

VINE NEWSLETTER - SEPTEMBER 2012

“The optimism of the action is better than the pessimism of the thought.”

Welcome to our 2012 newsletter. We hope this brief (intended to fit on one sheet of paper) review of a few of the things we have been doing over the past twelve months will be of interest. Please forward this to any colleagues who you think may benefit and pin this newsletter on your notice board at work. It is easy to join VINE by contacting our Secretary Sophie Lake at: sophie@vineproject.org.uk



So here are a few items that may be of interest:

- **The New Nature Message!** The VINE Steering Group used the recent opportunity of getting together for our AGM to hear a presentation from Susan Cross on a recent publication by the Futerra Sustainability Communications Agency titled *Branding Biodiversity – the new nature message*. The first thing to say is don't be put off by the title! It is a challenge to us working in nature conservation to **change the way we present our message**. They conclude our audiences are emotional rather than rational and we need to put out positive messages and make people feel good about supporting nature conservation. People need to be **inspired by awe and wonder** if they are to take action, not depressed into apathy. So it's "less loss but more love – which leads on to action and support". This is so like the VINE approach to supporting individuals that the Steering Group has agreed to promote discussion of their work. The guide can be downloaded as a free pdf by using the following link: <http://www.futerra.co.uk/work#go=branding-biodiversity-2-3074>. Since their foundation in 2001, Futerra have worked on green issues, corporate responsibility and sustainability. This guide is a synthesis of the lessons they have learnt and is well worth a read. They produced it as their contribution to The Year of Biodiversity - nobody paid them to do so. If you want to discuss The New Nature Message on the VINE discussion forum then please also CC Susan Cross susan@telltale.co.uk who is interested to see any discussion arising from this. Peter Phillipson is taking the lead on liaison with Futerra peter@telltale.co.uk.
- **'Natural Childhood' Report.** Also presented to our meeting was a review by Matthew Oates of The National Trust's "**Closer to Nature**" programme. This included reference to their *Natural Childhood* Report by Stephen Moss and programme of **50 things to do before you're eleven and three-quarters**. It is really encouraging to see these initiatives which are so much in line with the approach discussed by VINE Members in our submission to the Riots Panel recently. www.nationaltrust.org.uk/50things
- **VINE SEEDS.** In February 2010 Tim Kemp and Peter Phillipson germinated the first **VINE Seeds**. The idea of these "seeds" was to create some guided reflections which could be used both in our private and work lives. At the time of writing (September 2012) they have produced 12 short, pithy, thought provoking writings intended to be both stimulating and challenging. All are downloadable from our website. Those added in the past twelve month are:
 - **Looking Forward by Looking Back.**
 - **Imagination and Understanding.** "Something swatable landed on my arm..."
 - **Who's your Dada?** "Who are the people that you turn to for inspiration?"
 - **Fast Track.** Somebody once said, "The faster we move, the less we feel".
 - **Growth and Austerity. Or, why put yourself between a rock and a hard place in the first place?**

- **Social media:** We have joined the modern world by opening a Twitter account “@VINEorg”. Our Steering Group member Peter Phillipson is tweeting on our behalf. If you use **Twitter** please follow us and also re-Tweet our Tweets to your followers to give us as much publicity as possible. If you have not tried Twitter yet, why not give it a go! We currently have 117 followers and have published 317 tweets. It is already proving to be an asset to our communications with the fast-reacting world. We have also drafted a ‘Facebook’ page to see if this has a use for us – but the jury is still out on this one! If you would like a VINE facebook page please let us know.
- **Email / online-discussion forum:** Our forum continues to have spells of activity on topical issues. In November 2011 VINE submitted a themed response to the Riots, Communities and Victims Panel Consultation following **energetic discussion on the forum**. Submissions were also made to Government in support of concerns expressed by conservation organisations about the National Planning Policy Framework proposals. If you wish to join the forum please contact Sophie Lake our Secretary at: sophie@vineproject.org.uk
- Our **website** has had new pages added and is kept fresh by Sophie. It contains a mass of inspirational writings and photographs submitted by VINE members – to cheer you up if you are having a bad day! Also news, information and VINE project business documents. An audio playing facility is available and we welcome appropriate material for this: www.vineproject.org.uk
- The AGM also gave some of us opportunity to watch Stephan Harding’s DVD : **Animate Earth – science, intuition and Gaia** in which he lays bare the flaws in today’s narrowing and numbers-bound scientific model, and eloquently articulates the case for a more intuitive holistic approach. Professor David Orr comments: “A wonderful film. No one tells the awesome story of how we can use science to deeply connect with the earth better or with more inspiration than Stephan Harding”.

... and as a final thought and incentive from VINE to be ‘brave’ in all you do, the corollary to the opening quote is:

<i>If you think you are beaten, you are,</i>	>>>	<i>If you think you dare not, you don't,</i>
<i>If you'd like to win, but think you can't</i>	>>>	<i>it's almost certain you won't,</i>
<i>If you think you'll lose, you've lost,</i>	>>>	<i>For out of the world we find</i>
<i>success begins with a person's will –</i>	>>>	<i>It's all in the state of mind.</i>
<i>If you think you're outclassed, you are,</i>	>>>	<i>You've got to think high to rise,</i>
<i>You've got to be sure of yourself before</i>	>>>	<i>you can ever win a prize.</i>
<i>Life's battles don't always go</i>	>>>	<i>to the stronger or faster person</i>
<i>But sooner or later the person who wins</i>	>>>	<i>is the one who thinks they can.</i>
<i>Anonymous.</i>		

john.bacon@phonecoop.coop sophie@vineproject.org.uk www.vineproject.org.uk

September 2012.

VINE gratefully acknowledges past financial support of the Countryside Council for Wales and Natural England.