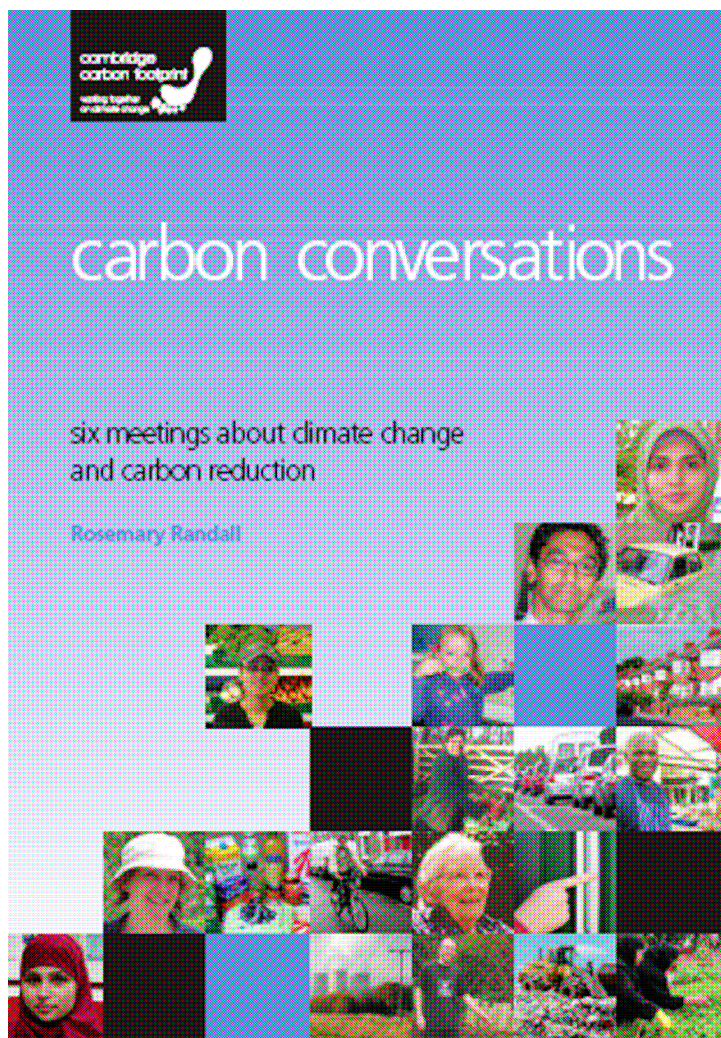


Cambridge Carbon Footprint



Annual Report 2008-9

Registered Charity No. 1127376

The cover shows the Carbon Footprint group course members' handbook 'Carbon Conversations'.

The illustrations on P.12 and P.16 are also from 'Carbon Conversations' and are by Chris Fairless and Mark Skipper respectively.

The **co-operative**
membership 
Community Fund



Cambridge Carbon Footprint Ltd
C/o CAR, Unit 6, 25 Gwydir, St, Cambridge, CB1 2LG
01223 460475
info@cambridgecarbonfootprint.org
www.cambridgecarbonfootprint.org

About us

Cambridge Carbon Footprint is a local organisation with a distinctive approach to climate change, the most pressing problem of our time.

Aims and principles

Our goal is to promote public engagement with the problem and facilitate substantial, permanent reductions in carbon dioxide emissions. We approach the problem from a psycho-socio-cultural standpoint. We are interested in why people find the problem hard to engage with, how they conceal its implications from themselves and what the psychological and social mechanisms are that will allow engagement, release creativity, change behaviour and move us collectively towards a low-carbon society.

Our emphasis is on providing tangible, practical help to individuals and communities within a framework of focused, effective, communication, culturally appropriate social support and transformational optimism.

We express our approach as a list of five principles:

- 1. The importance of the personal.** Climate change touches every aspect of our carbon-dependent lives: it is a personal as well as a political/environmental issue. We believe it is essential to understand the psychological barriers to attitude and behaviour change and use personal contact to engage and motivate people.
- 2. The necessity of connection.** We believe that relationship with others, a sense of common purpose and a shared project are essential: only when people feel supported and connected to others can they act.
- 3. The power of creativity.** Humankind is an innovative and problem-solving species. When there is space for creativity, people take ownership of problems and develop solutions that work.
- 4. The richness of diversity.** We believe that our work is enriched by embracing the distinctive views of our diverse communities.
- 5. The translation of the technical.** We believe that the complex ideas surrounding climate change – about science, technology, culture and politics – must be communicated clearly, accessibly and in culturally appropriate ways.

Founded in 2005 by Ro Randall and Andy Brown we had naively hoped to be superfluous by 2009. Sadly we are not.

Organisational structure

Cambridge Carbon Footprint is a charity and a company limited by guarantee. We have a management committee of ten, made up of the company members. Our three trustees/directors are Tom Bragg, Andy Brown and Gillian Kent. The company secretary is Rosemary Randall.

Staff

We currently employ three part-time staff, Ro Randall, project director, Karin Holsinger, administrator and Siobhan Mellon, Akashi project worker who between them work 27 hours a week. The bulk of our work is delivered via volunteer effort, including substantial volunteer hours by the project director and the trustees.

Overview of the year

The general picture

The last four years have seen developing awareness of climate change amongst the general public although this is not, for the most part, matched by deep engagement with the issue or by significant reduction in personal carbon dioxide emissions. Indeed there may be grounds for thinking that in the face of governmental and international inaction, awareness has led to despair and apathy as much as to hope and engagement. This means that our task too has changed.

Over the last 2 years our focus has shifted significantly from simple awareness-raising through measuring carbon footprints, to creating strategies and activities that will engage people more deeply with the seriousness of the problem and then to support them in making changes in their own lives.

We find it useful to divide our activities into those focused on engagement and those focused on reduction and to use audience segmentation models (such as that developed by Defra in their report 'A framework for pro-environmental behaviours') as an aid to targeting our work appropriately.

On the engagement front we have focused on outreach, making contact with a wider variety of groups and organisations and creating more closely targeted presentations and workshops. On the reduction front we have focused on the development of the

materials for our 6-session Carbon Footprint groups and on nurturing an ongoing Low-Carbon Network of regular support, social and practical meetings. The House Doctor and DIY services have expanded and are developing into a comprehensive home energy service. The Akashi project has shifted its focus from engagement to reduction activities.

Both types of activity are supported by a comprehensive programme of volunteer training.

Changes and challenges

Our workload has increased hugely during the year, through the expansion of existing projects and the development of new projects, but also as a result of becoming better known and therefore receiving an increasing number of requests for advice, consultation and collaboration.

The challenges that face us derive from three main sources:

- the increasingly alarming scientific predictions about climate change which make urgent action essential;
- the need for international agreement in Copenhagen in December 2009;
- the increasing workload which makes our current staffing levels unsustainable.

We are at a point where we need to expand.

In October we took the decision to register Cambridge Carbon Footprint as a charity and in January began a stakeholder consultation to ensure that our expansion genuinely meets the needs of the local population. Mark Ridsdill-Smith is currently employed as a fundraising consultant with the task of developing our business plan and securing appropriate funding.

Finances

Turnover for the year was £38, 736, Our accountant is John Anderson. The full accounts are available separately.

Funding

Funding during the last 12 months has come from Cambridge City Council, Artists Project Earth, the Co-operative Community Fund, one private donor and a number of small donations. We are particularly grateful to the private donor whose gift allows us to

employ Mark Ridsdill-Smith who we hope will enable us to achieve a sounder, more sustainable footing.

The year in detail

Public events

We took our Footprinting stall to 21 different public events around Cambridge. These ranged from workplaces (for example, a stall at a University Staff Development day) through stalls in the Grafton Centre and community centres during Environment Festival, several village and school fetes, major Cambridge events like the Big Day Out and Mill Road Winter Fair, to stalls that accompanied talks, stalls at environmental events and stalls at events that fit no neat categorisation like the Kerala community harvest festival and a safety day at the Fields Children's Centre (where we footprinted furiously to the accompaniment of the fire engine in the playground!)

Over the year we calculated almost 500 footprints bringing the total to over 2500. This means we have held a focused, individual conversation about climate change with around 5% of Cambridge households. In addition to the footprints calculated directly by us, we have given the calculator to another 5 groups. We do not have figures from all of these groups, but the two that did report recorded 24 and 40 footprints respectively.



Calculating a footprint at the Big Day Out on Parker's Piece

Our technique of using the footprint calculator remains powerful. However as the public becomes more familiar with climate change

we also encounter people who already know their footprint, either from an earlier encounter with us, or from other sources online. We also sense a change in public mood in response to the amount of information now in the public domain: where 3 years ago the dominant responses were curiosity and concern, we now also encounter apathy and cynicism. The sustainability consultancy Futerra predicted just such a response if raised awareness was not met by government action to match the severity of the problem. One outcome of this is that we have been reviewing the activities we bring to public events, looking for ways of engaging the public in a lighter and briefer way.

Outreach, presentations and workshops

Seeking new audiences, making connections, and collaborating with other organisations, are essential parts of our work. Over the last year we have developed our relationships with community workers in different parts of the city, developed work with older people, made relationships with educational establishments, faith groups, and a variety of different community groups. Our goal is both to make our work accessible to all sections of our community and to learn from different groups about the ways climate change issues affect them and so develop better ways of communicating and engaging different people.

In the course of the year we took workshops or presentations to 22 different organisations, ranging from games with a Brownie's group, to a climate leadership session visioning the future, with MBA students. En route we visited W.I groups, faith groups, parents' groups, youth groups, construction students, a numeracy class, a housing association and older people's groups, and ran a House Doctor 'drop-in' surgery in an Indian restaurant.

The style and content of our presentations varies according to the group but our aim over the year has been to concentrate on helping groups appreciate the scale of the problem and the scale of changes that are needed alongside practical suggestions on how to begin making those changes now. We try to create space where groups can discuss the major social shifts that are required and the complexity of how this will affect them.

Presentations focused on reducing the impact of home energy and of food have been particularly well received but we have also enjoyed work with older people, exploring how they can use the knowledge and skills of the past to communicate with their children and grandchildren about how to live well with lower emissions.

Some of this intergenerational work brought pensioners from the Ross St older people's group together with children from the Home from Home club to share ideas about how to be Energy Wizards – past and future!

About 620 people attended these various presentations.

Carbon Footprint groups and materials

One of our proudest achievements this year has been the professional production of the 'Carbon Conversations' course members' handbook for our Carbon Footprint groups – our 6-session courses on how to halve your carbon footprint. The attractive 128 page book is illustrated with many of the stories from the Akashi project and has been fully revised, edited and beautifully designed. In the next 6 months we hope to professionally produce the games that are such an essential part of the courses. This will enable us to offer the package to groups outside Cambridge. There has been significant interest in this from London (where two groups have already run), Norwich, South Cambridgeshire, Shropshire and Leicester.

Over the year we have run 16 Carbon Footprint groups, training and supporting an additional 14 facilitators. 128 people have taken part in the groups, bringing the total who have taken part since the scheme began to 340. The groups run as a cascade system. Members of the groups who are interested are encouraged to become facilitators, recruiting friends, colleagues or acquaintances to join their groups. Partnering with the Adult Learning Department of Parkside Federation to deliver groups has been a welcome development this year and we have been delighted that a number of organisations have run 'in-house' groups – Windhorse Trading, Lucy Cavendish College, the Quaker meeting and TimeBank.



Playing the 'Carbon Conversations' food game

The carbon reductions from these groups are significant (we estimate from the evaluations that a conservative estimate is an average ½ tonne CO₂, per person, per year, with some people making much larger reductions.)

Low-carbon network

Our low-carbon network provides continuing support to Footprint group members and acts as a contact point for people interested in getting involved or in joining a Footprint group. (Special thanks to Suzie Webb for her initiative in setting it up and to Mary Geddes for taking over.) It features three types of meetings – reduction meetings, social meetings and ‘Food for the Soul’ meetings.

The reduction meetings focus on the key areas of a carbon footprint. House Doctor sessions where our team of architects and engineers offer advice and ‘grow your own’ sessions with Keith Jordan, our local gardening expert, have been particularly popular, bringing in audiences of 20 or 30 people. Other meetings have introduced the many web programmes for planning low-carbon journeys and organised a clothes swap and ‘tat’ bingo session for people to get rid of unwanted Christmas presents.

Social meetings have featured seasonal meals, a Christmas party and a cycle picnic to organic growers and outlets around Cambridge.

The ‘Food for the Soul’ meetings have provided a space for people who want to explore the personal psychological effects of climate change. Three very interesting meetings, one based on Joanna Macy’s work, one featuring Social Dreaming and one using music therapy enabled small groups of people to explore their responses to climate change at a deeper level. Our thanks to Anna McIvor, Dan Jones of Cambridge Groupwork and Helen Odell-Miller, Director of the Music Therapy MA at Anglia Ruskin for giving their time to these activities.



Gardener Keith Jordan at one of the Grow Your Own sessions

The network holds a library of books and meters available to members to borrow. It can also provide a framework for members to initiate new ideas and activities. For example, this year Jannie Brightman has organised a collection point for used energy-efficient lightbulbs and batteries in conjunction with Gee's Electrical and Keith Jordan has proposed and organised the Grow Your Own sessions.

Akashi Project

In May 2008 we said 'Goodbye' to Shilpa Shah. Shilpa initiated, and was the first project worker for Akashi, our project whose aim is to involve all strands of Cambridge's diverse community in work on climate change, in particular people from Black and Asian Minority Ethnic (BAME) and Faith groups. Because of their roots and connections all over the world, these groups have a particular contribution to make, but their voices are not always heard. Shilpa's achievements over the first 22 months of the Akashi project are documented in the separate Akashi report and have permanent form both in the posters, which tell the stories of Cambridge people about climate change, and in the use of those stories in the 'Carbon Conversations' handbook.

The first phase of Akashi was funded by DEFRA, Awards for All and Cambridge City Council and ended with two workshops, one introducing people from BAME groups to the range of environmental initiatives in Cambridge, the other introducing people from environmental projects to ways of reaching out to people from BAME groups.

In January 2009 we welcomed Siobhan Mellon as our new Akashi project worker. Funding from Artists Project Earth, the Co-op Community Fund and Cambridge City Council will enable her to work one day a week for the next year, focusing on carbon reduction work and creating another (but smaller) Akashi festival.



Children take part in the Energy Wizards poster competition at a multi-cultural party at Arbury community centre

The Akashi posters

The Akashi posters, created by Shilpa Shah when she was project co-ordinator, have proved extremely popular. They feature a diverse group of Cambridge people, telling their stories about climate change, grouped around six themes – culture, faith and the four key areas of a carbon footprint, home energy, travel, food and consumption. Several sets have been sold to other organisations. They have been exhibited in Cambridge at 16 venues and events, (Navratri festival, Kerala Harvest Festival, St Paul's Church, Emmanuel Church, Michaelhouse Centre, Natural History Society, Environment week, Vue cinema, amongst others) and 6 events outside Cambridge. In addition they have proved very useful as trigger materials in workshops.

One of the six Akashi project posters



Home Energy project

Our home energy project has continued in popularity and has expanded its activities. Our House Doctors (architects Katie Thornburrow and Swati Ogale, and engineers Andy Brown and Jason Palmer) have undertaken individual consultations, offering an hour's professional advice on developing an energy reduction plan for the house, in exchange for a donation to Cambridge Carbon Footprint. Our DIY scheme, organised almost single-handedly by Martin Roach, has installed draught-stripping, loft insulation, temporary double-glazing & chimney balloons, demonstrated lightbulbs with our lightbulb library, and advised on

the use of central-heating controls. Twenty-five households have been helped under these schemes.

We have been very aware however that these activities are not an adequate response to the need to reduce home energy consumption and that it would be an advantage to explore and adopt schemes that have been proved to work elsewhere and also to identify and work with other key players in the local area who will be part of leveraging the massive reductions needed.

In October 2008 we started exploring the possibility of a wider collaboration, bringing together a working party of people from organisations in the greater Cambridge area with an interest in or responsibility for home energy. Representatives from Histon and Impington Climate Change Action, South Cambridgeshire District Council, Cambridge City Council, Cambridge Architectural Research, Cambridge University and SmartLife are currently attending meetings organised by ourselves and hosted by CAR to explore how to deliver the major retrofitting work that is needed, from developing the skills in the workforce to finding the necessary finance.



We have also secured funding to pilot a Household Energy Scheme, developed by Lightfoot Enterprises in Shropshire, which trains volunteers to deliver detailed home energy surveys and advice, backed up by the support of a professional energy officer. This is being jointly funded by Cambridge City Council and South Cambridgeshire District Council and should be completed by the end of March 2009. Funding is currently being sought to develop the scheme, training a further 10 volunteers with the aim of delivering 200 surveys a year. Cambridge City Council have

offered generous support in kind, in the form of their Energy Officer Justin Smith who will analyse 100 of the surveys.

Finally, we are collaborating with the City Council on the development of their Comfort Zone project in the Castle St area, helping to stimulate interest both through our network of volunteers and by locating relevant meetings, such as House Doctor surgeries in the Zone.

Volunteers and training

None of our work would be possible without the many people who give their time, enthusiasm and commitment to CCF. We have a list of 120 volunteers, 70 of whom have taken an active part this year, helping on stalls, giving presentations, facilitating groups, providing training, organising meetings, helping with publicity and publications, running the network and just being there with humour, support and help. About 100 hours of volunteer time are donated each week. Thank you to everyone for all they have done.

We see the provision of training for volunteers as essential, both as part of our commitment to them and as part of providing a consistent, professional service. We run 5 core workshops on communicating about climate change spread through the year. These explore strategies for connecting to different types of people and audiences, models of personal and social change, listening skills, motivational skills, working with resistance and projection, and engagement 'beyond the comfort zone'. Theories and techniques from social marketing, psychology and community work are drawn together in this series of workshops.

In addition we have this year provided workshops on how to give presentations and talks, on the technical and scientific background to carbon reduction and on disability equality.

The training for Carbon Footprint group facilitators has developed over the year with the invaluable help of Jacqui Davies of Cambridge Groupwork. We now ask facilitators to attend a preliminary half-day workshop and three follow-up supervision sessions during the first group they run. These have been very fruitful and we are very grateful to Jacqui for the considerable volunteer time and superb professional skill that she has brought to this.

Consultancy and advice

We have provided consultancy to a number of organisations, including Cambridge University, Cambridgeshire County Council

and Cambridgeshire Horizons, providing workshops on visioning the future, training on employee engagement, and (in partnership with CAR) carbon audits.

We have also delivered workshops and training on climate change communication, outreach and diversity for a number of organisations outside Cambridge: - Talk Action in London, Campaign against Climate Change conference, Friends of the Earth North-West Regional Gathering, Transition Cities Conference, Climate Camp, Federation for Community Development Learning and the 'Facing Climate Change' conference in Bristol.

Collaboration, networks, affiliations

Collaboration with other organisations runs through our work and is very important to us. In addition to all the many contacts mentioned above we were very pleased to be invited to be the lead organisation for the People's Premiere of the Age of Stupid at the Vue cinema and delighted that we were able to create a joint leaflet and feature back-up information from most of the environmental organisations in Cambridge on the accompanying stall. We hope that this can lead to closer collaboration between environmental groups in Cambridge in the run-up to the Copenhagen talks in December 2009.

We are affiliated to three organisations each of which, in a different way, has helped and supported our work. Stop Climate Chaos, the umbrella group of NGOs campaigning on climate change, helps us keep in touch with the wider, national picture and gives us opportunities to contribute to well-organised, national campaigns. The Low-Carbon Communities Network keeps us in touch with other grass-roots groups and provides opportunities for learning from other projects. Cambridge Council for Voluntary Service is available with excellent support in finding our way through the minefields that face any voluntary organisation whether it is fundraising, employment law or how to fill in the latest bureaucratic form that has arrived on the desk.

Website and publicity

Over the year we have received press coverage in the Cambridge Evening News, Cambridge Matters, the Sunday Times, Northampton Chronicle, BBC Radio Cambridgeshire, 209 radio, Star Radio and a number of local newsletters and magazines. Our

website has been wonderfully redesigned and updated by Mark Skipper to whom, many, many thanks!

Thank-yous

It is impossible to mention everyone who has contributed to our work over the last year. Some people have been mentioned earlier but there are many others who have given equal amounts and we are very grateful to everyone. One organisation does need a special mention however. We would particularly like to thank Cambridge Architectural Research, from whom we rent office space and office services, for making us so welcome and for their tolerance of our busy activities in their quiet research environment.

The year in numbers

3	trustees
10	committee members
16	carbon footprint groups
18	volunteer training sessions
21	footprint stalls
22	exhibitions of the Akashi posters
22	presentations/workshops
25	house doctor/DIY visits
27	paid hours a week
70	active volunteers
100	volunteer hours a week
128	people in carbon footprint groups
198	low carbon network members
572	footprints calculated
624	people attending presentations
1000	people on the newsletter list
22,000	website visits
38,736	£ turnover

The annual accounts are available separately.

Rosemary Randall . March 2009.

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Cambridge Carbon Footprint Ltd,
C/O CAR, Unit 6, 25 Gwydir St, Cambridge, CB1 2LG
www.cambridgecarbonfootprint.org
info@cambridgecarbonfootprint.org
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Registered Charity No. 1127376 Company No. 05750297