Towards environmental and climate protection: Community action plan

Step 1: Describe the problem

The more you know about the problem you are about to tackle, the easier it will be to define means and strategies that will lead to success.

To start with, define some essential characteristics of the problem at hand:

……

……

……

……

……

What are the major negative impacts of the problem? Please define them.

Negative impacts:	For whom?
1. ……	……
2. ……	……
3. ……	……

Usually, a situation also has benefits for certain groups who may wish to maintain them. Please name the most important benefits.

Benefits:	For whom?
1. ……	……
2. ……	……
3. ……	……

Is the problem temporary, or will it go on for an unpredictable amount of time? Does it have a certain dynamic? This will determine the level of perseverance you will need to arrive at solutions.

☐ Temporary ☐ Ongoing

☐ On the rise ☐ Stable ☐ On the wane

How widespread is the opinion that the situation is causing problems?

☐ Generally shared ☐ Mostly regarded with scepticism

Co-funded by the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Step 2: Set your goals

Your overall goal is to remedy the problem. However, be aware that it is important to successfully achieve smaller steps in reaching the final goal as this minimises the risk of failure. Set yourself 1-3 SMART goals by ensuring they are Specific, Measurable, Appropriate, Realistic and Time-bound.

Goal 1: ……

……

Goal 2: ……

……

Goal 3: ……

……

Check your goals again against the following criteria:

- Are they as significant, simple and precise as possible?
- Are they measurable in the sense that you will clearly know afterwards if you have reached them or not?
- Are they appropriate for tackling the problem?
- Are they realistic and achievable?
- Can your goals be reached in a foreseeable timeframe?

Try to find positive wording for your goals and avoid formulating what you do not want.

Co-funded by the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Step 3: Consider your resources

Your community initiative will need resources to reach your goals. Important resources are time, money, expertise and specific items, but can also include a strong reputation. If you are lucky, you will find partners and other allies who are able to contribute to your resources. In your list in step 1 check who is affected by negative impacts. These groups or bodies that defend their interests may be ready to support your actions.

Also consider the importance of a reputable person or organisation supporting your work and influencing public opinion in a positive way. As the action may also be in the public interest, it could be worth your while contacting and the people responsible in your municipality for these issues and ask for their support. In some case, especially if technical devices and appliances may improve the situation, companies and service providers may be interested in becoming your partners.

Describe your situation as regards the above-mentioned resources and add other resources, if applicable.

1. Time resources to achieve the goals:

……

2. Financial resources needed to achieve the goals:

……

3. Other resources:

……

……

……

……

Potential partners to increase time, financial or reputational resources:

- ……
- ……
- ……
- ……

Co-funded by the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Step 4: Select your strategies

Now choose 3-5 strategies that are suitable to achieve your goals. Sometimes less is more. 2 or 3 excellent strategies will get you to the desired results faster than 5 weak strategies.

Consider strategies to increase your resources as well. Keep both your potential allies and opponents in mind.

Strategy 1: ……

……

……

Strategy 2: ……

……

……

Strategy 3: ……

……

……

Strategy 4: ……

……

……

Strategy 5: ……

……

……

When you have completed your list of strategies, prioritise them. Decide which strategy you will apply first, then the second, and so on. Take care that you don't apply too many strategies at the same time.

Co-funded by the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Step 5: Consider contingencies

Each plan faces a hard time when it meets reality. It is absolutely normal that plans have to be adapted, and flexibility will increase the likelihood of success. Considering problems in advance is not "negative thinking" and adds to the quality of your concept. Contingency plans are key when problems arise. Think ahead about what might go wrong and could be done.

Potential problem: ……

……

Plan B: ……

……

Potential problem: ……

……

Plan B: ……

……

Potential problem: ……

……

Plan B: ……

……

Potential problem: ……

……

Plan B: ……

……

Co-funded by the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Step 6: Implement your plan

"Even a journey of 1000 miles begins with the first step."

And yet, many trips fail because we never take this first step. Remember: Anything that you don't achieve within 72 hours, you probably won't even start! On the other hand, once the first step is taken, the following are usually much easier.

Note your first steps on the following page and take the very first step tomorrow!

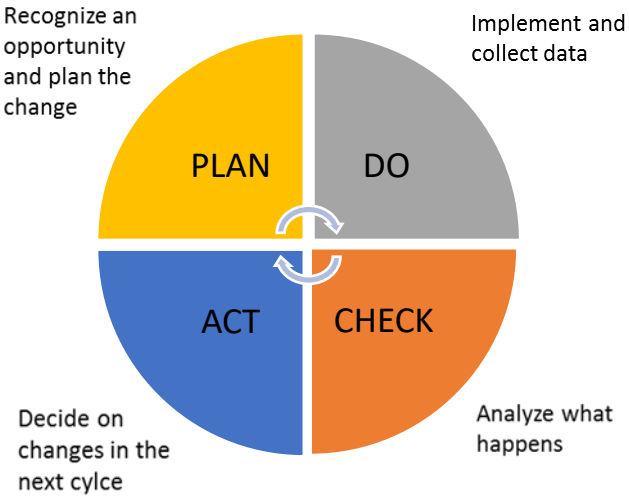
Who will do what?	With whom?	By when?

Who will do what?	With whom?	By when?

Step 7: Plan, Do, Check, Act!

Congratulation! You have developed a fine concept for actions that will make personal environments more age-friendly. You have therefore reached an important milestone.

Nevertheless, quality needs permanent monitoring. The PDCA cycle (also Deming cycle) is a fundamental concept in the continuous improvement process. The PDCA circle consists of four repetitive phases: Plan-Do-Check-Act.



Learn from your experiences and improve your strategies and actions with suitable frequency. What was originally meant to improve products and services is also valid for initiatives such as yours.

Co-funded by the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.