

Vision

To create sustainable communities that are resilient and rewarding, now and into the future

Mission

To Involve, inform & inspire people in the Cambridge area with practical activities and support to enable them to live more sustainably. Our approach is based on psychological, social and cultural understanding of what helps people change their behaviour and moves us collectively towards a low carbon society.

We focus on:

- home energy
- food and drink
- other consumption and waste
- effective communication about climate change

We work with a wide audience, including:

- individuals
- local communities
- schools
- businesses

Means

Committed People - volunteers, staff, supporters and trustees - are vital to CCF's work.

We will keep engaging new people and be:

- welcoming, convivial and understanding
- clear, open, inclusive and responsive
- positive and creative
- challenging, evidence-based, honest and trustworthy
- passionate, empowering and well organised

We'll continue **training** staff and volunteers: Carbon Conversations facilitator training and mentoring, for Climate Friendly Homes and Thermal imaging, for stall and events and in climate change communication.

CCF's management will use clear strategy, plans, policies, communication, monitoring and reviews. An annual consultation with stakeholders, partners and volunteers will be used to improve CCF's plans and methods.

Our **fund-raising** will creatively engage and win support from individuals, businesses, public bodies and trusts, keeping them appropriately informed of the work their backing enables.

Income from events and paid activities will also finance our activities.

Strategic objective 1: To raise awareness of climate change issues and the importance of a bottom-up / collective response

No.	Objective / Activity	Aim	Target	Partners	Funding	Leads
1.1	OUTREACH: effective activities to engage diverse new audiences					
			500-1000 new* people / year (at all events)			
1.1.1	Workshops & Presentations	Involve, inform & inspire (esp. new) people to make low-carbon changes & influence others	8/yr	TC, City Council, schools, other orgs	core	Outreach Group, Jane Heal
1.1.2	Stalls	To raise awareness among the general public about climate change & personal carbon reduction; promote CCF's projects and events	3/yr		core	Stephanie
1.1.3	Akashi event	Engage BME and faith groups with climate change	1 event, 20 new people during 2013 + re-engage 15	Faith communities, Ethnic CF	c. £1,500 in restricted funds	Liz Serocold (+Bev)
1.1.4	Partnerships with other organisations	Work in partnerships that build strength & spread or deepen our messages. Learn from others	3 Green, 3 other orgs (eg: WI)	Green organisations (TC) and others	Core, project	All
1.2	PUBLICITY to interest, inform and inspire new people and those already involved with CCF					
1.2.1	Newsletters	Inform engaged, marginal and some new people	2000 circn in 2013 with 25% open rate		Core	Laura
1.2.2	Website	Attract new people. Inform & inspire all	200,000 visits in 2013			Helen
1.2.3	Press, Radio, TV	Interest and attract people to CCF & our messages. Develop relationships with key media organisations (The Guardian, The Times)	8 media items in 2013			Helen
1.3.	CAMPAIGNS & CONSULTATIONS involving our supporters and experience to tackle climate change more broadly					
1.3.1.	Campaigns	Engage people in climate change political issues & work together to influence policy	2/yr	SCC + local groups	Core	Tom
1.3.2.	Consultations	Influence policy. Develop awareness.	2/yr	City and County Councils	Core	Tom

* New people: those who haven't been to a CCF event before

Strategic objective 2: To motivate and support individuals and communities towards LOW-CARBON LIVING

No.	Objective / Activity	Aim	Target	Partners	Funding	Leads
2.1	HOME ENERGY, to publicise & support efficiencies and behaviours that yield big reductions in fossil fuel use					
2.1.1	Open Eco Homes	Inspire people to make eco-improvements to their homes by enabling them to visit retrofitted and new-built local homes	500 visits. 2/3 new* people	S Cambs; TC; sponsors such as midsummer energy; City C	Sustainable City grant + donations + sponsorship	Ian Collins + staff
2.1.2	Climate Friendly Homes	Enable people to plan practical steps to improving their home energy efficiency	30 Surveys		core	Alana and Tom
2.1.3	Thermal Imaging	Enable people to diagnose where they need to improve energy efficiency through thermal imaging	20 surveys & 3 trainings /yr?		core	Alana and Tom
2.1.4	Eco-Renovation events	Give people the practical information they need and inspire them to improve their home's energy efficiency	4 events per year	TC, City Council	mainly core + some project grants	Stephanie
2.2	FOOD, persuading many people to change to more local, seasonal food, with less meat & dairy					
2.2.1	Food Events	Make people aware of the contribution food makes to their carbon footprint and to inspire them to eat more sustainably	5-10 events /yr incl: 2 GYO, film, cookery, food networking, conference	TC, producers and suppliers	core and project	Stephanie, Bev, Helen,
2.2.2	Love Climate Challenges	Encourage people to make very substantial cuts in their food footprints, eat more sustainably & inspire others through blogging & sharing meals	4 challenges per year, following the seasons		core	Helen, Bev
2.3	CONSUMPTION & WASTE, buying less new stuff, reducing waste, re-using more: normalising this for many people					
2.3.1	Consumption Events	Encourage & enable people to reduce their general consumption footprint: swaps of clothes etc, skill-sharing and films/discussions/talks on the effects of overconsumption on the environment	4 events per year	(WI)	core	Stephanie
2.3.2	Live well with less stuff	Inspire and enable people to reduce their overall consumption substantially through blogging and 'make and mend' sessions	yearlong project	HICCA	core	Bev

Strategic objective 2: To motivate and support individuals and communities towards LOW-CARBON LIVING

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2.4	GENERAL, involving the 3 above (and other issues such as travel)					
2.4.1	Carbon Conversations	Enable people to substantially reduce their carbon footprint through 6 small-group sessions	8-10 groups pa, 6-8 people / group	TC, (college, univ gps)	core	Alana (Bev)
2.4.2	Continuing Carbon Conversations	Enable people to keep making reductions to their carbon footprint after finishing Carbon Conversations	2 x 4-session groups per year		core	Bev (with office support)
2.4.3	Climate-friendly areas	Give people the knowledge and support to enable them to make substantial reductions in their carbon footprint through 1-1 support	10 people in first year		Sustainable City project grant bid in	(Bev)
2.4.4	Book Groups	Encourage people to deepen their knowledge and understanding of sustainability	1 group (10 people) meets bimonthly		core	(Jane Heal, Bev)
2.4.5	Blogs	Enable people to share their experiences of leading a lower-carbon lifestyle	Attract 20 bloggers (half new) during 2013	(colleges)	core	(Helen?) (Bev?)
2.4.6	Resources	On-line, high quality, practical information on carbon reduction	10 new items in 2013, with 2000 page views & 500 unique visitors	(TC)	core	all
2.5	CLIMATE CHANGE: to interest and inform people on its broader context and how we can tackle it					
2.5.1	Speaker Events, Films	Inform and inspire people to take action. Involve them in CCF	2-4 events (incl 2 major outside speakers) per year		core	Stephanie + (all)
2.5.2	Communications training	Improve people's awareness of how to communicate about climate change effectively	2 per year		core	(Penny H?) Stephanie to organise
2.6	SUPPORT for a growing community where low-carbon living is normalised					
2.6.1	Trips	To learn from & be inspired by exemplar projects	2/3 per year	HICCA	core	Stephanie
2.6.2	Social Events for anyone involved	So they feel supported and to build a community where low-carbon living is normalised	2 per year		core	Alana and Stephanie
2.6.3	Fundraising events	Social events where the main aim is fundraising	2 per year		core	Stephanie + fundraising grp