

CCF Summary Business Plan July 2011 - December 2012



Vision

CCF's vision is of a low-carbon society throughout Cambridge and the surrounding area that's sustainable, resilient and rewarding.

Mission

CCF motivates and empowers people to substantially reduce their carbon emissions and help build low carbon communities.

Aims

CCF aims to:

- promote wide public engagement with climate change.
- support individuals and communities to creatively develop their low-carbon lives.
- provide effective, practical help and information.

Principles behind CCF's approach:

- 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.

Strategic objectives for 2011-2012

Strategic objective 1:

to promote public engagement in the Cambridge area with the problem of climate change

	<i>What</i>	<i>Partners</i>
1.1.	to engage the public in the issue of climate change through stalls at local events	Transition Cambridge City Council, churches, schools etc and other organisations which hold public events.
1.2.	to reach out to other organisations by offering tailored workshops, footprinting sessions and presentations about climate change and carbon reduction	a range of organisations in Cambridge, including some of the above
1.3.	to have articles in local media	Cambridge News, Cambridge First etc
1.4.	to support people from BAME groups to engage with climate change	Interfaith councils, Ethnic Community Forum etc
1.6.	to increase number of newsletter subscribers	
1.7.	To develop an educational strand to our events about the political aspects of climate change ¹	TBD

Strategic objective 2:

to support individuals and communities to make substantial and permanent reductions in carbon emissions. ²

2.1: To build a sense of community among people cutting their carbon footprint

	<i>What</i>	<i>Partners</i>
2.1.1	to run Carbon Conversations groups in Cambridge and surrounding area	Transition Camb, HICCA, SPEP, CU
2.1.2	to run “continuing Carbon Conversations” groups for CC graduates	
2.1.3	to run Low Carbon events for CC grads	
2.1.4	To build a community of volunteers who understand and share our values and a psychologically informed approach through regular training and volunteer lunches	Sources of volunteers, eg CVC, Cu, Transition

2.2: To provide information and advice to help people cut their carbon footprint

2.2.1.	to produce e-newsletter with events and articles about low carbon living	
2.2.2.	members of public to attend LC events as in 2.1.3 above	media, Transition, council, CU, CCVS
2.2.3	to run Open Eco Homes on days	potential sponsors (Ridgeons etc), City Council, EST?, media
2.2.4	to provide information, advice and support to CCF volunteers wishing to establish a Sustainable Street where they live	residents’ associations?
2.2.6	to provide Climate Friendly Homes surveys throughout the year + use of thermal imaging camera in winter	CU
2.2.	to maintain our website with event listings and low carbon information	
2.2.8	to calculate the carbon footprint of people in Cambridge and surrounding area	church groups, PTAs, vol orgs, CU, ARU

Agreed by CCF Trustees, 7/7/11

More details available on request.

² Communities can be geographical or ‘communities of interest’, such as churches