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Young People Energy is FUN!

- Working with young people (14 to 25) in leisure settings (not school)
- Young person led, peer education approach, supported by experts
 - C-Change; communication climate change to young people
 - Face Your Elephant; encouraging festival goers to reduce their personal carbon footprint
- Evaluating the success. Gathering evidence of its effectiveness.
- Partners, The Woodcraft Folk, The Centre for Alternative Technology

C-Change

- Young people talking to other young people about reducing energy and greenhouse gas emissions
- Events
 - Party for the Planet, Clapham Common, London
 - Battle of the Bands, Clapham Common, London
 - Club nights, Manchester, London, Brighton and Leeds
 - Film Festival, Bradford
 - Something at a music festival, Glastonbury
 - Climate Mobile
 - Final conference, London
 - Radio broadcast, London



www.faceyourelephant.org

Who are we?

We are a peer education project engaging festival-goers in the science and engineering of reducing their carbon dioxide emissions.

We are a partnership between De Montfort University, the Centre for Alternative Technology and the Woodcraft Folk.



Where have we been?

2009

Big Session (19th-21st Jun)

Latitude (17th-19th Jul)

Celtic Camp (1st-7th Aug)

Summer Sundae (26th-30th Aug)

2010

Big Session (18th-20th Jun)

Latitude (15th-18th Jul)

Venturer Camp (7th-15th June)

Summer Sundae (13th-15th Aug)

Shambala (26th-30th Aug)

2011

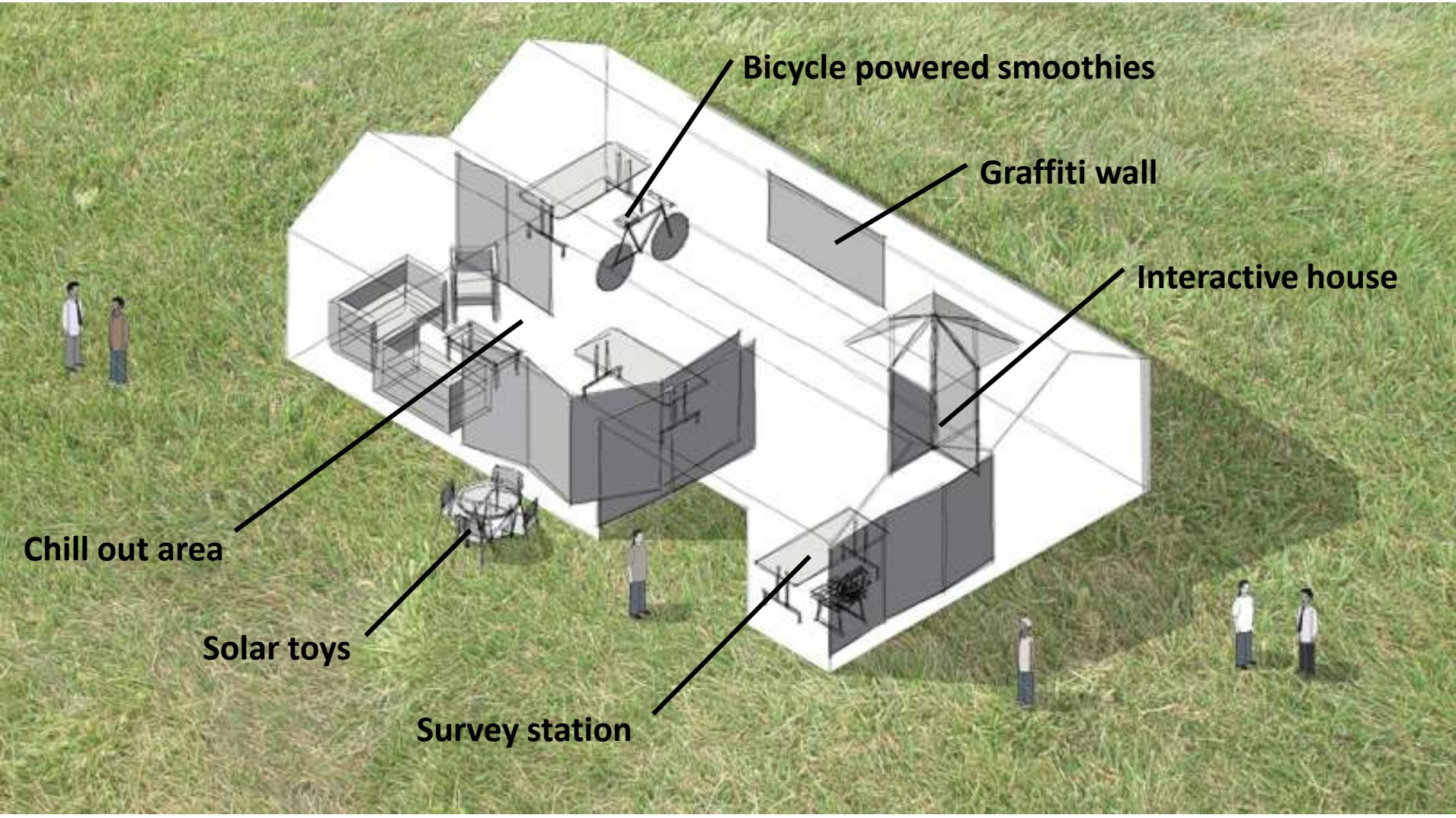
Latitude (14th-17th Jul)

Summer Sundae (11th-14th Aug)



What do we do?

The project features a large tent that tours music festivals and includes interactive displays, peer educators and university researchers.



What do we do?

Solar Toys

Outdoor display to attract guests in.

Survey Station

Guests are assigned a peer educator, who acts as their guide.

Interactive House

Used to help users with calculating their carbon footprint.

Chill Out Area

A chance to talk to a DMU researcher.

Graffiti Wall

Visitors provide a creative response to sustainable issues.

Bicycle Smoothies

A sustainable treat as thanks



Innovations

Handheld devices

We used smartphones as a method of both delivering education content and collecting data from subsequent research.

QR Codes

Using Quick-Response (QR) barcodes, we linked physical displays at the festivals with web based media and information access.

This is accessed through either our handheld devices or our visitors own phones to allow users to explore sustainable issues at their own pace.



What have we achieved?

Creation of a peer education framework with volunteers from the Woodcraft Folk.

Development of interactive learning and engagement software on the handheld devices.

Website and social media channels to disseminate our work.

Engaged with thousands of festival-goer to increase their knowledge and understanding of science and engineering.





What's climate change?

How can we reduce our energy use?

9cm
8cm
7cm
6cm

www.renewableenergy.gov.uk