



Strategy
2022-2027

Who are we?

Sustainable Enniscorthy¹ is a voluntary community group established in 2019 to focus on the incorporation of the UN Sustainable Development Goals² and bring about positive change in Enniscorthy.

Following the development of our Constitution in 2022 and increased interest from potential members and stakeholders, the committee has set out this strategy for action for the next 5 years to ensure the group remains focused and has a clear structure within which to operate.

The strategy will be reviewed each year to ensure that it remains relevant and is meeting the needs of our members.

Our Vision

- Enniscorthy is a thriving, sustainable town where the community is working together to make it an even better place to live, work and visit.

Our Role

- To work with stakeholders and communities in Enniscorthy to deliver our vision.
- To facilitate, advocate, help make connections, deliver projects, support the work of others, educate, communicate and raise awareness.
- To be a driver of actions to support sustainability and health and wellbeing in Enniscorthy.

What have we done to date?

The covid restrictions had a significant impact on the progress of the group, however we have run a number of events and have registered as a Sustainable Energy Community. We also were successful in receiving our first funding in 2022 from Wexford County Council under two grant schemes.

Our group has already been working on our own training through Wexford Local Development Smart Village Training and Wexford Communities 4 Climate Action and we have also held events to increase awareness and community engagement, such as;

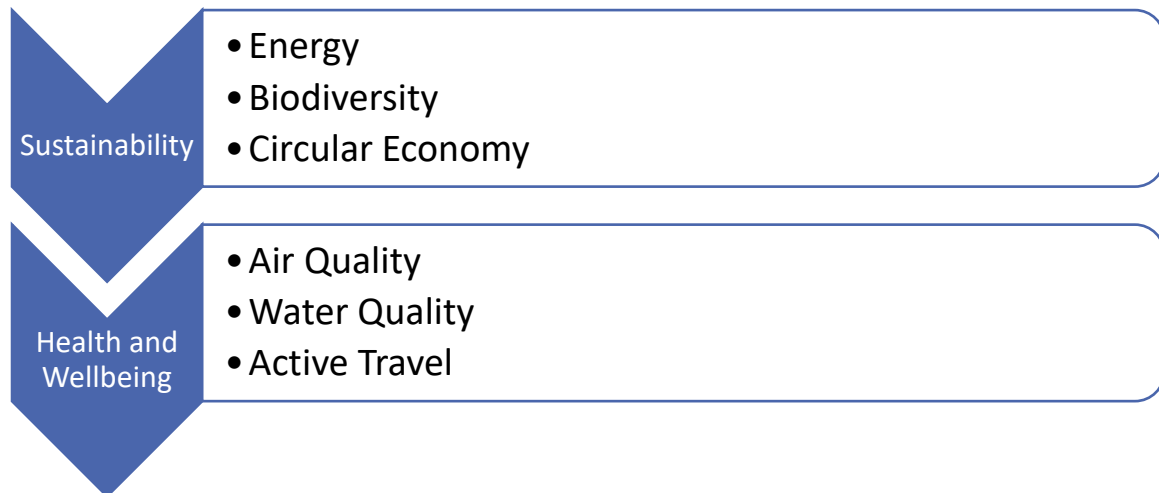
- Workshops for schools, businesses and community groups
- Reconnecting Enniscorthy Community Event in September 2021
- An Taisce – National Spring Clean Litter Pick with Enniscorthy Tidy Towns

¹ [Sustainable Enniscorthy - Home \(myenniscorhtytown.com\)](https://myenniscorhtytown.com)

² [THE 17 GOALS | Sustainable Development \(un.org\)](https://un.org)

What are our key pillars?

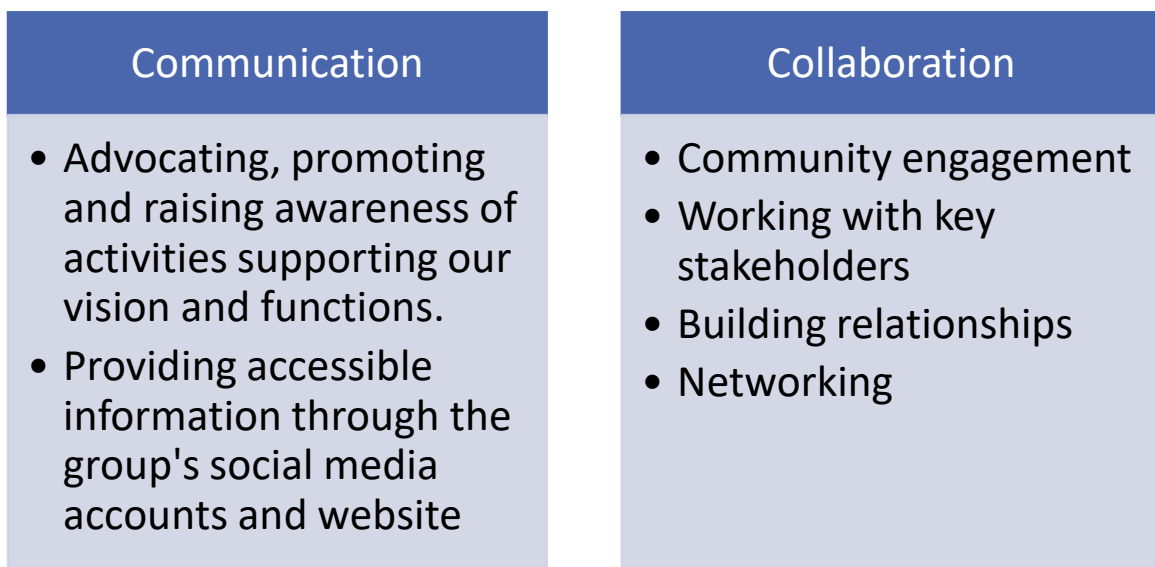
We have two pillars for action, **Sustainability** and **Health and Wellbeing**, and under each pillar are three subthemes. We have chosen these pillars as priority areas as we feel our group has potential to make positive changes in Enniscorthy through our activities. Each of these priorities will be pursued with an emphasis on a Just Transition lens.



How will we deliver?

We commit to carrying out at least five key activities each year over the next five years to work towards 'Our Vision'. All these activities must align with 'Our Role' and 'Key Pillars' to ensure we keep on track.

We will deliver 'Our Role' through Communication and Collaboration in the following ways.



Communication

As we think about our communication there are some things we need to progress in the coming year, these include;

- Update the logo and branding,
- Increase no. of social media platforms we are active on (subject to extra support),
- Update website to reflect this strategy,
- Increase activity on our website, to increase engagement, activity & reach,
- Link with other Enniscorthy websites.

Build awareness of sustainability actions & events in Enniscorthy by all community stakeholders as well as those by Sustainable Enniscorthy

It is also important that all communication is in plain English, and we consider those who are not online or fully IT literate. We also need to consider if there are other languages that need to be included.

Collaboration

In relation to collaboration, we aim to focus on the following stakeholders to be a key contact point for sustainability issues in Enniscorthy;

- Community groups
- Schools (Primary & secondary)
- Youth
- Marginalised Groups
- Sustainable enterprise/ business
- Retailers
- Local government
- Hospitality
- Sports groups
- Faith Groups

A more detailed (but not exhaustive) list of stakeholders is available in Annex 2.

How will we measure progress?

While it is always difficult to measure the impact of actions, there are some key indicators that will help us understand how we are doing and where improvements can be made.

There are a few things which we can easily track such as;

- Number of
 - group members
 - meetings & attendance
 - of events & attendance
 - stakeholder engagements (separate to events)
 - projects completed

- notices in paper
- Active social media channels, posts, followers, shares, likes, reach, growth
- page visits to our website
- Money raised / spent

These alone do not indicate success or failure but should be reported annually so that we can understand the progress the group is making, our reach into the community and what areas need additional focus.

How we pick our actions / projects?

Each November the committee and members will meet and have a planning session to discuss what we would like to achieve for the following year. At least five main activities should be chosen for action within the coming year. Throughout the year should additional opportunities arise the group should decide together on whether to undertake them.

Progress on all actions and projects will be tracked at our committee meetings.

Furthermore, if more members are involved and willing to do extra projects we will maintain a register of potential activities (Annex 1) from which we can select additional projects/activities for completion in the year.

Actions for 2022

Based on our existing commitments the following are our key actions for 2022.

Commitment	Action
Enniscorthy Sustainable Energy Community The group has registered as a Sustainable Energy Community with SEAI Search Our Sustainable Energy Communities Network SEAI . An application for funding to create an Energy Master Plan is currently with SEAI for review (June 2022).	By year end: Complete the Energy Master Plan (EMP) tender. Commence the EMP development with the contractor. Commence EMP delivery.
Wexford County Council Arts and Amenity Grant (Funding 2022)	Hold a Community Event focused on Energy Hold our First Community Forum.
Wexford County Council Community Activities Fund Grant (Funding 2022)	Delivery of benches and planters to 3 sites in the community with the support of the Town Council
Communications	Update website Increase social media presence
Collaboration	Schools Art Project in collaboration with Enniscorthy Tidy Towns Working with Creative Climate Action artist in the community Working with Re-Imagining Enniscorthy

Annex 1 – Register of potential activities/projects

Possible Opportunity	Specific Action	Activity undertaken, key committee member, year completed
Work with local groups to identify key litter and waste issues and look for solutions		
Look at what circular economy activities currently going on (e.g. re-use and repair activities, activities that prevent waste) and promote them		
Look at what additional circular economy activities could be developed		
Look for best practice examples of energy efficiency projects that can be promoted		
Work on increasing renewable energy at household		
Promote conscious / sustainable / responsible fashion vs. fast fashion. Highlight natural fabrics, the issue of microplastics from synthetics washing, ethical suppliers, Irish manufacturers, hand- made (knitting, dress-making etc.), fair trade, upcycling, clothes swaps, charity shops for recycling clothes and reducing consumption, focus on buying 6 new items a year that are truly sustainable, highlight sustainable choices, shop local.		
Reduce food waste & increase food waste recycling		
Promote keep cup / 2-go cups campaign and cafes that offer incentives for using reusable beverage cups		

Possible Opportunity	Specific Action	Activity undertaken, key committee member, year completed
Promote refill options, e.g. water refill stations		
Look into developing a community solar farm		
Look at developing a local shopping guide for local produce		
Establish a library of things to share resources e.g. ladders, large tools, lawnmowers etc		
Look into developing a local guide on repair shops		
Develop tree strategy		
Work with Wexford County Council on air quality campaign		
Highlight walking trails		
Survey town residents - subjective well-being and environmental factors		
Reviewing 2022 census data for socio-economic/demographic indicators once published		
Mapping amenities, proximity (e.g. population within 1km) and accessibility (e.g. social and or physical barriers)		
Promote River Slaney as a sustainable recreational resource Raise awareness about water quality in Enniscorthy and ways to conserve water		
Help promote the new local bus routes that are currently being developed		
Focus Groups capturing views of young people, persons with disabilities and marginalised groups in the town		

Possible Opportunity	Specific Action	Activity undertaken, key committee member, year completed
Work with local sports clubs to help them develop their own sustainability strategy		
Work with Comhairle na nÓg and other youth groups around sustainability		
Work with Enniscorthy Swimming Pool (pools are Significant Energy Users) so they should be a target for our SEC actions		
Invite representatives for Travelling Community, Disability Organisation, other minority groups		
Schools: building strong connections with green schools & school sustainability initiatives e.g., Junk Kouture		
Collaborate with Enniscorthy Library on 1 or 2 events per annum, co-promoting library sustainability events, and where funding allows, Sustainable Enniscorthy to co-fund or fully fund speaker at one event per annum Enniscorthy Library: co-promoting sustainability reading picks & sustainability events (e.g. monthly Facebook posts on sustainability reading picks)		
Presentation Arts Centre: co-promoting sustainability / biodiversity events		
Enniscorthy Community Allotments: jointly promote events on social media, e.g. on site gardening events		
Sustainable Fashion event		

Possible Opportunity	Specific Action	Activity undertaken, key committee member, year completed
Schools: Collaborate on one event per term that all secondary or all primary schools in the town can get involved in.		
Tidy Towns: 1 joint litter pick per quarter		
Community Allotments: 1 joint gardening event per annum, e.g., home composting		
Provide notice of Sustainable Enniscorthy activities for monthly issues of Slaney News & Enniscorthy Guardian		
Establish a community noticeboard		
Submissions to relevant public consultations		
Engage with Enniscorthy Tourism Project and how our group support its work Enniscorthy Tourism Project Wexford County Council (wexfordcoco.ie)		

Annex 2 – Key Stakeholders

This list will be expanded as the group continues its engagement within the Enniscorthy community.

- | | |
|---|--|
| <ul style="list-style-type: none">• Enniscorthy Tidy Towns• Sustainable Energy Association of Ireland• GreenTech HQ Innovation Hub• Re-imagining Enniscorthy• Enniscorthy Forum• Enniscorthy Recycling Centre• Enniscorthy NZEB Training Centre• Enniscorthy Town Council• Wexford County Council:<ul style="list-style-type: none">○ Environment Awareness Officer○ Climate Action Officer○ Biodiversity Officer○ Heritage Officer○ Waste Management Officer○ Litter Wardens○ Healthy County Coordinator• Wexford Local Development• Wexford Public Participation Network• Schools: primary & secondary principals, teachers,<ul style="list-style-type: none">○ Greenflag co-ordinators○ TY coordinators○ Students | <ul style="list-style-type: none">• Enniscorthy Community Allotments• Enniscorthy Library• Enniscorthy Swimming Pool• Enniscorthy Chamber• Enniscorthy Tourism Project• The Presentation Arts Centre• Enniscorthy Guardian• Slaney News• South East Radio• Edermine Ferry Rowing Club• Waterford and Wexford Education and Training Board• Wexford Walking Trails• Slaney River Trust (Slaney catchment tributaries Bann & Boro)• Residents Groups• Sports Clubs• Faith Groups• Youth Groups (e.g. Comhairle na nÓg, Youthreach) |
|---|--|