

The Edinburgh Community Climate Fund

(1a) Organisation/group name:

The Living Memory Association

(1b) Project name:

We're Talking Rubbish!

(2) Tell us about your organisation / group (what do you do?) (150 words maximum)

We use reminiscence and community history to bring people together to share memories, learn new skills, improve wellbeing, make new friends and save valuable information for future generations.

We run two venues in Ocean Terminal, Edinburgh both open 7 days a week – The Wee Museum of Memory and The Wee Hub (former Debenhams store) with over 200 visitors per day. We run reminiscence groups, arts and craft groups, singing groups, a 'drop in' dementia friendly facility, we have a recording studio where we record memories and produce podcasts, we create exhibitions and books full of memories collected, offer a training programme in reminiscence skills and run cross generational projects with schools and local youth groups. We work with all sectors including health and social care, schools, further education and across the voluntary sector. We have a whole range of diverse community groups working with us in The Wee Hub.

(3a) Please select the fund criteria which your project relates to (Select all that apply)

- ☐ Create opportunities for community leadership and learning on climate change
- ☒ Reduce greenhouse gas emissions within communities and contribute to the net-zero target for Edinburgh
- ☒ Generate sustainable projects for the benefit of local people to build resilience or adapt to climate change within communities
- ☒ Build relationships between neighbourhoods of different socio-economic and ethnic backgrounds to work together on just, equitable and accessible climate and resilience activities contributing to the cities net zero agenda, also

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ensuring that activities work towards reducing or removing barriers for disabled people in the transition to net zero.

(3b) Tell us about the project you would use the money for. (500 words maximum)

We will raise awareness amongst older people about climate change and the role of the individual in reducing waste and working towards the net zero target for Edinburgh. In years gone by people recycled for necessity and many older people remember reusing items again and again and the 'Make do and Mend' more sustainable way of living. This however, contrasted with greater pollution in rivers and canals due to rubbish and effluence from industry as well as air pollution from coal fires. We have found in our work that some older people do not recycle now for a variety of reasons e.g. lack of awareness, lack of facilities and room or lack of mobility and support. We will talk with older people about these barriers and their ideas to overcome them. We will run cross generational sessions with older people and local schools and youth groups bringing different ages together to discuss attitudes to recycling past and present and raise awareness of climate change and the effects of our own carbon footprint. We will arrange a series of presentations from experts in the field to raise awareness e.g. City of Edinburgh Council Recycling and Friends of the Earth. We will work with a local Zero Waste abstract artist who works with the groups to create imaginative pieces of work from recycled plastic.

We plan to work with members of the Sikh community, African communities and Ukrainian refugees currently housed on the cruise ship in Leith bringing them together to discuss attitudes to recycling in both the younger and older generations. We will utilise our extensive links across the city to engage older people including health and social care, libraries, museums and the voluntary sector. We will also engage with older people in care settings to ensure they are not missed out in a project such as this.

We will create a specialised exhibition and workshop area in Ocean Terminal dedicated to telling the story of recycling in the past and its relation to recycling now. We will investigate areas including transport, food, packaging, heating, 'make do and mend', industrial waste as well as looking at use of plastic and our throwaway culture today. We look at the impact negative practices have on our environment and contribute to climate change.

We will run:

Two open reminiscence groups per week (aprox. 12 participants each week)

Cross generational work with local schools and youth groups (approx. 35 younger people)

Produce a series of podcasts and videos exploring older people's experience of reuse and recycling. (10 podcasts, 3 videos)

Produce a high profile exhibition to be displayed in Ocean Terminal

Run creative workshops using recycled plastic (10 participants)

Produce a booklet to accompany the project

Publicise the project widely

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(4) Describe your project in no more than 30 words (this will be used for publicity)

'We're Talking Rubbish'- bringing young and old together to share experiences of recycling past and present, increasing understanding about climate change and encouraging less wastage and more recycling

(5a) Who do you hope will benefit from this project?

We will raise awareness amongst the older population about recycling and the impacts of climate change. We aim to change behaviours and help them find ways to recycle more and find out the barriers they currently face. This will raise the ability of older people to recycle and thereby help reduce greenhouse gas emissions and contribute to the net-zero target for Edinburgh

We will bring young and old together to share experiences and discuss solutions leading to better understanding between the generations and new friendships.

This project will celebrate the lives and experiences of older people. The involvement will help lesson isolation that many older people face and raise self esteem.

The resulting exhibition will be seen by hundreds of people at Ocean Terminal and the podcasts and videos listened to widely. It will help raise the awareness of the general public and help them think about their own recycling and how it might be improved. Because we are in a shopping centre we are in a place where people naturally go. They might perhaps not otherwise engage with a project like this, but they wander in and become involved. The project will be full of fun and enjoyment while shining a light on climate change and our individual roles in combatting it.

(5b) Is your group open to all?

☒ Yes

☐ No

If no, please explain:

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(5c) Will the project have a positive impact on any of the following protected characteristics?

☒ Disability

☐ Marriage
or civil
partnership

☐ Pregnancy
and
maternity

☒ Race

☐ Sex

☒ Age

☐ Sexual
orientation

☐ Religion or
belief

☐ Gender
reassignment

(6) Where will the project be delivered?

The Wee Museum of Memory, Ocean Terminal

Outreach work in venues including schools, older people's projects and local youth groups.

(7) Project start date: April 3rd 2023

Project end date: Oct 6th 2023

**(8) How many people do you hope
will benefit from your project?**

155 direct participants.

Exhibition/podcasts/videos seen by over
20,000 people

(9) Is anyone else working with you on the project?

☒ Yes

☐ No

We will work closely with Ocean Terminal to house the project, give it a high profile and widespread publicity.

We will work with older people's groups across the city including work with individuals and also with those in care homes. We will work with ethnic minority groups and with Ukrainian refugees.

We will work with local schools and local youth projects and will work with City of Edinburgh Libraries and with a local artist to run recycling art workshops.

We will use our contacts across the city to engage as many people in the project as possible.

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(10) Do you require permission from anyone or any additional insurance to carry out your project?

☐ Yes

☒ No

If yes, please tell us about this:

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(11) Please outline a breakdown of the cost of delivering this project (including VAT).		(12) Do you have additional funding or income from charges which will contribute to this project? If yes, please detail below	
Goods/Equipment/Time etc	£	Source	£
Sessional Project Coordinator			
15 hours per week for 6 months	5,400		
Podcast editing and production	1,000		
Volunteer expenses	600		
Travel for older people	600		
Catering for groups	300		
Exhibition production e.g. ink jets/paper	500		
Printing of booklet	1,000		
Rental of space including exhibition space	6,000	'In kind' from Ocean Terminal	6,000
Management and supervision	1,200	'In kind' from The Living Memory Association	1,200
Total Expenditure	16,600	Total income	7,200
		Grant request	£9,400

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