

## Cambridge Carbon Footprint – who are we and what has changed?

Cambridge Carbon Footprint has at its heart the desire to connect with people about the issues of climate change. Whilst this is the basis for CCF, the organisation appears quite different from when it started nearly 12 years ago with Ro and Andy Brown talking with people about their personal carbon footprints. Since then Cambridge Carbon Footprint has achieved much locally, whilst at the same time the level of priority given to climate issues in the public discourse is frustratingly low\*.

CCF now has two paid members of staff and a dedicated body of volunteers, essential to running of events, preparation of materials and governance. Strong local recognition means we deliver much in partnership with other organisations. At the same time we have moved from a position of securing grants for core funding, to a greater reliance on personal and sponsor donations, and project funding.

In summer 2016 CCF Trustees started a review of the organisation's core objectives, especially the 'how' of connecting with people about climate change. This was driven by the need to help focus an ever expanding workload, and the knowledge that we cannot be 'all things to all people'. Also we wanted to recognise the emergence of some new ways of working, specifically an increased emphasis on partnership working.

With a bit of pro bono help from Forster Communications (a social change PR consultancy) we have agreed an update to our core vision and mission and put some structure to our ongoing delivery model – please see the summary below. This will guide future decision making, especially where there is conflict of resources

We (CCF staff and trustees) are excited about this more structured approach and feel confident this is right for CCF. We hope that you share our enthusiasm! Of course we are always interested in the views of our Members and others involved in the organisation, so do please let us know if you have thoughts on the subject – we welcome your feedback.

CCF Trustees  
April 2017

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### ***Our charitable purpose is now more succinct:***

Our **vision** is of low carbon communities which are sustainable, resilient and rewarding.

Our **mission** is to inspire people to engage with climate change and empower them, individually and within their communities, to move towards low carbon living.

### ***We will make more impact with a more focused delivery model:***

Cambridge Carbon Footprint delivers events and other outreach activities in Cambridge and beyond, both as lead organisation and in partnership. We want to make connections with people to support behaviour change and long term commitment to low carbon living. There are two parts to this...

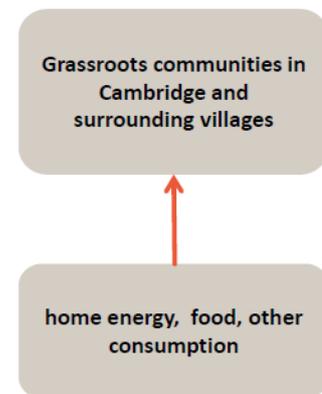
1. **A new way of delivering** is through a more fluid 'pathfinder' model for change. This means working as an 'enabler' to other local groups to deliver events. By developing a package of resources that can be used by other groups, we can reach out to new audiences and have greater impact than if we focus solely events and activities where we have a much more direct delivery role.

\*<http://climateoutreach.org/resources/public-perceptions-of-climate-change/>

External need	The barriers to tackling that need	The role CCF can play in tackling that need
<ul style="list-style-type: none"> <li>• Lack of understanding of lifestyle and climate change</li> <li>• Urgent need to live more sustainably</li> <li>• Communities feel powerless in face of the challenge</li> </ul>	<ul style="list-style-type: none"> <li>• Understanding of practical solutions</li> <li>• Lack of practical skills</li> <li>• Isolated effort by individuals</li> <li>• Lack of endorsement and support from stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>• Inspiring individual action</li> <li>• Providing models for communities coming together</li> <li>• Practical skills training</li> <li>• Engaging stakeholders</li> </ul>

The groups we work with will most likely be local residents and village groups, and local communities of interest e.g. student networks, women's groups, religious organisations and so on, where a mutual benefit can be realised.

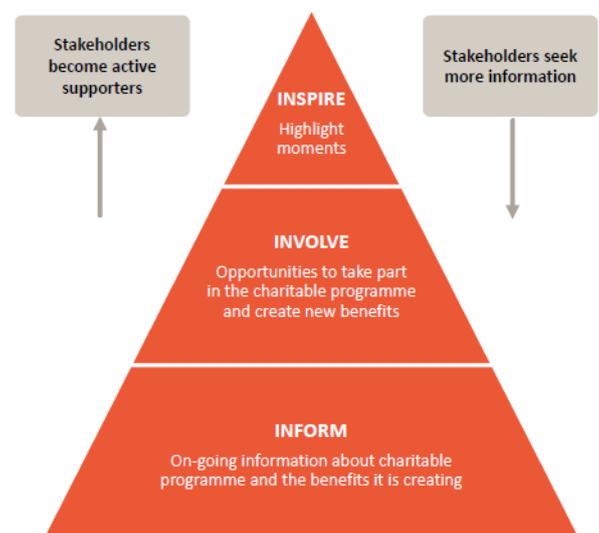
We have successfully begun to trial this approach through Circular Cambridge, with CCF facilitating local groups to deliver events such as 'swishes' and repair cafes. It could also be used for other existing projects like Open Ecohomes, and future projects.



2. **A more traditional event programme** recognises that CCF is uniquely placed to deliver certain types of events e.g. hustings, talks and workshops. Although resource limitations mean this programme may need to be reduced compared to previous years, it remains vital to support the core goal of changing behaviour, raising profile and strengthening the community interested in and committed to lower carbon.

**Meaningful communication is the core of CCF:**

Our activities enable CCF to share messages around carbon impacts through positive action. Our goal will always be to put activities, for example energy efficiency retrofit or reuse/repair of goods, in the context of climate change and carbon impacts, where others may not do. This is the area of biggest challenge for CCF and the one where we aim to have biggest impact.



\*<http://climateoutreach.org/resources/public-perceptions-of-climate-change/>