

YCC – proposal from Oct 2019 for their research on our behalf:

Aims of OPY:

- Providing links between organisations
- Facilitating collaboration
- Creating a 'One Planet' city
- Practical advice and provision of resources

Get: Pledger organisations to join the network

Keep: Engagement with sustainability initiatives

Grow: Participation within the network:

- ❖ Individuals
- ❖ Community groups
- ❖ Small businesses
- ❖ Key anchor pledgers

And:

- ❖ Funding streams
- ❖ Bank of volunteers
- ❖ Knowledge of sustainable practices

Using:

- ❖ Active communication with member organisations
- ❖ Promoting sustainable practice

Results after consultation with Pledger Organisations in December 2019:

- Sort out the website and Facebook page, use more Instagram and Twitter as well
- Make sure our vision / mission statement is inspirational and attractive to encourage more members and pledgers to support us
- Crowdfunding, pledging and donations, external funders suggested
- Keep communicating with members and pledgers – regular newsletter?
- Stickers for businesses to show to the public that they support OPY and are working on reducing their carbon footprint
- Quarterly events
- Central pool of volunteers
- Guidance and advice offered to our pledgers, members and others around York