

Changing our world for the better  
Project by project

# FEL



## FEL Scotland Strategy to 2030





**FEL Scotland is here to help people, their communities, and the planet thrive.**

**We believe that powerful change is possible and each of us has a role in making it happen.**

This strategy sets out our ambitions for the five years ahead and explains how they will be achieved. It builds on the strong foundation of our story so far and sets a clear path forward. Most importantly, it shows how you can be part of what comes next.

**Our Message**

**Change starts with us**

**Living better together**

**Our Story**

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**Three steps to sustainability**

**From local action to global impact**

**Our Ambition**

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## Our Message

## Change starts with us

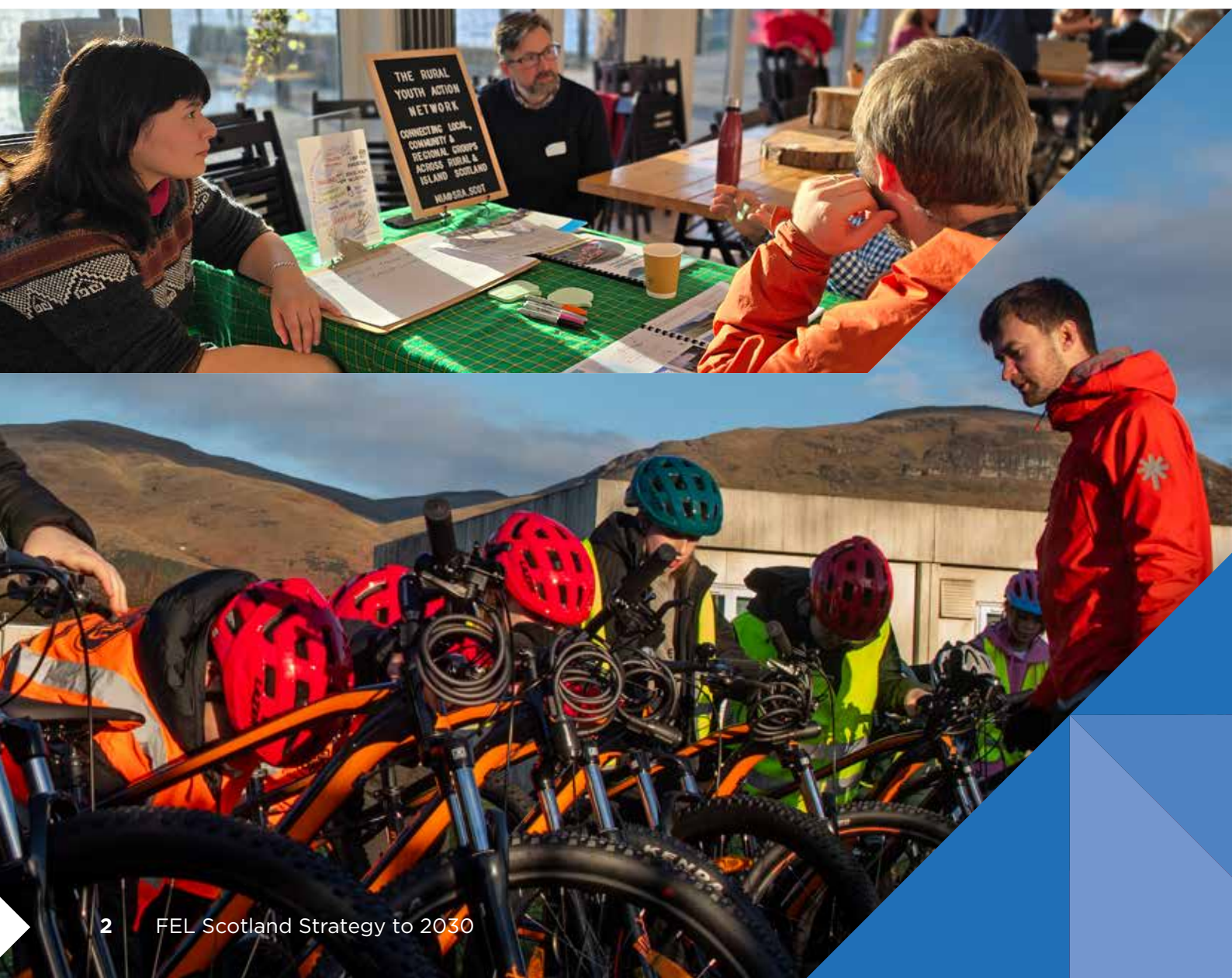
**This document is more than a strategic plan: it's a call to action for everyone who cares about our communities, our planet, and our future.**

You don't have to look far to see the impact FEL is already having. Whether it's through better access to bikes, building climate skills, providing funding, or setting up local food initiatives, our projects are making a difference where you live.

We're empowering communities by sharing the tools and support needed to take practical, meaningful action on the climate crisis. From ebike libraries to vertical gardens, we bring innovative solutions that combine the latest technology with a hands-on approach. Our commitment to inclusion makes sure every voice matters: we make it possible for everyone to make a contribution.

As you read our strategy, we want you to be energised by the power of positive change. You and your community are part of the movement that is building sustainability into every aspect of modern life.

Change is already happening—and it's working. Together, we can keep it going and make it even better for our communities, our planet, and our future.





## Our Story

## Living better together

**We believe change is possible. Because even though protecting the planet can seem overwhelming, powerful change is achievable when we work together.**

We know change is good. Because when day-to-day living is more pressing than the climate crisis, what's best for you can be better for our planet too.

And we see that change is here. Because while environmental policy can feel like all talk and no action, we're out making good things happen, project by project.

## What we do

We're experts in helping communities live more sustainably, by showing people how to make everyday improvements that help them, their neighbours, and the planet.

Our role is to:

### Advocate

Championing climate-friendly policies, funding, and practices.

### Invest

Supporting early-stage ventures with big potential.

### Collaborate

Designing, testing, and scaling solutions in partnership with our communities.





## Our Approach

## Three steps to sustainability

At FEL we design solutions to the problems our communities are facing.  
We do this by:

### 1. Understanding local challenges

Listening to communities and identifying where our support will have the greatest impact.

### 2. Developing practical responses

Creating tailored, scalable solutions that help people to make choices that are good for them and for the environment.

### 3. Collaborating for long-term impact

Working alongside partners to drive long-term impact, build resilience, and support healthy, thriving communities.

**We apply this approach across all aspects of community life, ensuring that people have the tools, skills, and opportunities to take meaningful climate action.**

## Our Approach

## Three steps to sustainability

Our three-step approach runs through everything we do, guiding how we design, test, and scale solutions, and how we engage communities through awareness, access, and action:

### Design Designing Solutions

- Working with communities to understand what's needed and co-create solutions.
- Developing practical initiatives that reduce emissions and strengthen resilience.
- Ensuring everything we do aligns with community priorities and national policy.

### Test Testing What Works

- Running real-world trials to refine and improve our projects.
- Using feedback and data to make sure solutions are effective and inclusive.
- Building knowledge and skills to help communities sustain change.

### Scale Scaling for Impact

- Expanding successful initiatives to reach more people.
- Sharing knowledge and best practice to accelerate change.
- Partnering with others to grow our impact and unlock funding.

**By embedding this three-step approach we make sure that our solutions are practical, effective, and built to last.**





## How we create change: Awareness, Access, Action

For communities to take climate action and adapt, they need the right knowledge, resources, and long-term support. Our engagement approach follows the same three-step structure:

### Awareness

#### Raising Awareness

- Helping people understand climate challenges and how they can be part of the solution.
- Sharing ideas through workshops, events, and partnerships.
- Celebrating local success stories that inspire more action.

### Access

#### Improving Access

- Providing the tools, spaces, and support needed to make positive change possible.
- Making sure active travel, local food, and energy-saving solutions are within reach.
- Ensuring funding and resources go where they're needed most.

### Action

#### Enabling Action

- Giving people the skills and confidence to take action in their own communities.
- Supporting grassroots projects that create lasting good.
- Advocating for policies that help communities lead the way.

**Using this approach, we are making it easier for people to get involved and take part, helping to build a future that works for everyone.**





## Our Ambition

## From local action to global impact

### Our goals for the future

We have set ambitious goals for the years ahead, ensuring that we continue to drive impact across the climate agenda:

#### Cutting Emissions

- Helping more people choose walking, wheeling, and cycling over car travel.
- Strengthening local food networks so more people can eat fresh, seasonal food.
- Supporting communities to generate and use energy more efficiently.

#### Strengthening Resilience

- Helping communities prepare for the challenges of the climate crisis, from flooding to rising costs.
- Supporting spaces and services that bring people together and build local strength.
- Providing training and leadership opportunities so communities can take the lead.

#### Restoring and Protecting Nature

- Creating more opportunities for people to care for local wildlife and green spaces.
- Expanding tree planting, community orchards, and nature-friendly land use.
- Making sure nature is part of how we plan and develop towns and rural areas.

#### Empowering Communities

- Ensuring everyone has a voice in shaping climate action.
- Helping communities lead their own projects and access the support they need.
- Strengthening partnerships that bring together local knowledge and national ambition.

**By working towards these goals, we ensure that our work has a real, measurable impact — helping people, their communities, and the planet thrive.**



# What we need for success

FEL operates in a fast-changing environment, where public policy, funding, and community needs are evolving. To stay effective we must:

## Stay adaptable

Be ready to respond to policy changes and funding shifts.

## Secure long-term funding

Move beyond short-term grants to build a stable financial future.

## Use data to show our impact

Stronger evidence will help us grow and attract investment.

## Support our team and volunteers

Ensuring they have the skills and security to drive adaptation.

## Deepen community engagement

Breaking down barriers to action and making solutions accessible to everyone.

**Strong leadership, financial resilience, and clear evidence of impact will ensure that our work continues to grow and support Scotland's communities.**





# Growing stronger, together

To meet ambitious goals, we must take ambitious steps.  
We'll do this through:

## A Supportive Workplace

- Creating an environment where people feel valued and inspired.
- Investing in training and leadership development.
- Encouraging continuous learning and improvement.

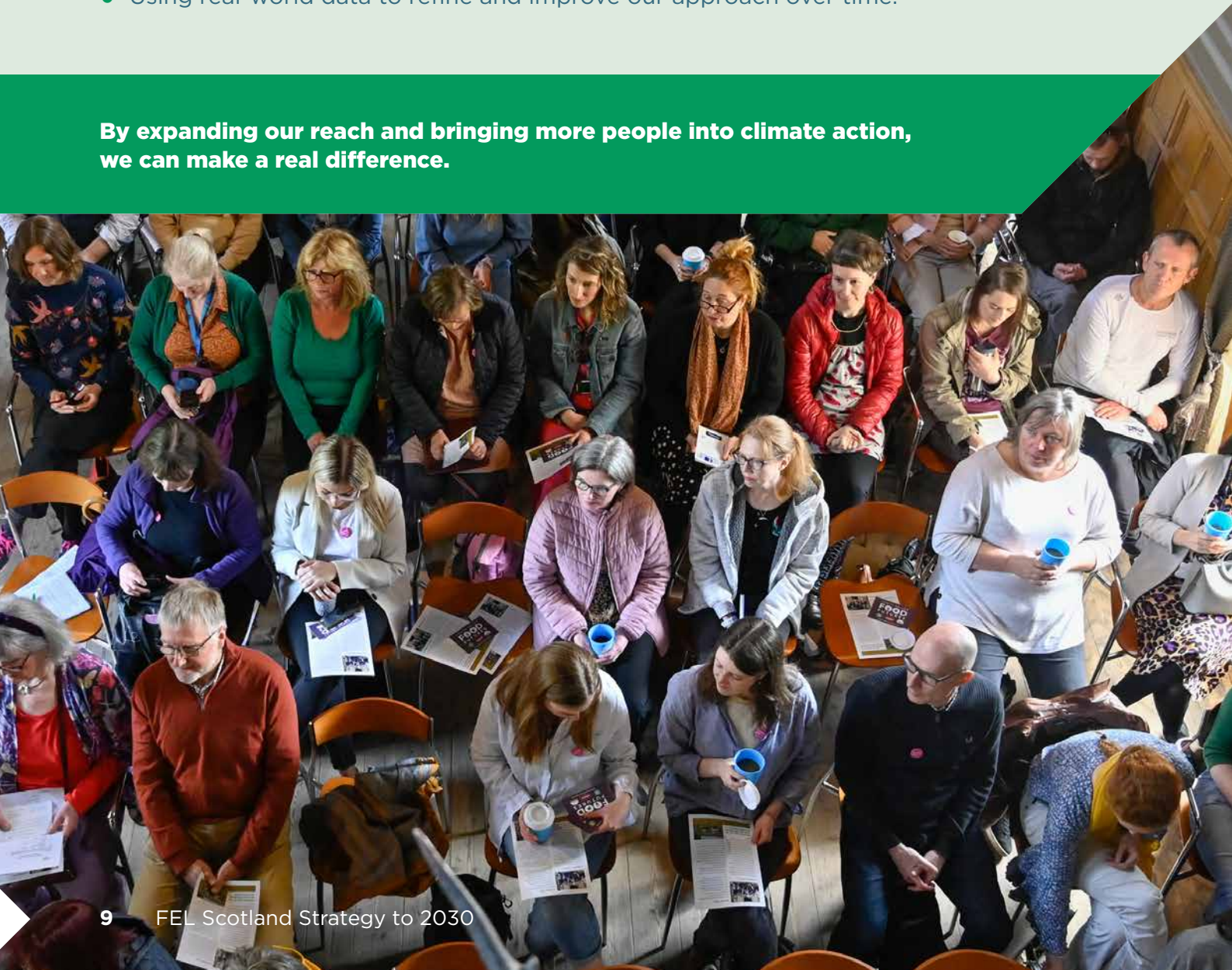
## Financial Resilience

- Diversifying funding by aiming for 30% non-grant income by 2030.
- Creating a Community Climate Innovation Fund to support grassroots initiatives.
- Partnering with businesses to engage the private sector in climate solutions.

## Measuring Success

- Tracking participation and impact to understand how our work drives change.
- Supporting communities to take leadership in climate action.
- Using real-world data to refine and improve our approach over time.

**By expanding our reach and bringing more people into climate action,  
we can make a real difference.**





## Your Opportunity

## Join the movement for good

**Right now, our planet needs all the help it can get.**

We need a movement, and for that, we need you. The more people involved in FEL's projects, the more communities we can help thrive; the more voices we have, the louder we can be. We need you to help make our world a healthier, more sustainable place.

### Get involved

It's easy to get involved in our projects and take action on the climate crisis.

There are lots of ways to get involved:

- **Become a member:** Join the groups, charities, community organisations, business, and individuals who are already members of FEL.
- **Volunteer:** Your skills and enthusiasm can make a big difference. Help with local projects, community outreach, or even planning. Build your community along the way.
- **Attend workshops and events:** Take the opportunity to attend our training sessions, climate action workshops, and community events. Find your crowd, learn, and share your hard-won insight.
- **Kick-off a project:** What's your most ambitious idea for a climate action project to run in your local area? We can provide the training and funding to get you started.
- **Spread the word:** We need more people to know what we do to help us do more of it. The more people we reach, the greater our overall impact. Tell a friend.

**Find out  
more**

**Head to our website to get involved.  
You can be part of the change we all want to see.**





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[felscotland.org](https://felscotland.org)

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