

## **Environment Working Group- Engagement Team**

### **Report for Charlbury Town Council**

**June 2021**

The team have met twice this year so far to add input to the branding exercise for the overarching identity of EWG. The team have agreed the aims and values they wish their work to encompass, these are:

#### **Engagement sub-team aims**

1. To engage with the local community and communicate projects from across the EWG teams.
2. To empower the local community and local stakeholders to live more sustainably by amplifying existing projects.
3. To facilitate sustainability projects which will develop values associated with sustainability.

#### **Engagement sub-team values:**

Sharing/ Communicating/ Empowering/ Developing/ Facilitating/ Engaging/ Working together

These aims and values, along with those submitted by the other sub-groups, have been incorporated into the suggested new brand/ identity of 'Charlbury CAN' and the accompanying logo, fonts and colours.

The Engagement team have been keen to get the new identity agreed before pressing on with further work, to ensure that all work shares and promotes this brand.

The team are due to meet again in the next week or two, to discuss what actions to take over the coming months. A flyer drop across the community to share the new EWG identity and the work currently being undertaken by all the sub-group teams, has been mentioned as well as deciding on ways to ensure a strong presence for EWG at the Street Fair and as part of the Big Green Week.