**PACT Strategy Discussion**

Wed 7th August 2pm (ideally allow up to 3h)

Agenda:

1. Introduction (NJ)

* objectives of the afternoon
* summary of PACT’s main strengths & achievements
* main challenges going forward

2. Group discussion & addition to the above

* review of achievements
* areas where we’ve been effective
* lessons learnt

3. ‘Mission 2020’

* what is PACT trying to achieve?
* are these the same aims as when we started in 2008?
* where would we want PACT / Eden to be in 2020?
* what constitutes “success”?

4. How are we going to achieve our objectives?

* strategy
* funding
* resourcing
* culture change

5. Resourcing

* is the core team / board sustainable?
* ways to attract more resource
* voluntary v. paid resource

Examples of possible directions which we could take for PACT:

**Partnership strategy:** Focus on how we can work more effectively with other organisations to increase our overall resource and impact in achieving PACT’s aims

**Communication strategy:** Variously aiming to a) achieve Mike Berners-Lee’s “collective wake-up” locally and/or b) campaign for broader political leadership & change in Eden and beyond

**Direct focus on targeting reductions in carbon emissions:** Identify highest % source of carbon emissions in Eden and tackle that head on, for example targeting the built environment or transport with a headline campaign

**Education strategy:** Engaging directly or indirectly with young people, helping ensure the key messages are represented in the school curriculum and beyond