

Cambridge Carbon Footprint BUSINESS PLAN 2015-16 - WORKING DOCUMENT

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

No.	Activity	Aim	Outputs per year	Funding	Lead
1.1	OUTREACH: effective activities to engage diverse new audiences (500-1000 new* people / year across all events)				
1.1.1	Workshops & Presentations	Involve, inform & inspire (esp. new) people to make low-carbon changes & influence others	10	Core	Jane (with support from Alana)
1.1.2	Stalls	To raise awareness among the general public about climate change & personal carbon reduction; promote CCF's projects and events	3		Nicole
1.1.3	Partnerships with other organisations	Work in partnerships that build strength & spread or deepen our messages. Learn from others	4 Green, 4 other orgs	Core, project	Nicole (with support from mgt team)
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	1900, average 25% open rate	Core	Alana
1.2.2	Website	Attract new people. Inform & inspire all	200,000 visits		Nicole / Alana (with support from mgt team)
1.2.3	Press, Radio, TV	Interest and attract people to CCF & our messages. Develop relationships with key media organisations	8 media items (2 x cam news, 1 x national, 2 x local glossy, 2 x radio)		Alana
1.2.4	Social media	Inform engaged, marginal and some new people	Increase from 417 to 500 facebook likes. 2 posts per week. Set goals on engagement. Increase from 1365 followers on twitter to 1500. Tweet every other day. Set goals on engagement.		

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	1 - 2 (as they arise)	Core	Tom (with support from mgt team)
1.3.2.	Consultations	Influence policy. Develop awareness.	1 - 2 (as they arise)		Tom (with support from mgt team)

* **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.	Activity	Aim	Output	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-build local homes	400 visits. 75% new* people	Sustainable City grant + donations + sponsorship	Tom
2.1.3	Thermal Imaging	Enable people to diagnose where they need to improve energy efficiency through thermal imaging	52 surveys & 3 trainings, 30 trainees	Core	Tom / Chris
2.1.4	Eco-Renovation events	Give people the practical information they need and inspire them to improve their home's energy efficiency	5 events, attendance 100 +	Mainly core + some project grants	Tom
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	2 events, attendance 25+	Core and project	Nicole / Bev
2.2.2	Challenges	Encourage people to make very substantial cuts in their food footprints, eat more sustainably & inspire others through blogging & sharing meals	2, participation 100+	Core	Nicole

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	2 swaps, 2 skillshares, 2 repair events, attendance 140+	Core	Nicole
2.4	TRAVEL, encouraging low carbon travel and transport				
2.4.1	Travel Events	Encourage and enable people to reduce their general travel footprint through low carbon holidays and transport plan	1-2 events	Core	Nicole
2.5	GENERAL, involving the 3 above (and other issues such as travel)				
2.5.1	Carbon Conversations	Enable people to substantially reduce their carbon footprint through 6 small-group sessions	2 groups, 6-8 people / group	Core	Jane / Alana
2.5.2	Book Group	Encourage people to deepen their knowledge and understanding of sustainability	1 group (10 people) meets bimonthly		Jane
2.5.3	Blogs	Enable people to share their experiences of leading a lower-carbon lifestyle	12 blogposts		? Alana/Nicole/ Mgt team ?
2.6	CLIMATE CHANGE: to interest and inform people on its broader context and how we can tackle it				
2.6.1	Speaker Events, Films	Inform and inspire people to take action. Involve them in CCF	1-2 events	Core	Nicole (assistance from mgt team)
2.6.2	Communications training	Improve people's awareness of how to communicate about climate change effectively	1-2 events		Management team ?
2.7	SUPPORT for a growing community where low-carbon living is normalised				
2.7.1	Trips	To learn from & be inspired by exemplar projects	1	Core	Nicole
2.7.2	Social Events for anyone involved	So they feel supported and to build a community where low-carbon living is normalised	2		Management team ?

Strategic objective 3: To ensure we are effective and well resourced

No.	Activity	Aim	Output, impact, timescale	Funding	Leads
3.1	VOLUNTEER recruitment, support and management				Nicole
3.2	BUDGETING and financial management				Finance Team
3.3	FUNDRAISING for financial stability				Fundraising team
3.4	EVALUATION and monitoring				Management team ?
3.5	DATABASE implementation				Tom, working with Alana
3.6	POLICY writing and updates				Jane
3.7	TRUSTEE recruitment and induction				Tom

Can we track how effective we are at pulling people through to our other activities?

Can we remain responsive? It's important we do cover all topics, but could we have a minimum number, for each area, but be free to choose more of one and less of another due to demand?