

Rural Climathon Playbook



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"Climathon is a city-based programme that offers a pathway to climate action."
Climathon Playbook, 2022 version
(available [here](#))

- This guide is based on lessons learned from organising two rural Climathons in spring 2022, as part of a British Academy-funded project about net zero futures.
- Both Climathons took place in rural livestock-farming communities; one in Cumbria (north west England), the other in Cornwall (south west England). Both were focused on net zero solutions for the food and farming sector.
- This document is intended for Local Organisers of rural Climathons, to provide inspiration and suggested principles to ensure a successful event.
- On the following page, we show how our seven key adaptations feed into the existing Climathon Playbook structure.

3. CREATIVE APPROACHES

Plan to incorporate these in the event to enhance the experience for participants. For example, creative methods can foster empathy as part of design thinking, or be used to record key messages from the event



4. STREAMLINED STRUCTURE

Optimise the schedule to make it more accessible for the farming community and people with children. Consider utilising a hybrid structure with an online component for scene-setting and initial activities. Condense in-person event to one working day, or split across two half-days, informed by local collaborator advice.



5. LOCAL FOOD

Provide appetising meals to attract participants and highlight local food. Work with local caterers to make meals a highlight of the event.



2. ALIGNMENT WITH LOCAL INITIATIVES

Work with your local collaborators to plan how the event will add value to existing programmes, and avoid duplicating their previous work. Identify planned funding bids or existing projects that might provide a route to take solutions forward.



**Phase 1:
Warm up**

**Phase 2:
Ideathon**

**Phase 4:
Follow-up**

**Phase 3:
Awards**

6. OUTDOOR ACTIVITIES

Build outdoor and experiential components into the programme. Purposes include demonstrating existing net zero solutions, providing time for participants to exchange ideas and ask questions of local experts, energising participants after a long period of sitting indoors, and facilitating informal discussion among the group. This may also increase the appeal to farmers, given the popularity of farm walks for social and educational purposes.



1. CONSORTIUM-BUILDING

Dedicate time and energy to working with local partners early on. Local knowledge and understanding are essential to moderate organisers' expectations, co-design the event structure, and ensure events are well-attended and adapted for the local context. Consider using a blend of online meetings and in-person recces to locations.



7. COLLABORATIVE CULTURE

Create space for respectful dialogue, particularly when discussing contentious topics. Consider co-creating ground rules with participants at the beginning of the event, and consider prioritising inter-team dialogue over a competition with "winners".



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LESSONS FROM ADAPTING THE CLIMATHON METHOD TO VISION FOOD AND FARMING NET ZERO FUTURES IN RURAL COMMUNITIES

