

Our Vision for Ballina - 2030



In 2030, Ballina aims to be a European exemplar for large scale de-carbonization and a model for the green transition.

Thinking Global, Acting Local

The EU plans to become the first carbon neutral continent by 2050, recognising that action and leadership must come from communities to achieve this. We believe Ballina can become a model for towns to de-carbonize by prioritizing local action within a defined framework.

The urgency to respond to climate change has never been more present. In Mayo we are seeing yearly increases in flooding, storms and dry periods and a large reduction in the nature and wildlife on which we depend.

Working towards carbon neutrality needs an ambitious shared vision and collective action. We know change is needed. Ballina is stepping up to this challenge. We recognise our green ambition will bring social, economic and environmental opportunities for Ballina, we understand that the future is green and we will lead the way in this space.

Building the Future

Our vision is for a future where people are prioritized, where household energy consumers become energy producers, where nature blends with our town, is rejuvenated and thrives, where you are never more than 10mins by bike from where you want to be and where products and produce are produced locally and sustainability!

We will achieve this by working with and for our natural systems, with innovative energy solutions, rethinking our economy, re-imagining the way we live and travel and by working together.



Motivation through Inspiration

Ballina's green ambition is inspired by amazing grassroots efforts in cleaning, greening and reviving the town and by the impact of advocacy by people like Mary Robinson on our community.

Ballina Green Town brings together local stakeholders, responding to the urgency of the current situation and exploring ways to empower our community to individual actions while defining town-wide strategies and projects to achieve our goal.

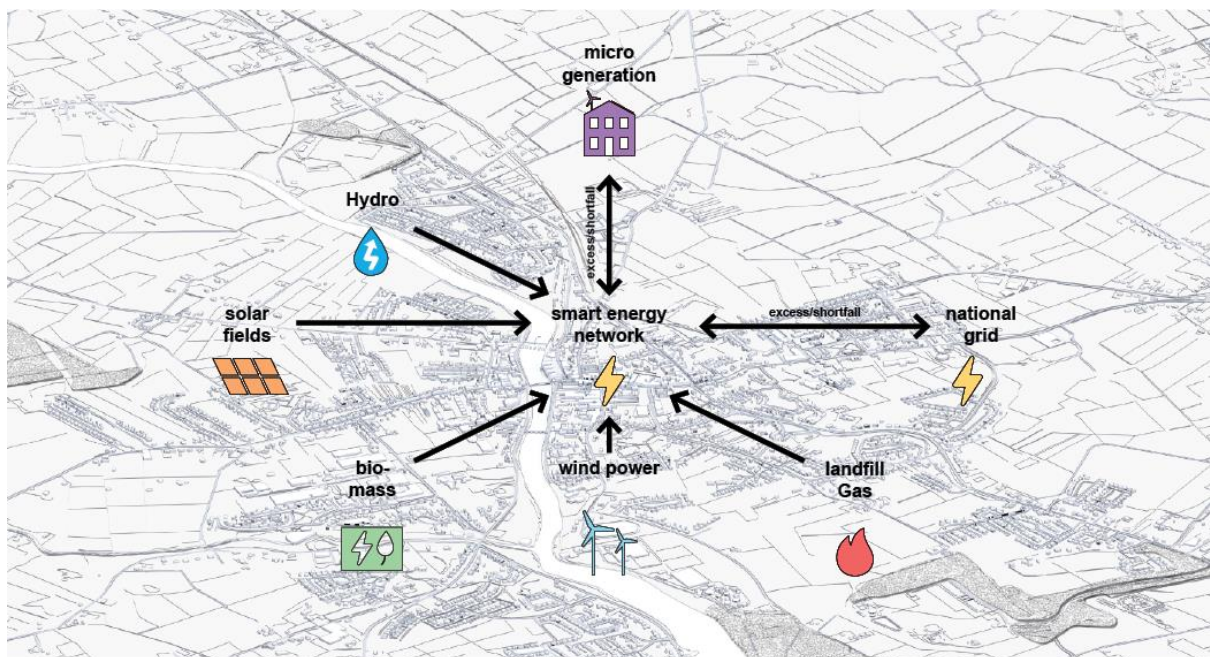
Strategic Action

Our vision includes five interdependent core areas - Energy, Mobility, Economy, Ecology and People. Each has a high level target and three strategies, reflecting best practice, tested methodologies and an understanding of the critical social-ecological systems relating to Ballina, prompting actions from the individual to town-wide.



Vision in Action

Ballina SEC is one such project, developing a plan for energy independence by 2030, engaging with Ballina Credit Union to provide a deep retrofit finance model for homeowners, working with large energy users to produce their own energy and identifying opportunities for community energy projects.



Aligning the Top-down with the Bottom-up

We know our transition to a green future means aligning our efforts from top-down to bottom-up.

We will create a ‘green ecosystem’, encouraging community activism, empowering and supporting grass roots pilot projects, providing a ‘how to’ toolbox of ideas, connections, resources and methods to get started.

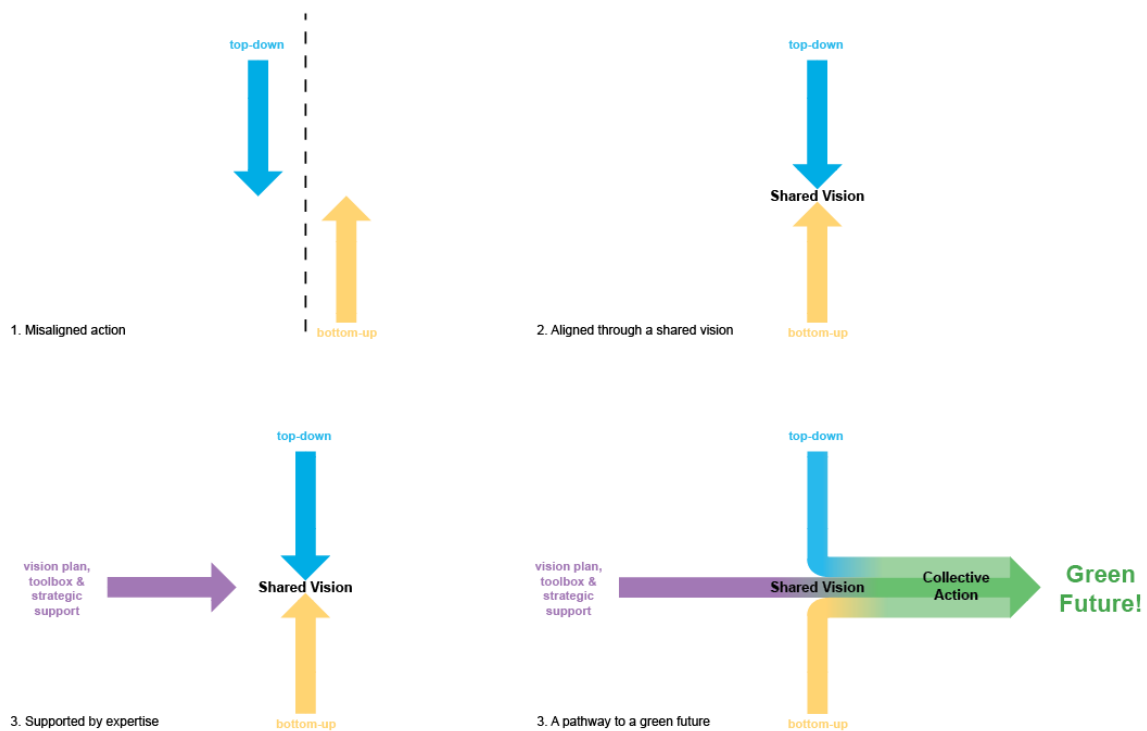
We will work with local authorities, government bodies and elected representatives to contribute to the vision. In July 2020 Ballina Municipal District passed a motion to adopt the goal of becoming Ireland’s Greenest town by 2025 and to support initiatives to this end, including preserving a town centre green space as a public park and converting flat roof space in town into green roofs.

Collaboration is Key

Collaboration is at the heart of Ballina Green Town. We are working with schools, business, community groups, households and government, and believe everyone has something to offer.

On a specialist level, we’re building a passionate team who have offered their time and expertise because they believe in our vision. This includes academic and research teams at UCD, the Centre for Irish Towns (CfIT) and NUIG, energy specialist Elgin and world-leading urban planning and infrastructure experts ARUP and MVRDV.

Our shared vision allows us to coordinate community ambition, policy, projects and expertise while keeping our goal in clear view.



Measuring Success

Measuring success is critical to our vision strategy. A data driven approach will measure our current situation and progress over time. Using GIS, a smart platform/app will allow us measure progress, give support and information and facilitate community feedback.

Ballina’s global climate champion Mary Robinson believes *‘history has shown, time and time again, that when we come together, we are capable of big things. Change happens when people collectively*

take action to make our world a better place. The principle of Meitheal - collaborating and putting people at the heart of the solution - has guided our approach to sustainable development in Ballina to 2030 and beyond.

Becoming Mayo's pilot de-carbonization zone would be a huge boost in making this a reality.



New models for living



Connecting the Town



Energy Independence



Mixing People and Nature



Prioritising People



Re-imagining Mobility



Re-Engaging the Waterfront



Future Proofing the Town Centre



Activating Community Space