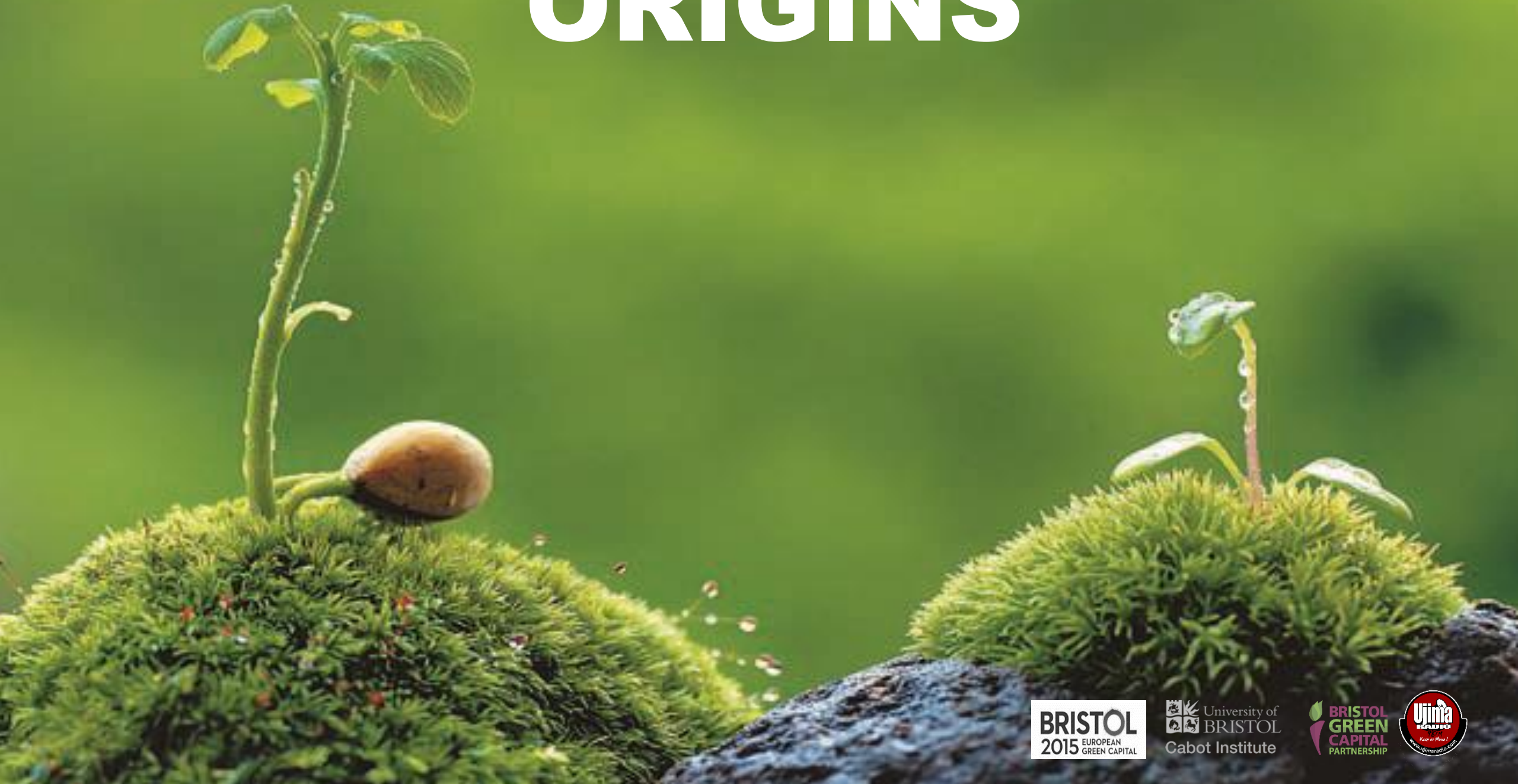


# ORIGINS





# Ujima RADIO BIG GREEN BLACK



## CELEBRATING DIVERSITY FROM GRASS ROOTS UP!

CELEBRATING  
CULTURE &  
CREATIVITY

IN OUR  
GREEN  
CAPITAL

DEBATE!

PLEDGING  
FOR A  
BETTER  
FUTURE

CELEBRATING  
BIG GREEN  
SPACES

WHAT'S  
YOUR  
BRISTOL  
2015  
PLEDGE?

CELEBRATING  
SMALL  
GREEN  
SPACES!

ALWAYS GROW  
SKILLS... CREATIVITY... TALENT

PRIDE  
CONFIDENCE



### CONNECTING PEOPLE...

STUDIO 7!

WITH AN  
AUDIENCE...  
HELPING YOUR  
PEOPLE FIND A  
VOICE!

WITH THE  
LAND...

GROWING  
FUTURES!

...WITH THE  
TIDES...

BRISTOL  
LOVES TIDES

...WITH FOOD  
91 WAYS

91 LANGUAGES  
SPOKEN IN  
BRISTOL



...WITH THE  
COMMUNITY



### STARTING CONVERSATIONS...

### ASKING THE BIG QUESTIONS...

THE MESSAGE  
COULDN'T BE

SHARING STORIES  
SHARING RECIPES!

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Ethno-graphic research yielded rich insights

We went across the city

Disenfranchisement from St Pauls to Knowle West

Lack of awareness

An agenda driven by a minority of white and polite males

Language barriers

Relevancy

Debunked the urban myth – “We don’t do Green”

# ON THE AIR



# GREEN & BLACK ...



Having identified issues with the engagement of BME groups with the European Green Capital 2015, Ujima responded with Green & Black, a voice and influence project.

This project began life as a joint broadcast on both Ujima Radio & BCfm during Black History month with key players and decision makers discussing inclusion.



As part of our Green & Black strand of activity, Ujima 98fm crashed the party with a live broadcast from the launch event in January.







On April 20th, as part of the Green Youth Day Summit, a team of young broadcasters broadcasted live from the Colston Hall. It was a mix of inspirational speakers, demo's, workshops, dance, film and music, which was designed to help young people better understand and engage with the European Green Capital.



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www.ujimainfo.com



In June 2015, Ujima 98fm broadcasted live from 'the Lab' on the Waterfront. We asked the big questions to the organisers and decision makers of The European Green Capital 2015. We challenged them around inclusion, engagement and the meaningful participation of BME and hard to reach groups.



- Round-table with key-players
- Live music
- Food from a local allotment
- Recycled art workshops
- Animator created live mural based on the days inspiring conversations





Animator created live mural based on the days inspiring conversations





# MAKING IDEAS HAPPEN





# EAT YOUR GREENS

- Do you enjoy cooking and or gardening?
- Would you like tastier ways to shave pounds off your shopping bills?
- Do you wanna do your bit to help save the planet?
- Do you fancy becoming a radio star?

If yes, and your aged **14-25** or **55+** sign up for **Eat Your Greens**, a fun and free Green Capital 2015 legacy project that explores the importance of reducing food waste within African Caribbean cultures. You will:

- Get top tips from renowned community chefs on how to reduce food waste.
- Plant and eat the food you use in your recipes.
- Take part in a celebratory  festival event with family & friends.
- Your recipe & food stories printed in a limited edition magazine.
- Plant a time capsule to help inspire future generations.
- Feature in a live radio broadcast on Ujima 98fm.

From **Feb 21<sup>st</sup>** – **March 13<sup>th</sup>** Every Sunday 2-5pm  
at Felix Rd Adventure Playground. Felix Rd, Easton. BS5 0JW

**To sign up email: [projects@ujimaradio.com](mailto:projects@ujimaradio.com)**







- A 10 week intergenerational cooking project celebrating food waste traditions in African Caribbean communities
- Grow it. Cook it. Eat it.
- 4 community chefs + 1 award winning gardener
- A spring planting session
- 45 young people took part
- Workshops with local experts on food waste, ethical cleaning, organic farming & gardening





# EAT YOUR GREENS FEASTIVAL

A spring celebration of Bristol's FoodMusiCulture



Live cooking demos & tasters  
from Community Chefs

Broadcasting live  
on Ujima 98fm



Bring & share  
unwanted gifts

Gardening tips & planting  
of a time capsule

Join us for a free family fun day to celebrate the first day of spring and the achievements of the people on the **Eat Your Greens** project

**SUNDAY 3<sup>rd</sup> APRIL 12 - 5PM.**  
Felix Rd Adventure Playground, Felix Rd, Easton. BS5 0JW



A grass roots celebration of community, food and sustainability with a live radio broadcast that featured on BBC Breakfast Bristol.





# Do15 Ambassador



# Leave the car at home

## Julz from Ujima Radio explains why



As a Do15 Ambassador for the European Green Capital, Ujima 98fm presenter Julz featured in a mass media campaign - advocacy, radio, print, digital, posters, phone boxes, and billboards across Bristol, to promote the campaign and get people from all walks of life involved.





# IT DOESN'T STOP HERE

As part of the Closing Ceremony, Ujima did a live broadcast as well as co-hosted the event.





# DO15



I'm in, are you?  
Small changes for a better Bristol  
do15.co.uk #do15

In it for good  
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# SYMPOSIUMS



# THE GREEN & BLACK DEBATE

As the end of Bristol's year as the European Green Capital approaches we want to hear your thoughts and ideas on...

- **Was it inclusive or exclusive and what were the barriers?**
- **What lessons can be learnt around grassroots & BME engagement?**
- **Post 2016, how can we ensure there's an inclusive legacy for all?**
- **What role can you play in a Green Capital legacy project?**

If you got something constructive to say, join like-minded people for a facilitated half-day of thoughtful discussion for positive change & action.

**Friday Nov 27<sup>th</sup> 9.30 – 2.30pm**

St Werburghs Community Centre, Horley Rd, BS2 9TJ  
Food & Refreshments provided.





# THE GREEN & BLACK CONVERSATION #2

Now that Bristol's year as the European Green Capital has come to an end we want to hear your ideas on legacy...

- **How should BME and grassroots communities capitalise on Bristol being the Green Capital in order to shape a meaningful vision for working inclusively?**
- **Co-creating a sustainable model for working inclusively across the Green agenda?**
- **How to develop inclusive and dynamic solutions that will allow BME-led groups and grassroots communities to capitalise on the Bristol Green Partnership agenda?**

If you got something constructive to contribute join like-minded people for an inspired half-day of thoughtful discussion for positive change & action.

**Wednesday 23<sup>rd</sup> Mar 9.30 – 2.30pm**

St Werburghs Community Centre, Horley Rd, BS2 9TJ  
Food & Refreshments provided.



exclusion

spatial injustice

INCLUSIVE SPACE

ETHNICITY

justice

HUMAN  
EQUALITY

JUST SUSTAINABILITIES

DIVERSITY

intercultural

ENVIRONMENTAL  
QUALITY

EQUITY

difference

innovator

As part of the Green & Black series of big conversations, on **May 10<sup>th</sup>** Ujima Radio in partnership with Friends of the Earth proudly presents renowned Equalities and Environmental justice pioneer Professor Julian Agyeman.

From his new book **Sharing Cities: The Case For Truly Smart & Sustainable Cities**, Julian will share innovative new tools for diversity, equity and inclusion.

Spaces are limited and on a first come first served basis.

RSVP by May 6<sup>th</sup> to [projects@ujimaradio.com](mailto:projects@ujimaradio.com) and put Green Black in the header.

**1.30 – 3.30pm May 10<sup>th</sup> at the Station, Silver St, BS1 2AG**



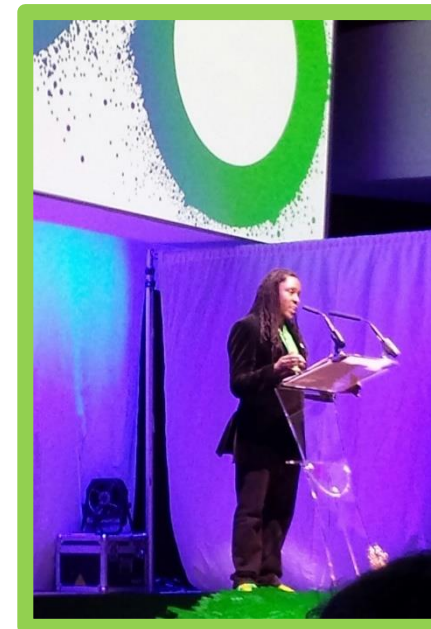
# GREEN & BLACK HIGHLIGHTS





# HIGHLIGHTS

- 7 live radio broadcasts
- Over 3,000 podcast downloaded
- 3 G&B symposiums on solutions to inclusion
- Deep BME penetration with visible and vocal representation of grass-root communities
- Meaningful engagement and influencing of key decision makers and green thought-leaders
- Coverage on BBC Radio Bristol Breakfast
- Runner-up in 'Working Together' category - The Green Volunteer Awards
- DO15 Ambassadorial role
- Hosting the closing ceremony



# SO WHAT NEXT...



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# WHAT NEXT...

- Tap into existing and emerging networks e.g. Race Equality In Nature Conference, Coexist “Can diversity be designed or will there always be exclusion?”
- Carry-out Community Action Research
- Develop and resource a sustainable leadership program
- Identify and tool-up Boardroom Champions
- Disruptive Interventions
- Reverse mentoring
- Media projects - using art as a tool
- Securing of resources

**IT DOESN'T  
STOP HERE**