



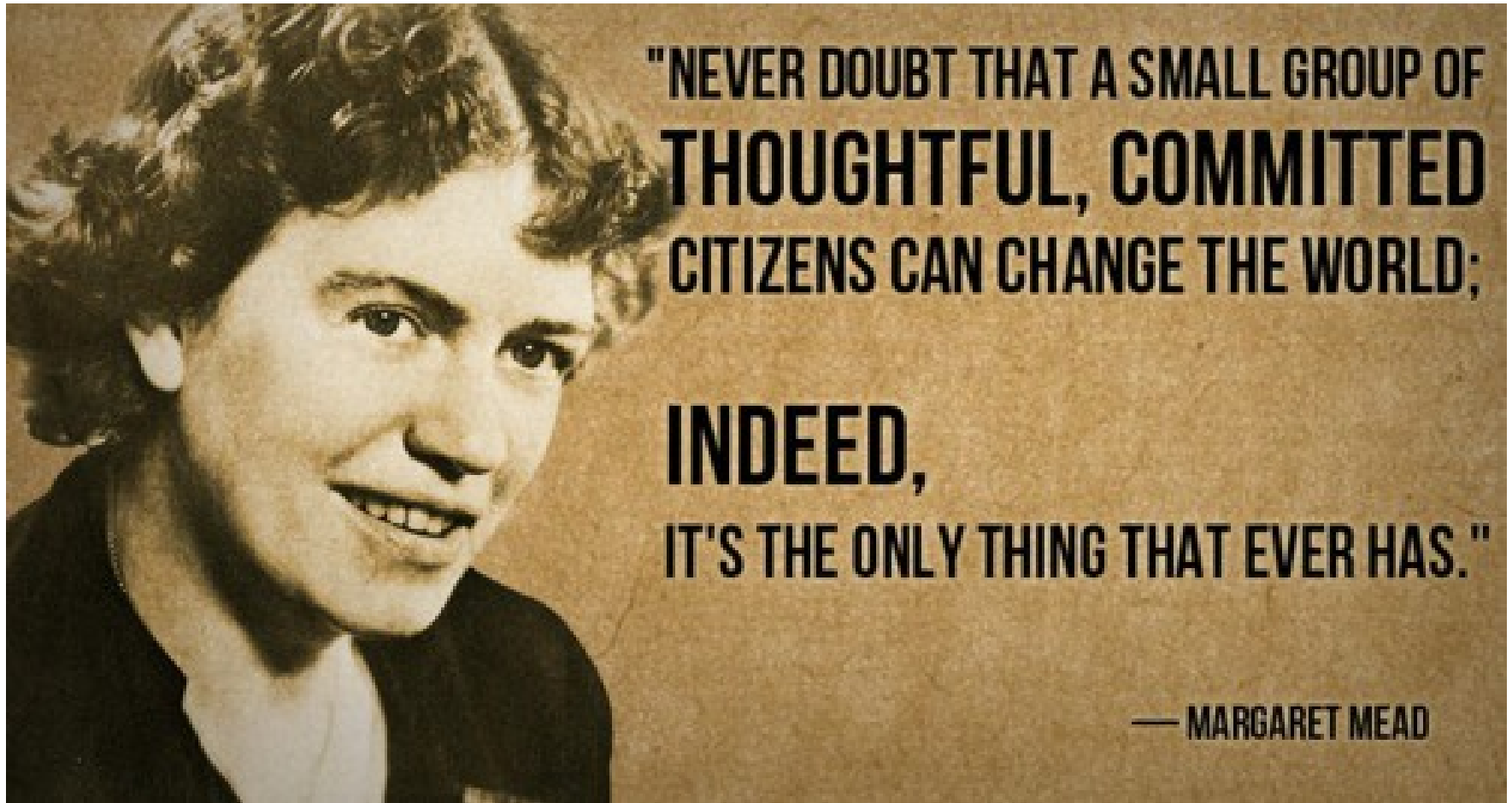
Cwm Harry Land Trust

Using informal learning
validation as a tool for
social change and
empowerment

Harnessing the collective Intelligence of Communities

- Many people have accumulated skills they do not recognise
- These can be work or hobby-related or family/social skills
- Because they are viewed as activity-specific individuals often discount them.
- Engaging people in an environmentally or socially useful project can expose and foster the development of these skills

As Margaret Mead, International Social Scientist and Author is reported to have said:



"NEVER DOUBT THAT A SMALL GROUP OF
THOUGHTFUL, COMMITTED
CITIZENS CAN CHANGE THE WORLD;

INDEED,
IT'S THE ONLY THING THAT EVER HAS."

— MARGARET MEAD

The people of two small towns in Wales set out on a journey.....

- That changed their view of themselves and the world
- By showing them their own capabilities
- By supporting them to become advocates
- By making a mundane subject intriguing
- By helping them achieve goals that they were told were impossible – by the ‘professionals’
- That won local and national acclaim

What did they learn?

- That everyone can contribute to improving things for their community
- That just because you do not have a formal qualification does not mean you're not good at something
- That creative thinking and peer-group learning can move mountains.
- That vocational learning tools (like Level 5) can clearly highlight capacity growth and build confidence

What did they achieve?

- Recycling and composting rates start (2010) 37% end (2014) 76%
- (Local Authority – start 37%, end 52%)
- 2025 legal target achieved in 18 months
- 26% overall reduction in waste arisings
- 92% participation
- >£30k raised for local good causes
- 11 local and national awards won
- Huge media coverage

Lessons to take away



- Structured informal learning can change the world but:
 - Be careful what you wish for!
 - Do not expect instant praise and recognition!
 - Find like-minded people to work with and never

Diolch yn Fawr iawn i Pawb
Thank you very much to everyone



Together we can do better