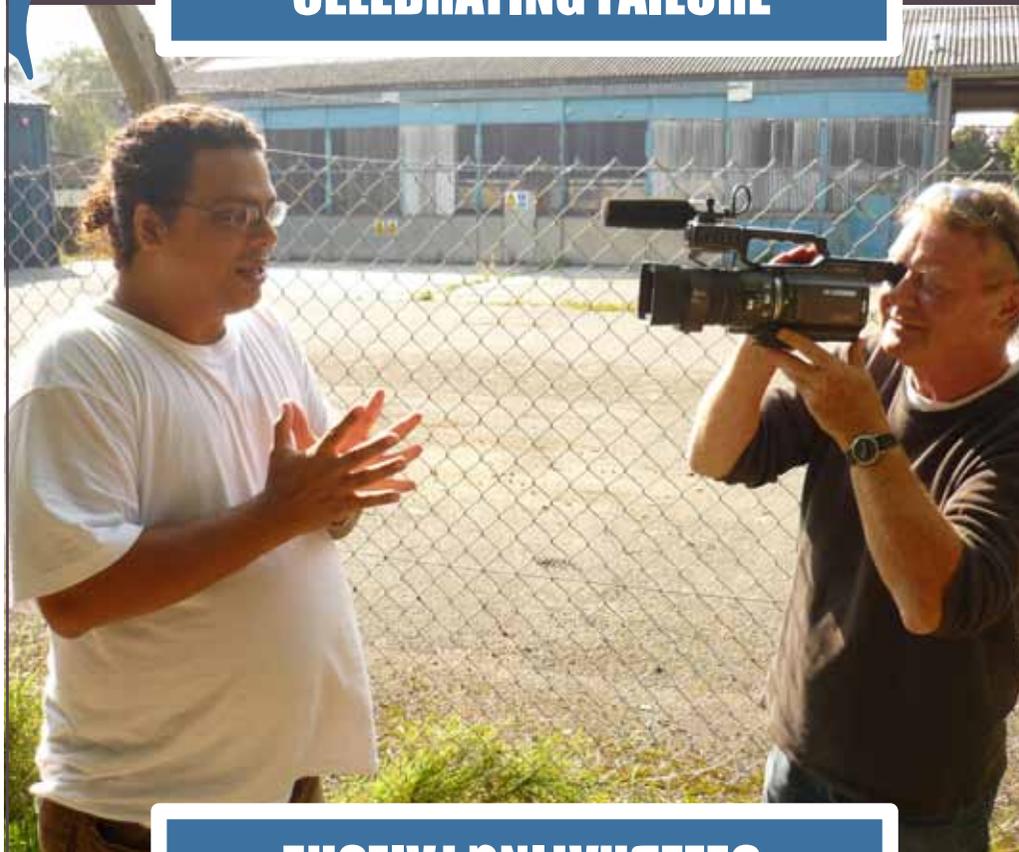


Deepening

Deepening



# CELEBRATING FAILURE



Cuban permaculture activist Roberto Perez being interviewed outside a site in Tones.

# CELEBRATING FAILURE



Deepening

Will everything we attempt work fantastically well, or might there be something to be learned from accepting that part of being adventurous is that some things will fail, and that that's OK?

## CELEBRATING FAILURE

## CELEBRATING FAILURE

**Celebrate your initiative's failures as much as its successes, seeing this as valuable research. Use Transition Network to share the stories of things that didn't work out as you had hoped.**

Being in a hurry to create a powered-down world can mean that we never pause to celebrate our achievements, even the seemingly minor ones. This can lead to the whole process starting to lose its spark, and end up feeling burdensome and exhausting.

## CELEBRATING

## CELEBRATING

**If this is to feel "more like a party than a protest march", we all need to grab a bottle, dress up, celebrate and celebrate often: celebrate small and large things, and mark anniversaries.**

Deepening



# 'HOW ARE WE DOING?'



One useful technique for evaluating how far the project has come is to draw out its history.

# 'HOW ARE WE DOING?'



Deepening

Deepening



# LOCAL FOOD INITIATIVES



# LOCAL FOOD INITIATIVES



Deepening

Tkensal to Kilburn created this community allotment on the platform of Kilburn Underground. Photo - Chris Wells

Our food system is highly vulnerable, yet within this vulnerability is a huge opportunity for rethinking how we feed ourselves.

## LOCAL FOOD INITIATIVES

## LOCAL FOOD INITIATIVES

There are many food projects a Transition initiative can start. Local food projects which involve other local organisations, offer much potential for boosting new Transition initiatives.

Projects need to reflect on their progress, be honest about their shortcomings and listen to constructive criticism. If they can't do these things, they will begin to lose connection with reality.

## 'HOW ARE WE DOING?'

## 'HOW ARE WE DOING?'

Put time aside regularly to evaluate how your initiative is doing. These could be either internal or public events that offer the opportunity for honest appraisal of your work. Ensure the ideas generated are made widely available and acted upon.

Deepening



# MOMENTUM



Marsden and Slaitthwaite Transition Towns (MASTT).

# MOMENTUM



Deepening

Deepening



# ENSURING LAND ACCESS



A TTDorchester initiative on land leased from the Duchy of Cornwall. Photo - Transition Town Dorchester

# ENSURING LAND ACCESS



Deepening

How will you actually get your hands on land for whatever land-based projects or enterprises your Transition initiative has decided to pursue?

## ENSURING LAND ACCESS

## ENSURING LAND ACCESS

Access to land can be secured in a range of imaginative ways. Work with landowners and invite them to see opening up access as being in both their and the community's interest.

How best to sustain the momentum of your Transition initiative over the longer term?

## MOMENTUM

## MOMENTUM

Momentum can be supported through seeking new members, promoting new involvement, a range of events, and a sense that the initiative is moving upwards and onwards. Momentum won't be constant, as different parts of the initiative will ebb and flow over time.

Deepening



## PERSONAL RESILIENCE



Giving our energy to making transition happen can be both energising and tiring.

## PERSONAL RESILIENCE



Deepening

Deepening



## EDUCATION FOR TRANSITION



## EDUCATION FOR TRANSITION



Deepening

Deepening

How can education, at all levels, best contribute to the Transition process, building resilient individuals, resilient communities and resilient learning institutions?

## EDUCATION FOR TRANSITION

## EDUCATION FOR TRANSITION

**Work with local schools and universities to support them in their journeys towards embedding Transition in their activities and becoming a powerful force in the Transition of the wider community.**

Deepening

Deepening

People drawn to Transition care deeply about the world around them, their children, and the future of life on this planet, but all too often give more of their time, energy and skills than is sustainable.

## PERSONAL RESILIENCE

## PERSONAL RESILIENCE

**Each of us is responsible for our own well-being. Ensure a balance of activity and rest, be aware of the early symptoms of burnout and don't shy away from seeking support sooner rather than later.**

Deepening

Connecting

# FORM NETWORKS OF TRANSITION INITIATIVES



# FORM NETWORKS OF TRANSITION INITIATIVES

Connecting

Connecting

# INVOLVING THE COUNCIL



# INVOLVING THE COUNCIL

Connecting

Developing a good relationship with your local authority will be vital, but how to do that most effectively?

### INVOLVING THE COUNCIL

### INVOLVING THE COUNCIL

When your initiative has sufficient momentum, approach whoever seems the most sympathetic person in the council. Explore ways of collaborating, and where your group has relevant expertise, offer to help draft policy.

Might there be something to be gained for Transition initiatives, rather than working on their own, networking with other local groups to share ideas and support each other?

### FORM NETWORKS OF TRANSITION INITIATIVES

### FORM NETWORKS OF TRANSITION INITIATIVES

Create wider networks that allow the sharing of local experience, representation at a wider political level, more visibility and the hosting of larger, more effective events.

Connecting



## WORKING WITH LOCAL BUSINESSES



## WORKING WITH LOCAL BUSINESSES



Connecting

Connecting



## ORAL HISTORIES



## ORAL HISTORIES



Connecting

What can we learn from our elders about more frugal and resilient ways of doing things that might help us to design the future?

## ORAL HISTORIES

## ORAL HISTORIES

Create events and meeting places where young and old people can tell their stories, formally or informally. Use artists and musicians to create evenings of storytelling and song about the local community.

Localisation without the engagement of the local business community will prove impossible. But what is the best way to engage them?

## WORKING WITH LOCAL BUSINESSES

## WORKING WITH LOCAL BUSINESSES

Offer services that support local businesses and that better connect them to the local economy, acknowledging the vital role they will have to play in the Transition process.

Connecting



## ENGAGING YOUNG PEOPLE



## ENGAGING YOUNG PEOPLE



Connecting

Transition South Bay L.A. Repurposing Event. Photo - Michael Vin Lee

Connecting



## THE ROLE OF STORYTELLING



## THE ROLE OF STORYTELLING



Connecting

David Heath, whose father George ran, until 1980, a big commercial market garden in the centre of Totnes

The stories the media tell us and that we tell each other about the future are usually not actually very helpful as we move forward, giving us unrealistic expectations and no sense of the challenges and the opportunities ahead.

## THE ROLE OF STORYTELLING

## THE ROLE OF STORYTELLING

**Weave storytelling, in its widest sense, through your Transition initiative, making films, raps, newspaper articles and small ads from the newspapers of the future, cartoons, animations, etc.**

If young people fail to see a role for themselves, Transition will lose the engagement of a crucial part of the community.

## ENGAGING YOUNG PEOPLE

## ENGAGING YOUNG PEOPLE

**Involve local schools and youth clubs, and use the media they use: Facebook, YouTube, Twitter and so on. Try to ensure that young people are represented in your group's core group.**

Connecting



# PAUSING FOR REFLECTION



Sometimes it is important just to take time out to reflect on whether your transition work is still nourishing

# PAUSING FOR REFLECTION

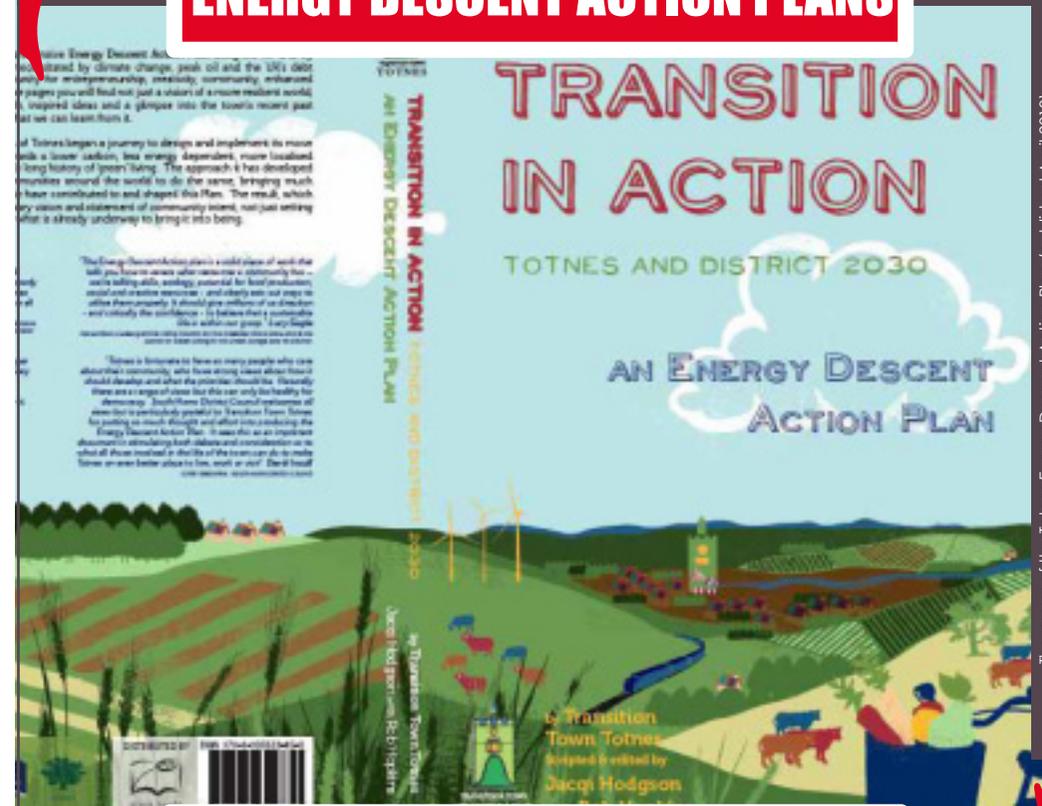


Connecting

Building



# ENERGY DESCENT ACTION PLANS



# ENERGY DESCENT ACTION PLANS



Building

Building

Our leaders, when designing for our future, assume there will always be cheap energy, economic growth, growth in car use and so on, all of which are highly questionable assumptions.

## ENERGY DESCENT ACTION PLANS

## ENERGY DESCENT ACTION PLANS

Design a creative, engaging, playful and research-based community process to form a powerful, practical story of the future, one that sets out the vital first steps and the catalyst projects needed to get the ball rolling.

Building

Connecting

This is a reminder to manage your time, to not take on too much and to take time out for yourself and for your friends and family. Keep the people closest to you right where they are

## PAUSING FOR REFLECTION

## PAUSING FOR REFLECTION

Stop and reflect on how your life is going, and whether or not your work with Transition is helping you to do what you want to do. Reflect honestly on how you are balancing your personal and Transition lives.

Connecting

Building



**SOCIAL ENTERPRISE/  
ENTREPRENEURSHIP**



Preparing vegetable boxes at Growing Communities, a local food social enterprise in Hackney

**SOCIAL ENTERPRISE/  
ENTREPRENEURSHIP**



Building

Building



**SCALING UP**



The Village, an eco-village development in Cloughjordan in Ireland. Photo - Davie Philip

**SCALING UP**



Building

Building

How to successfully manage the evolution from a small and informal community group to one capable of delivering big projects and setting up new social enterprises?

★ SCALING UP ★

★ SCALING UP ★

When the time is right, evolve your initiative to maximise its effectiveness as the world around it changes. Hold to your purpose and values - these will help the group retain its identity and effectiveness amidst great change.

Building

Building

Visioning a powered-down local economy is one thing, but how to bring it into reality in such a way that it supports the wider transition of the community and can thrive independent of external funding?

★ SOCIAL ENTERPRISE/  
ENTREPRENEURSHIP ★

★ SOCIAL ENTERPRISE/  
ENTREPRENEURSHIP ★

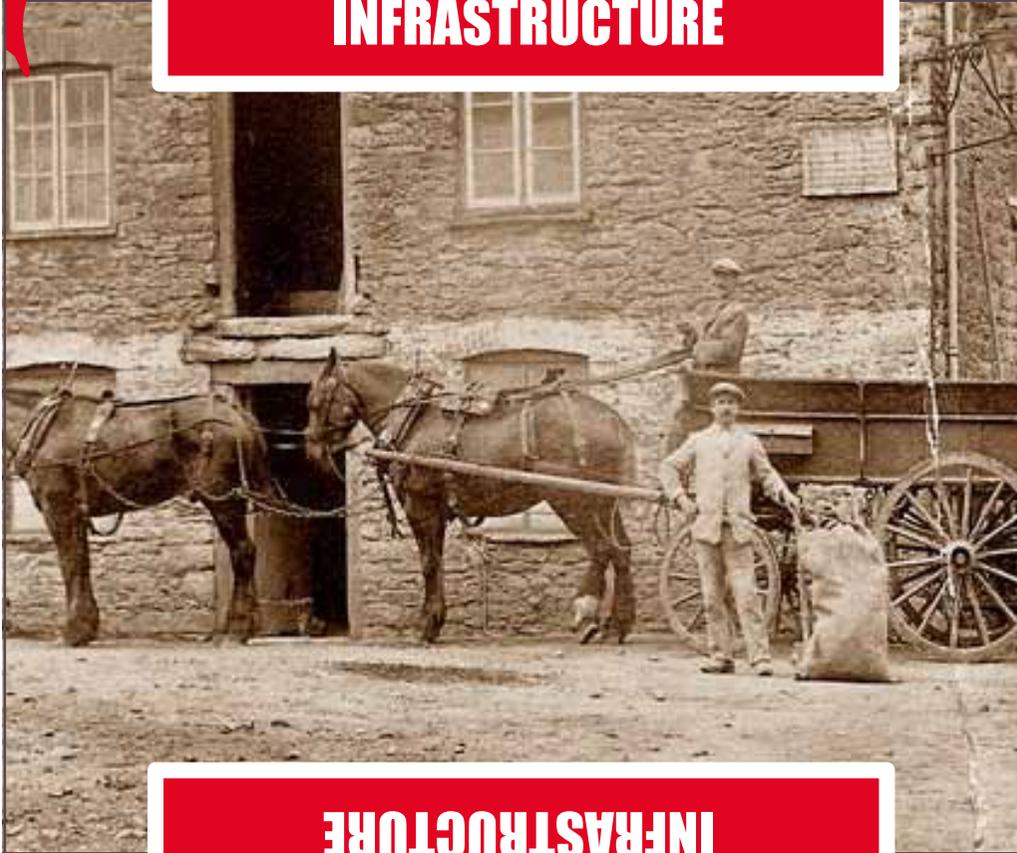
Understand from an early stage the need for social entrepreneurship, and design and support initiatives, providing training and events, and link with existing entrepreneurship support providers.

Building

Building



## STRATEGIC LOCAL INFRASTRUCTURE



The last working mill in Toines before its closure. Photo - Toines Image Bank and Rural Archive

## STRATEGIC LOCAL INFRASTRUCTURE



Building

Building



## APPROPRIATE TECHNOLOGIES



Cob greenhouse. The Hollies Centre for Practical Sustainability, West Cork, Ireland

## APPROPRIATE TECHNOLOGIES



Building

When choosing the technologies to underpin Transition how can we best avoid those that result in more dependency on distant supply chains and unnecessary levels of complexity?

## ★ **APPROPRIATE TECHNOLOGIES** ★

## ★ **APPROPRIATE TECHNOLOGIES** ★

As much as possible, keep it simple. Choose technologies that can be made or repaired locally, which you understand, and where you can see the supply chain for parts, ensuring that they bring social, economic and community benefits to the area.

Much of the infrastructure a powered-down more localised economy will need doesn't exist. What will we need, and how best to start rebuilding it?

## ★ **STRATEGIC LOCAL INFRASTRUCTURE** ★

## ★ **STRATEGIC LOCAL INFRASTRUCTURE** ★

Where elements of a more local, more 'Transition' economy exist, find ways to support them and increase their viability. Where they don't exist, work together with others to create them.

Building



# COMMUNITY OWNERSHIP OF ASSETS



Perhaps derelict sites such as this one might be better developed by the community itself.

# COMMUNITY OWNERSHIP OF ASSETS



Building

Building



# STRATEGIC THINKING

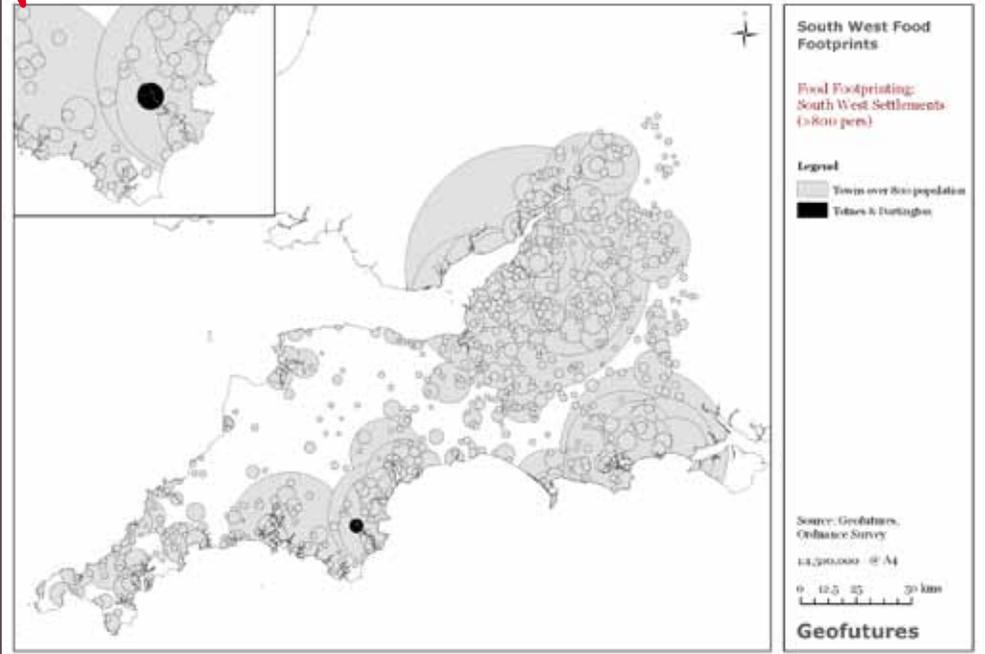


Image - Geofutures (contains Ordnance Survey data © copyright Crown copyright and database right 2010)

# STRATEGIC THINKING



Building

What kind of information about your local area, its soils, potential energy generation, possible levels of food production and so on, do you need to gather in order to underpin your work?

## STRATEGIC THINKING

## STRATEGIC THINKING

If done well, the data generated by this kind of research is hugely useful to localisation efforts, providing a strategic underpinning to effort to stimulate social enterprise and create key strategic local infrastructure.

Development, like money and energy, is usually something done to communities, rather than *by* or *with* them. How can we enable communities to own their own assets, and directly benefit from them?

## COMMUNITY OWNERSHIP OF ASSETS

## COMMUNITY OWNERSHIP OF ASSETS

Increase community ownership of assets through mechanisms such as development trusts, community bonds and shares. Bring land and property into community ownership for development, community supported agriculture or renewable energy projects.

Daring to Dream



## POLICIES FOR TRANSITION



The then Secretary of State for Energy and Climate Change, now Labour Party leader Ed Miliband.

## POLICIES FOR TRANSITION



Daring to Dream

Daring to Dream



## A LEARNING NETWORK



Photo - Chris Croome

## A LEARNING NETWORK



Daring to Dream

If Transition initiatives work in isolation from each other, doing brilliant innovative things but not sharing the learnings, we miss the possibility for a rapid upscaling of their collective efforts.

## A LEARNING NETWORK

## A LEARNING NETWORK

Rather than re-inventing the wheel, tap into the pool of accumulated insight in the wider Transition movement, as well as feeding into it, enriching the collective understanding.

What might it look like when government policy, both at the local and the national level, is underpinned by the desire to enable resilience and localisation, and seeks to support and accelerate Transition and remove any obstacles in its path?

## POLICIES FOR TRANSITION

## POLICIES FOR TRANSITION

This is not about the 'greening' of society, its gradually becoming more 'environmentally friendly', rather it is about enabling resilience at all levels and fast-tracking the creation of a more appropriate, and, where possible, localised, economy.

Daring to Dream



# INVESTING FOR TRANSITION

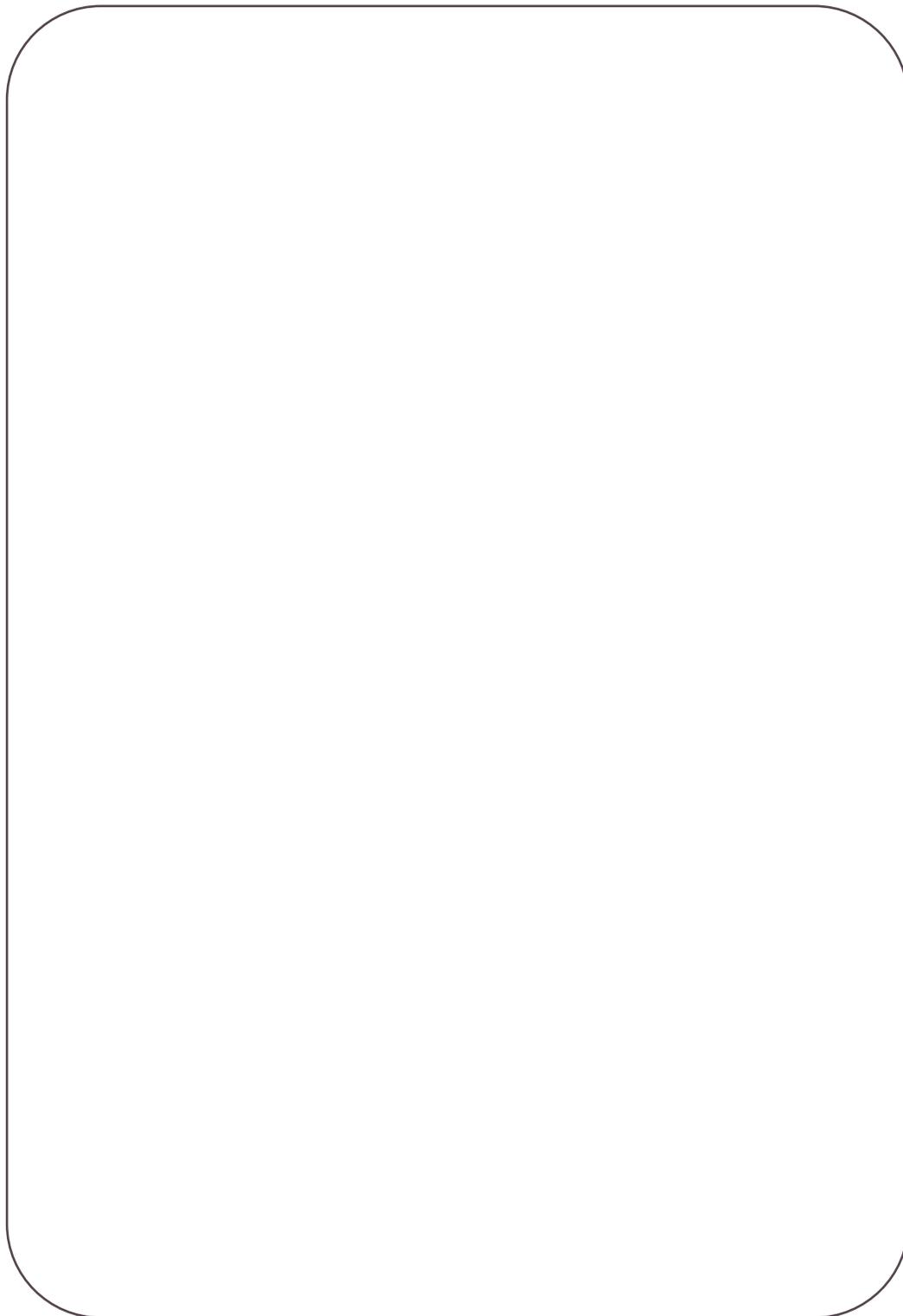


Mick Dean, FCUM Matchday Photography

# INVESTING FOR TRANSITION



Daring to Dream



The decisions we make with our investment choices either prop up and reinforce an economic model rooted in a past of cheap energy oil prices and climate irresponsibility, or they can help to bring forth a new, revitalised and more appropriate way of doing things.

**INVESTING FOR TRANSITION**

**INVESTING FOR TRANSITION**