



**COGreen**  
COMMUNITY-BASED ACTION  
FOR A GREEN TRANSITION

## Winter Academy

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ASSOCIATION



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# THE ROLE OF THE GREEN ACTIVATOR

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# THE ACTIVATOR'S PROFILE

## Who is an Activator?

### Animator? Mediator? Moderator? Facilitator?

- Activator is a wonderful word. It implies someone who encourages other people **to be active**
- To do this, the activator **inspires** people. Helps them to shape **a shared vision** for the community
- Becomes the **intermediary** between the community and those who have power to materialise the vision
- Helps also to **reconcile** interests within the community and **moderate** conflicts
- Facilitates the evolution to **sustainable** development

# THE ACTIVATOR'S PROFILE

## Where is an Activator Placed?

An activator is always linked to one or more **communities**

## What do we expect from a community Activator?

- To have a thorough understanding of the needs of the community
- To be accepted and trusted by the community
- To communicate with the community members in a direct way
- to reinforce or re-establish local identity, leading to higher self-confidence in the community
- To promote a mentality of public participation in the community
- To be in a position to contact and discuss with local and national authorities, as well as other “stakeholders” – i.e. organisations and people who can influence decisions and funding
- To mediate the formation and operation of local partnerships and networks, either formal or informal

# THE ACTIVATOR'S AIM

**What is the main aim of an Activator?**

**Main aim is to bring social, ecological, economic and cultural change**

**How?**

**By initiating, stimulating and sustaining community activities leading to sustainable development**

# THE GREEN ACTIVATOR

**What is the main aim of the Green Activator?**

**Main aim is to bring social, ecological, economic and cultural change leading to the green transition of the community**

**How?**

**By initiating and stimulating local action to resolve important green issues, reinforcing sustainable development**

# THE GREEN ACTIVATOR

## What do we expect from a **Green** Activator?

- To have a basic understanding of green issues and the European Green Deal
- To be able to explain to the community the benefits that are expected from the green transition
- To seek the help of appropriate experts, who can guide the community on the important green issues
- To make an inventory of pertinent green issues at local level, probably with expert help
- To collect the views and experiences of the community in relation to the local green issues
- To discuss and prioritise the identified needs for green transition with the community
- To place the needs for green transition within the “vision for the future” of the community
- To suggest the necessary actions to put in place measures that promote green issues
- To recruit “allies” in this effort: local government, NGOs active in the area, local development agencies etc
- To cooperate with these “allies” and bring about the expected results.

## The background of the Green Activator

- **Volunteers:**

  - offering their services as individuals or members of an NGO

- **Staff member of a public or private organisation.**

  - Which organization would be likely to undertake such a cost?

    - A municipality

    - A local development agency

    - A NGO or private organisation

- **Experience**

  - What kind of experience are we looking for?

    - Environmental activism

    - Local development

    - Education

- **Qualifications**

  - Do we consider certain qualifications necessary? (e.g. education)

    - A higher education degree would be welcome, although not necessary



# THE ROLE OF THE GREEN ACTIVATOR

## Tasks the Green Activator is likely to perform

- **Act proactively**
  - by identifying the local needs for a green transition and proposing solutions
- **Inspire the local community to develop a vision for a “green future”**
  - by boosting the self confidence of people and a belief in sustainability
- **Develop a sense of community and build trust**
  - by using community development techniques to engage community members
- **Encourage the local community to take part in decisions that concern the green transition**
  - by conducting meetings to explain what the green transition is and what actions would specifically benefit the local community; examples from different locations would help

# THE ROLE OF THE GREEN ACTIVATOR

## Tasks the Green Activator is likely to perform

- **Build the capacity of local people for green transition**  
by informing and explaining to them the benefits of green development
- **act as an intermediary between different stakeholders**  
by building and sustaining networks
- **Provide a link between decision-makers and the local communities.**  
by learning to speak the “language” of decision makers
- **Design initiatives that are meaningful for the local community**  
by acting “from bottom up” helping the community to translating the local needs into action proposals and liaising with the responsible authorities
- **Identify the local “leaders” who can be a driving force in these initiatives**  
because the leadership should remain local

# THE GREEN ACTIVATOR

- **What skills and competence the Green Activator would possess?**
  - ✓ **Ability to understand the needs of local communities for Green Transition**
  - ✓ **Ability to explore possibilities for Green Transition**
  - ✓ **Ability to elucidate the green issues to the local community**
  - ✓ **Ability to conduct observation, survey research and group discussion in order to explore and understand the above**
  - ✓ **Ability to cooperate with experts in different fields of expertise**
  - ✓ **Ability to synthesize different views and opinions**
  - ✓ **Ability to encourage public involvement and conduct meetings of public participation**

# THE GREEN ACTIVATOR

- **What skills and competence the Green Activator would possess?**
  - ✓ Ability to design initiatives
  - ✓ Ability to promote local networking
  - ✓ Ability to build and maintain mutual trust in the community
  - ✓ Negotiation skills
  - ✓ Conflict resolution skills
  - ✓ Communication skills for awareness raising and informing the local communities
  - ✓ Communication skills for mediating between local stakeholders, local people and decision makers

# THE GREEN ACTIVATOR

| Role                               | Skills   |
|------------------------------------|--|
| <b>Community development role</b>  | <ul style="list-style-type: none"> <li>Build a sense of common purpose and trust</li> <li>Develop vision for the future</li> <li>Encourage public participation</li> <li>Negotiation, conflict resolution</li> </ul>                               |
| <b>Green transition role</b>       | <ul style="list-style-type: none"> <li>Understanding needs re: green transition</li> <li>Develop green vision</li> <li>Explain/communicate green issues</li> <li>Design green initiatives</li> </ul>   |
| <b>Networking and liaison role</b> | <ul style="list-style-type: none"> <li>Networking local and non-local stakeholders</li> <li>Mediation between local community and decision makers / lobbying</li> </ul>  |
| <b>Technical role</b>              | <ul style="list-style-type: none"> <li>Liaise with experts</li> <li>Synthesize expert input / integrate it in the design of initiatives</li> <li>Gather data through surveys, observation, desk research etc to support the initiatives</li> </ul> |

# THANK YOU

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