



# **Community Engagement for Net Zero Governance,**

**November 2025**

## Community Engagement for Net Zero Governance, November 2025

"How can decision-makers best **engage and support** rural communities in their net zero journey, in ways that:

- Build understanding,
- Tackle misconceptions, and
- Increase buy-in for climate action?"

This was the question posed to a group of researchers, rural policy leads, local government officers, and community practitioners from across Gloucestershire and the wider region. On 26th November 2025 they attended a workshop in Gloucester that saw the launch of the Rural Climathon Toolkit (from the University of Gloucestershire) <https://ccri.ac.uk/rural-climathon>, and a presentation of the British Academy's report, Accelerating Governance for Net Zero <https://www.thebritishacademy.ac.uk/publications/governance-to-accelerate-net-zero>.



Illustration by Jo Howe 2025

Using a blend of found images and text, handwritten notes and drawings, participants worked in small groups to explore the above question and share their expertise. The tactile, creative format encouraged collaborative thinking and surfaced insights that might not have emerged in a conventional discussion. Key themes included:

- The non-climate benefits of climate action
- Leading with nature restoration
- Effective communication- preceded by effective listening
- Building trust over time

The pages produced on the day now constitute this zine. To learn more about the University of Gloucestershire's work on Rural Climathons and other public engagement processes, see: <https://ccri.ac.uk/rural-climathon/> or email [ruralclimathon@glos.ac.uk](mailto:ruralclimathon@glos.ac.uk).



Illustration by Jo Howe 2025



# A HIVE OF UNDERSTANDING



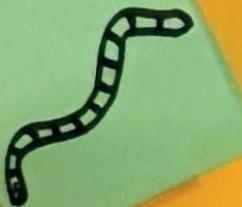
21<sup>st</sup>  
WORM DAY

BEE DAY

20<sup>th</sup> May

## BUILD UNDERSTANDING

- \* Webinars/meetings during accessible hours
- \* No jargon
- ↳ Local/give examples of nearby success stories



Beauty of nature



Inspiring collaboration for farming and nature



Reusing pre-existing data

Local + sustainable  
inlight saves  
organic

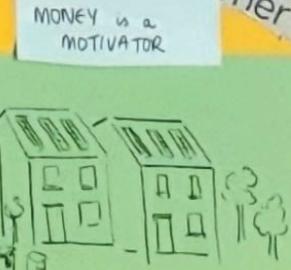
EE



"We should all do our bit to encourage nature and biodiversity on our farms"



Cultivating NATURE



LOCAL KNOWLEDGE



VO JARGON

We're tapping into environmental funding, THANK YOU

Messaging

for collaboration



The right way

EE

Take advantage of government support

Sustainable  
choice for all

EE

CREATIVITY

FAIR AND SQUARE

TRANSITION  
TOGETHER

brings farmer opportunities

around up APPROACH

Urgent Dialogues

It's NOT  
climate action,  
it's building  
BETTER,  
FAIRER  
lives for ALLTo celebrate and honour  
the best of British farming





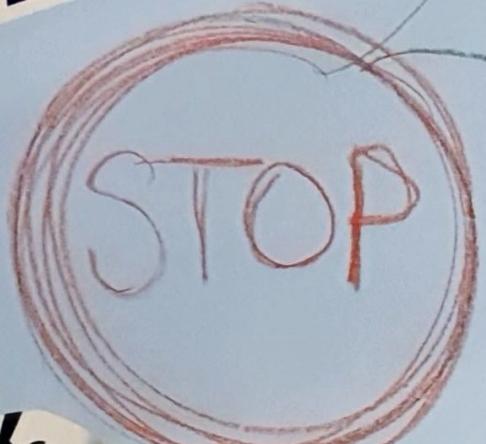
# monsters

and think!

Co-ordinated action

## TRANSITION

INNOVATIVE



CRIME?



Light up the night



LONE TRAVEL

FREEDOM

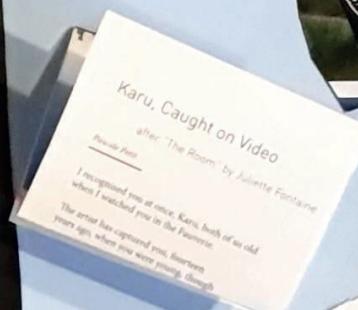


## SAFETY!

Don't go it alone



LIMITED TIMETABLES



right place

NO LOCAL STATIONS



NO PHONE SIGNAL!

TRAIN STATION

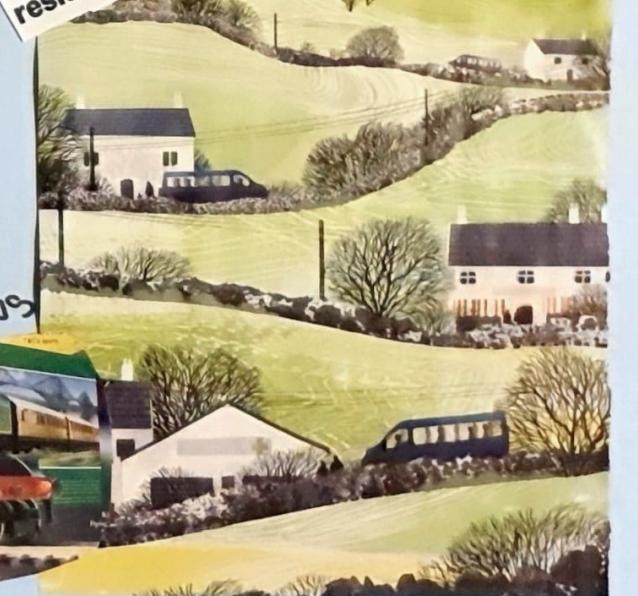
BUS STOP

CAR PARK

CYCLE PATH



Infrastructure gaps put rural residents at a major disadvantage







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