



# PeCAN Strategy to March 2023

## Why

**Mission**  
PeCAN's mission is to help Petersfield and surrounding villages reduce their carbon emissions and protect nature.

**Our values**  
Inclusive, Engaging, Trusted, Committed, Effective, Enabling

**Our strengths**  
Public engagement, Trusted brand, Passionate people

## Activities for this year

- Eco Fair
- Market stalls
- Newsletter and website
- Duke of Edinburgh scheme
- Talks at parishes and schools
- Public meetings and speakers
- Repair café and present exchange
- Eco café to build a hub of climate experts and enthusiasts
- Verges campaign
- EHDC planning consultations
- Business network / Dragons' Den
- Government contacts and consultations
- Support PTC with buildings and climate strategy
- Support the launch of Energise South Downs
- PASH / retrofit advice
- Thermal imaging
- TPS roof PV
- Fruit trees
- Support other CANs
- Eco Schools project
- Fundraising strategy
- Risk framework
- Annual Report and Accounts

## Measurement

- Govt stats on East Hants CO2
- Local gas consumption
- Impact Tool
- EPC data

- % tree cover
- # trees planted
- KMs of conservation verges
- LA pesticide use
- Air quality

- # Residents participating
- # MW community energy
- % clean / active transport
- # sustainable shops
- Town Eco award

## What

**The outcomes we want**

- Carbon emissions in our district fall to a climate-safe level by 2030
- The local natural environment is improved and restored
- Petersfield and its community are seen as sustainable and climate-friendly

**How these outcomes can happen**

- Individuals are informed, capable and motivated to change behaviour
- Local government, businesses and farmers support system change through their policies
- Community initiatives directly reduce emissions and protect nature

## How

**PeCAN's role**

- Public engagement and participation
- Advocacy and coordination
- Projects and support for others

**Project criteria**  
Does it support our outcomes and KPIs? Will it have a high impact on them? Can we resource it? Would it not happen without us?

Based on meetings with PeCAN stakeholders in February and March 2022, strategy adopted by trustees in April 2022, KPIs and projects are subject to change.