

# Eco Church in an hour

Guidance on how to use the campaign



## What is Eco Church in an hour?

'Eco Church in an hour' is a campaign tool available to those seeking to promote Eco Church in their region. As a DEO, Eco Champion or someone promoting the take up of Eco Church it can be a great tool to encourage churches to get going on the journey or make progress to their next award.

Developed by the Diocese of Gloucester in partnership with A Rocha UK, Eco Church in an hour helps you promote action by calling for churches to pledge one hour a week to the environment.

## Why the campaign?

In a crisis, everyone needs to pull together – the climate and biodiversity crisis is no exception. As Christians, we have responsibilities as we live alongside all God's creation. This is something that affects both people and the planet, the world's poorest and all that God has made. But taking action in a time of crisis can feel overwhelming. We might be wondering where to start and what difference we can make. We all can make a difference, and it's often taking the small steps that add up to create the big change.

Furthermore, many of us face different pressures on our time, and it can feel hard to fit everything in. That's why "Eco Church in an Hour" is designed to help people make progress in their churches efficiently.

## What is the message?

Whilst the mechanism of using [Eco Church](#) remains the same, the campaign encourages individuals to dedicate an hour per week to making progress on their award.

**'It's not as complicated as I thought it was going to be!'**

That's the feedback from Roger from Edgeworth who found that once he'd registered and got going with the Eco Church online survey, he discovered his church had already achieved a bronze award.

He then knew where action was needed to get to silver. Reference: [Eco Church in an Hour: getting started is easy! – Diocese of Gloucester](#)

## How can I apply Eco Church in an hour to my setting?

It is important to design an Eco Church in an hour campaign to suit your particular setting. Consider these questions to help you plan:

- What are you aiming to achieve?
- What is your message?
- How are you going to share the message? (email, social media etc.)
- When and how are you going to launch your campaign? (e.g. online meeting)
- Will there be follow-up meetings or groups for people to support one another?
- Are you going to target a group of churches at a similar level? (e.g. those who have registered and are aiming for bronze)
- Will you work across denominations/regions?
- How will you celebrate success?

You might choose to add a strapline to highlight that an hour a week is all that's needed to make some progress, for example:

- Pledge one hour a week to the environment
- *N* Deanery makes the pledge!
- One hour a week to make *N county* greener.
- An hour a week and see the progress!

You might share some ideas of what can be done in that hour, for example:

- Register your church on the Eco Church platform
- Read through the survey
- Answer the questions in one of the categories
- Measure your carbon footprint
- Hold a meeting with your eco group/committee to share out tasks
- Visit a nearby silver or gold Eco Church

## What next?

If you want to use the campaign in your region, please email [ecochurch@arocha.org](mailto:ecochurch@arocha.org) for the logo. Don't forget there are lots of resources on our [website](#) for you to highlight and point people towards throughout your campaign.

If you would like further practical advice about implementing Eco Church in an hour please email [Katherine Clamp](#), Head of Communications, Diocese of Gloucester.