

Take action!

- During the convergence - come to the **bioregional networking session** on Saturday afternoon and explore ways that you can work with others near you in ways that can both build local capacity and help to deliver aspects of the overall strategy.
- Work in your locality / bioregion to develop permaculture projects / hubs / networks / action groups / courses and events. We can help.
- Send us your news, stories, event details and blog posts to share with the network and wider public.
- Provide feedback and ideas to help improve and enhance our services.
- Help us achieve the target of increasing membership by promoting the Permaculture Association to your friends and colleagues. Having more members will benefit existing members too - with more people to join in with local groups, networks and projects, we can secure more discounts and member benefits, have a bigger voice, have more support staff, host more regional events and so on.

Find out more, offer support, donate your time and money.

- The full strategy document includes much more detail in five sections: setting the scene; setting course; assembling crew and provisions; setting sail; navigation and staying on course. There's a nautical theme...
- It will be published in full soon at:
<https://www.permaculture.org.uk/our-work>
- Inevitably to do more, we need to get more volunteers on board, and raise more money - if you can help with either of these, please contact:
 - Andy Goldring (Strategy) andyg@permaculture.org.uk
 - Celia Ashman (Operations) celia@permaculture.org.uk

Got an idea? Want to help? Write it down then let us know!



2019-2030 strategy

Navigating the storm towards calmer waters, our response to the 'make or break' years.

For National Convergence, September 2019

What is this?

- This is a super condensed version of the new strategy.
- It recognises that we are in the midst of a global emergency, things are likely to get more challenging, but there is a way through.
- Permaculture offers an approach to increasing personal, household and community resilience, regenerating ecosystems and adapting to change. Broadscale application of permaculture design and linked approaches offer a pathway towards a viable future for humanity. This is supported by a growing evidence base and shifts in public opinion.
- The strategy is a living document to enable us to respond well to emerging opportunities and challenges, and engage the passions, skills and aspirations of members. It's based on responses from over 600 people, a number of workshops and lots of background research.
- It links to other documents (like a summary of achievements) and reporting processes so that we can track and celebrate progress.
- It suggests that to meet the challenges ahead, we need to increase our membership, increase learning about permaculture, support the development of vibrant local and bioregional hubs of activity, and engage with the wider 'ecosystem of change' - allied organisations and networks.

¹ As suggested by Mike Berners-Lee in 'There is No Planet B'.

Vision: A healthy and peaceful world, where we care for each other, the earth and future generations, share resources wisely and continue to heal and regenerate communities and ecosystems.

Purpose: To build a network of systems thinkers with the power to create healthy cultures and ecosystems.

Long term aims and associated actions *As you read these, please think about which ones you feel motivated to support - give them a tick ✓*

1: Make permaculture accessible to all

1. Provide popular communications and media about permaculture, using accessible and appropriate language that broadens our outreach and increases our audience.
2. Engage specific sectors and underrepresented people and groups and broaden the diversity of people involved in permaculture.

2: Accelerate learning about permaculture

1. Develop and deliver new online and face to face learning services covering a range of permaculture topics, approaches and case studies.
2. Provide materials and resources that enable members to work with mainstream and informal education processes and institutions.
3. Support educators, demonstration centres, local groups, projects and Ambassadors to engage more people.
4. Provide events that enable both beginners and advanced practitioners to learn, share and plan.

3: Grow permaculture networks

1. Create an engaging membership scheme and increase member support.
2. Organise nationally & (bio)regionally within Scotland, Wales & England. Increase the number of active local groups, projects and networks.
3. Support the development of thematic networks that explore the application of permaculture design thinking within specific contexts.

4: Share and develop permaculture practice

1. Conduct research that supports new learning, ensures educational materials are up to date, improves practice and creates an evidence base for policy and other advocacy work.

2. Work with members and others to collate, develop and share written resources, case studies, videos and other learning materials that help to: increase understanding of how to apply systems thinking; develop resilience and regenerative practices; and link permaculture practice to climate adaptation processes and the Sustainable Development Goals.

5: Work with others to tackle key challenges

1. Develop a participatory approach to policy making that enables members to make policy recommendations to local and national government and other agencies and institutions and increases our ability to implement permaculture in a wide range of contexts.
2. Join and develop partnerships, events and collaborations with other permaculture and allied organisations that enable collective work on common challenges, in the UK, in Europe and internationally.

6: Build an effective, socially responsible and sustainable organisation

1. Regenerative culture and leadership skills are nurtured and developed in every part of the organisation. Contributions from members, staff and volunteers are valued, and we enable people to support the development of the organisation and network.
2. Members and beneficiaries are served, valued and engaged through a strong focus on understanding the network and their needs.
3. Smart feedback mechanisms and processes are designed to ensure that strategy, planning and delivery are subject to ongoing improvement and are inclusive, participatory and adaptive.
4. Our financial stability is underpinned by a mix of charitable trading, donations, fundraising, and good relationships within each area.

Main plans for the next 12 months

1. Increase membership to 2000 (from 1450) & enhance member offer.
2. Develop online learning, beginning with an Introduction to Permaculture course so that we can reach a much bigger audience.
3. Secure funds and deliver the next phase of LAND demonstration network, 52 Climate Actions and Children in Permaculture.
4. Diploma development, tutor training and communications.
5. Support member working groups and increase board diversity

+ all our usual services, communications and events!