

Annual Report Cambridge Carbon Footprint Ltd 2011



Trustees Annual Report Jan-Dec 2011

Legal and administrative information

Cambridge Carbon Footprint is a charitable company limited by guarantee, incorporated on 21 March 2006 and registered as a charity on 5 January 2009

Cambridge Carbon Footprint was established under a Memorandum of Association, which was amended to reflect the objects and powers of the charitable company and is governed under its Articles of Association. Under those Articles the members of the Trustee Board are elected at the AGM, or can be appointed by resolution of the Board or co-opted by the Board.

Trustees	Role	Date Elected	Date Resigned
Tom Bragg	Chair	31 Oct 2008	
Andy Brown	Treasurer	26 Mar 2006	19 May 2011
Carolyn Moody	Treasurer	19 May 2011	
Bev Sedley		30 Nov 2009	
Paul Bearpark		22 Jun 2010	
Laura Barnes		7 Dec 2010	20 Feb 2011
Ian Collins		31 Aug 2011	
Helen Karapandzic		31 Oct 2011	

The following people served as trustees of the charity during 2011:

Registered address: 6 Eltisley Avenue, Cambridge CB3 9JG **Operational address:** Future Business, Milton Rd, Cambridge CB4 1UY **Independent examiner:** J Anderson, Anderson & Co, 8 Station Rd, Histon, Cambridge CB24 9LQ

Bank: The Co-operative Bank, PO Box 250, Delft House, Southway, Skelmersdale WN8 6WT

Company registration no. 05750297 Registered charity no. 1127376 Tel: 01223 301842 email: info@cambridgecarbonfootprint.org Website: www.cambridgecarbonfootprint.org

Our Statement of Financial Activities, Balance Sheet, notes to the Accounts and Independent Examiner's Report are presented as a separate document, available on our website.

Trustees Annual Report 2011

The Board presents its report and the financial statements for the year ended 31st December 2011.

Cambridge Carbon Footprint is a registered charity, which works to motivate and empower people to substantially reduce their CO2 emissions, helping to build low-carbon communities that are sustainable, resilient and rewarding.

Objects of the charity

as in our Memorandum of Association:

"The promotion for the benefit of the public of the conservation, protection and improvement of the physical and natural environment by raising awareness of climate change and encouraging practical steps to reduce atmospheric carbon dioxide levels."

The trustees have considered the Charity Commission's guidance on public benefit, and they consider that Cambridge Carbon Footprint is fulfilling its obligations in this respect by achieving the above objective. The activities and projects that contribute to the achievement of the objective are described in the following sections of this report.

Our goal is to promote public engagement with the problem of climate change and facilitate substantial, permanent reductions in carbon dioxide emissions. We approach the problem from a psychological, social and 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 effective communication, and appropriate social and personal support.

Chair's Statement

The country at large became less interested in climate change during 2011, with money problems dominating many people's lives. Our government, while aspiring to be the "greenest ever", cut investment in green jobs and the low-carbon economy and slashed feed-in tariffs. Meanwhile the science is telling us that tackling climate change is ever more urgent, requiring massive political, technical and personal changes.

So we have our work cut out: engaging many more people with climate change as a problem they can do something about - personally and politically. Reaching people who are disengaged or have other priorities is a challenge: we seek approaches connecting with whatever they're interested in, focussing on the personal and practical.

In 2011 we ran 116 events - from Open Eco Homes to Growing your Own; from a fund-raising Ceilidh to a Bicycle Picnic. In fact starting to build a low-carbon society can be fulfilling and fun. Working with staff and volunteers who share objectives and attitudes is affirming and effective. More people are joining in, attending an event and often getting involved in different roles, according to skills and interests – from running stalls to home-energy surveying; from helping with administration to offering training.

There's a good feeling of a building community of people who are stepping off the consumer treadmill, gaining strength from others who are like-minded, and enjoying finding and making their low-carbon choices. There is also an active new volunteer Outreach group who are running presentations and workshops to engage a wider range of society in these issues.

Many thanks to our dedicated staff and many volunteers.

Tom Bragg, Chair



Projects and Activities

All CCF's projects and activities are concerned with enabling people to embrace more sustainable lifestyles and reduce their carbon footprint. We do this in two ways:

- by reaching out to the general public through stalls, workshops and presentations
- by running a range of carbon reduction projects and events which draw people in more closely, supporting them to make longterm, substantial changes in their lives



Some people remain involved with CCF for a number of years, while others become intensely active for a shorter period. Both ways can bring about lasting change. We aim to create a low-carbon community, as research shows that people are able to do far more if they are supported by others.

Carbon savings

We estimate that our activities saved around 644 tonnes CO₂ during 2011. These figures have been calculated in two ways:

- by agreeing with the City Council an estimated average figure for the number of people participating in each activity (stalls, footprinting, attending a workshop, participating in Carbon Conversations etc) and
- (for Sustainable Streets, for example), by asking people what actions they have taken and using the Carbon Conversations Star Ratings system to give an approximate carbon saving for each action.

Public Engagement

because the future

We are always very happy to visit other organisations to give

presentations and run workshops on climate change and low carbon living. We focus on both the practical side and on the psychological aspects of the lifestyle changes needed to reduce carbon emissions.

During 2011 we ran 14 workshops for nine different organisations, with individually designed activities. These ranged from footprinting sessions, Carbon Conversations 'taster' sessions, workshops on food footprints and how to reduce food waste, to carbon awareness for children.

In this way we reached 296 different individuals new to CCF. A few examples of this year's workshops were:

- carbon reduction workshops with schoolchildren at St Bede's School
- a workshop on communicating about climate change for Cambridge University Green Officers. *"Had brilliant feedback on your workshops* – *thanks so much!"* (Student Environment Co-ordinator)
- a food workshop at the schools Eco-conference at Netherhall School
- a footprinting session for students at Cambridge Regional College

We also took stalls to 13 public events, with a variety of information and activities, including our footprint calculator, quizzes and activities for children and the carbon abacus. We reached 1,337 people in this way. See detailed list on page 7.

In addition to these outreach activities, we hosted two extremely wellattended public talks: "Zero Carbon Britain 2030" by members of the <u>Centre for Alternative</u> <u>Technology</u> team (for whom we raised over £500 on the night).



and "Why we resist the truth about Climate Change" by author Clive Hamilton.

We showed the film "Just do it", about climate change activists. Rosemary Randall also gave an engaging open talk on "Behaviour Change: solution or diversion." These four events together attracted over 220 people.

The full list of outside organisations and events visited comprises:

Stalls at events or footprinting stalls:

Feast East; Akeman Street Networking meeting; Science Festival; Love Food, Hate Waste event in Arbury; Queen Edith's Community Fun Day; Riverside Community Day; Strawberry Fair; Chesterton Festival; Grafton Centre "Live Green, Shop Green and Save"; World Rivers Day Festival; SmartLife Low Carbon opening at CRC; Mill Road Winter Fair; Fulbourn Christmas Fair.



Workshops and presentations: CUSU Green week (Carbon Conversations taster session); Feast East; footprinting at Cambridge Regional College; talk for Cambridge Women's Resources Centre; Carbon Conversations taster session for U3A; St Bede's School Citizenship Day; Eco-conference at Netherhall School; presentations for the Fitzwilliam College Environmental Committee; Green Officer training for CUSU Hub

1. Carbon Conversations



<u>Carbon Conversations</u> is an inspiring, practical 6-session course on lowcarbon living that has been a central feature of our work for several years. Led by trained volunteers, groups of 6-8 members meet in homes, community centres, workplaces or other venues.



The six 2-hour meetings engage people both emotionally and practically, helping them overcome the barriers often associated with making large carbon reductions. Members explore the basic climate change problem, their responses to it, their ideas for a low-carbon future and the four key areas of the footprint – home energy, travel, food and other purchases. Most members make reductions of one tonne CO² during the course and develop plans to halve their footprints over a 2-5 year period.

Locally, nine <u>Carbon Conversations groups</u> were run in Cambridge in 2011, with a total of 56 participants. This was funded through our Cambridge Sustainable City core funding grant and private donations. The feedback from these groups continues to be excellent:

"This course is sensational; it is the best educational experience I have ever encountered." (Jade)

"Taking part in carbon conversations was incredibly useful for me because it really helped me to feel comfortable with my consumer choices. It finally gave me the information I needed to make choices that I had struggled over before." (Fiona)

Continuing Carbon Conversations

A new development during 2011 was "<u>Continuing Carbon</u> <u>Conversations</u>", which provides a way of supporting people to continue their progress towards a low-carbon lifestyle after participating in a Carbon Conversations group.

Initially a series of four sessions on the topic of food footprints, it has branched out into a number of initiatives: two book groups, a "Carbon Conversations Revisited" group where people share their experiences of carbon reduction, and six-week challenge groups, where people undertake to live in a certain way for six weeks (Eating Local; Dairyfree). 29 people were involved in this initiative during 2011.

" Joining the Carbon Conversations Revisited group was just what I needed to make me re-look at the plans I had made during my Carbon Conversations course. It reminded me of all the things I planned to do that I had actually done (Yeah! A nice feeling!) and inspired me to get on with the rest! It was great to meet a new group of Carbon Conversations "graduates" too and to share some stories of what we'd all been doing to reduce our carbon footprints." (Fiona)

Eating Local

3. Low Carbon Network

Our Low-Carbon Network supports people who have completed a Carbon Conversations group, but its events are also open to others, including people new to CCF. We offer social meetings and outings and themed meetings focusing on the four areas of a carbon footprint (home energy, travel, food and other purchases) to help people maintain and increase the reductions they are making.

Our Eco-Renovation meetings are always popular, this year covering the topics of under-floor insulation, post-war housing, rain-water harvesting and eco-friendly heating. We also organized trips to <u>St Ives Green House</u>, <u>BedZed</u> and a <u>straw-bale house</u> under construction.

We held a Christmas Social, an autumn seasonal meal and a very popular ceilidh, thanks to the generosity of local ceilidh band Moon Carrot. We also organised a cycle picnic to Lode, a film showing of "<u>No Impact Man</u>", a hugely successful skill-share day (in conjunction with Transition Cambridge) and a visit to the <u>Peterborough MRF</u> waste facility.





There were 19 Low Carbon Network meetings during 2011, with a total attendance of 426 ranging from four to over 100. This work was funded through Cambridge City Council and through private donations.

4. Akashi Project



Our Akashi project aims to engage people from diverse cultures and faiths in work on climate change. In 2011 Tina Shah and Siobhan Mellon ran two workshops, one on "What makes us happy?" and one on "Making the most of food", both funded by a grant from Faiths in Action. Our aim with these workshops was to bring together people of different ethnic and faith groups to share culture relating to the environment, and get inspired to take practical action to reduce CO2 emissions. The workshops were uplifting occasions, much enhanced by the excellent food provided by Tina and her helpers. A team of volunteers from different ethnic and faith backgrounds met several times during the planning of these events and facilitated small-group discussions on the workshop days. 43 people attended the first workshop and 36 the second.



Home Energy Work



Our home energy projects have continued to be very popular in 2011. With around a quarter of our carbon emissions coming from our homes in the UK, the awareness of the need to improve their energy efficiency and install renewable energy systems has helped to create a great deal of interest in these projects.

Our approach in 2011 has been to offer:

- individualised advice and support through our Climate-Friendly Homes project to people who are beginning to think about the issue
- training in the use of a thermal camera
- group support through Eco-renovations workshops for those seriously engaged in refurbishment projects
- the opportunity to find inspiration and learn by example through our Open Eco Homes days.

a) Climate-Friendly Homes

18 householders have benefited from our <u>Climate-Friendly Homes</u> project over the past year. Based on a method pioneered by Lightfoot Enterprises of Shropshire, volunteers visit a householder on two occasions.

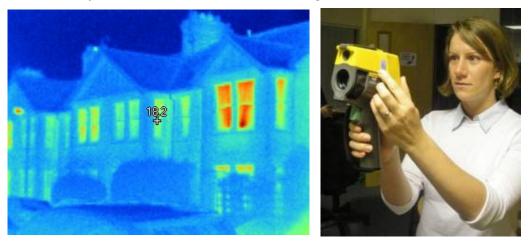
During the first visit volunteers gather information about the house during a discussion with the householder and lend them an energy monitor, if requested. A report is then produced by a housing expert, tailored to the specific circumstances of the householder and the condition of their house. This provides a prioritised list of suggested improvements and other information such as grants that may be available to help with costs.

The second visit by the volunteer provides the householder with an opportunity to ask questions about the report and discuss the changes they plan to make to their home.

Having received funding previously Climate Friendly Homes is currently an unfunded project relying on a great deal of volunteer support.

b) Thermal imaging camera

In late 2009 a <u>Fluke thermal camera</u> was purchased by CCF. This was used extensively during the winter of 2010 and has proved even more popular in 2011 following three training sessions attended by a total of 28 people. Trainees learn how to use the camera and interpret the information that it provides so that they are able to advise householders on how to improve the insulation and air-tightness of their homes.



We also ran 3 trainings for a total of 25 members of South Cambs Sustainable Parish Energy Partnership groups, who have used the camera extensively in their villages.

At least 30 surveys were carried out in and around Cambridge in the Winter months.

The thermal camera training is currently an unfunded project.

c) Open Eco Homes



This was the second time CCF had run <u>Open</u> <u>Eco Homes</u> in Cambridge, and similarly to

2010 it was very popular. The approach is based on social learning: providing an enjoyable, personal, hands-on experience, offering examples of viable options, delivering information through "people like me" rather than through experts, and providing inspiration and opportunities for follow-up.

Liz Knox took over the project from Liz Serocold, (who had been key to making it such a success in its first year). Thanks to her hard work and commitment, 15 houses in and around Cambridge were open for tours over two weekend days in June.

We selected a variety of different house types, most of which had been refurbished and have renewable energy systems. A couple were newbuild examples. Case studies were available for each house, detailing the work that had been carried out, the names of the firms involved, and the cost. Householders were on hand to tell visitors about their experiences.

There were 517 house visits, with a total of 217 different people visiting (several people visited more than one house). Open Eco Homes was launched at the immensely popular "Eco renovation Question Time" evening, which attracted over 100 people who asked a panel of experts questions in the manner of "Gardener's Question Time".

This project was funded by grants from Cambridge Sustainable City and South Cambs District Council and was sponsored by Ridgeons, Midsummer Energy, Mole Architects and East Green Energy.



Visitors said: "It was brilliant, we had such an inspiring day" and "It was a thoroughly pleasurable & informative experience"

5. Sustainable Streets

Sustainable Streets, funded by a Cambridge Sustainable City project grant, continued for seven months of 2011. CCF project worker Beejal Parekh worked with City Council Community Development workers and volunteers to encourage residents on six Cambridge Streets to adopt a low-carbon lifestyle. Events included street parties, picnics and other social events, open house sessions (to show other householders a variety of energy-saving home improvements). Several residents participated in Carbon Conversations tailored to their street and had Climate Friendly Homes surveys. The project saved 39 tonnes of carbon over the full nine months and continued for another three months with Granta Housing Association.



Collaborative Work

a) HELG

Established by CCF in 2008, the Home Energy Liaison Group is a forum of interested professionals and other parties concerned with the delivery of low-carbon housing in the greater Cambridge area. Members share plans and co-ordinate actions, and discuss issues including changes in national and local policy and targeting communications.

The group consists of representatives from CCF, Cambridge City Council, South Cambs District Council, Hunts District Council, Smart-Life (Cambridge Regional College), Cambridge Architectural Research, Cambridge University, Anglia Ruskin University, local architects and engineers, builders' merchants and Transition Cambridge and meets eight times a year.

The group is currently investigating the opportunities and challenges of the imminent introduction of the Green Deal, which is a major initiative by the government to stimulate the upgrading of the existing UK housing stock.

b) Cambridge Climate Change Charter

In March 2011 we concluded our part in <u>Cambridge Climate</u> <u>Change Charter</u>, a joint CCF/Cambridge Architectural Research/Cambridge Regional College project to at engage the business community.



c) Cambridge Community Development

Sustainable Streets (see above) is a recent example of collaboration with Cambridge City Community Development workers, who bring their knowledge of the local area and its residents, with CCF bringing its understanding of climate change issues.

Transition Cambridge

We joined with <u>Transition Cambridge</u> to run a very successful Skills Share Day at Ross Street Community Centre and are planning more events together during 2012

e) Cambridge Sustainable Food Alliance

CCF and Transition Cambridge are the main partners in <u>CaSFA</u> and this year collaborated on various events and projects, including:

- Making the Most of Food: cookery demonstration on using leftovers, funded by Love Food Hate Waste
- Feast East: food waste stall and presentations
- Town and Country Fair: stall
- Creation of four Sustainable
 Food posters

Avoid bottled water – drink plain or filtered tap water to minimise packaging and transport costs.

Buy local, seasonally available ingredients to minimise energy used in food production, storage and transport.

Only eat fish from sustainable sources, and avoid fish identified as at risk by Marine Conservation Society.



Principles of Sustainable Food



Request local, seasonally available produce!

Protect your health – eat plenty of vegetables, fruit and whole grains: reduce salt, fats and oils, and cut out artificial additives.



vegetables, pulses, whole grains and nuts.

Grow your own!

certified

organic produce.



Volunteers and training

CCF depends largely on volunteers to deliver its projects. With only two part-time paid staff, volunteers provide at least three times as many hours as do paid staff.

In 2011 a total of 149 people helped the charity in a voluntary capacity in some way at least once, with these volunteers giving us the benefit of about 150 hours per week. Around half did considerably more, many giving several hours a month and a few giving more than a day a week.

Many volunteers give us the benefit of their expertise, for example by designing publicity material or helping us to evaluate our projects. Others bring their enthusiasm and develop their own skills and by making the most of the training we provide, whether as home energy surveyors, Carbon Conversations facilitators or in using the carbon abacus or footprint calculator.

We are enormously grateful to our volunteers, whether they: turn up to help on stalls at events; act as "meeters and greeters" at workshops and talks; facilitate Carbon Conversations groups; carry out Climate Friendly Homes and Thermal Imaging surveys; open their homes for ecorenovation workshops and for Open Eco Homes; design websites for us; work as office intern; write our newsletter; help out in a myriad of other small but essential ways, too long and varied to list.

During the year we ran 23 training sessions for our volunteer. In addition to Climate Friendly Homes training and sessions for Akashi volunteers, these included:

- a Carbon Conversations facilitator training day
- six sessions for our Outreach and Presentations team
- five communication workshops
- a footprint calculator training session
- seven sessions on using the thermal imaging camera
- two evenings on volunteering at stalls and using the abacus.

We also ran five mentoring sessions for Carbon Conversations facilitators, and four volunteer lunches where we got together to meet one another and explore ideas.

"One of the main reasons I joined CCF was to try and engage people at the local level about climate change and their carbon footprint. Part of that has involved helping out on some of the many stalls that CCF runs each year and it's been very rewarding, though hard work sometimes! The types of stalls I've worked on have ranged from the Mill Road Winter Fair, where you encounter people from all over Cambridge, to a very local stall that we ran on Riverside during the summer, where most people were from the neighbouring streets." (Rod)



7-8pm Home-cooked Feast: Bring and Share Food and Drink (prize for the best dish made with local ingredients!) 8-10pm Ceillidh Dancing featuring local band Saturday 12th March 2011 St Lukes Church Centre, Victoria Road, CB5 8HE

"I have been volunteering with Cambridge

Carbon Footprint for about a year, and enjoy the experience thoroughly! Compiling the newsletter is easy to combine with my everyday life with two children, whereas running workshops as part of the Outreach Group, and facilitating Carbon Conversations have given an opportunity to learn new things about climate change and carbon reduction and to spend time with lovely, like-minded people. Taking part has also helped me battle the feelings of helplessness in the face of climate change - I can be part of something bigger and that way make a difference!" (Laura)

"Since taking the facilitator training course in 2011 I've now facilitated two groups. It's been an interesting and challenging, but most of all enjoyable, experience. Every group is different but it's great to see how people respond to the excellent material we cover in the course and to be part of something that feels like it really does make a difference to individual people. I'm definitely going to keep facilitating Carbon Conversations." (Fiona)

Work Beyond Cambridge

In the first half of 2011, CCF co-ordinated Carbon Conversations nationally for the many other organisations wanting to run groups in their local area.

With support from Polden-Puckham and Network for Social Change, we developed and launched the www.carbonconversations.org website as an explanation for newcomers and with an area for trained facilitators to exchange information and download resources.

We ran training sessions in London, Oxford, Winchester and Bristol, producing a total of 49 new facilitators around the UK

10. Affiliations

We are members of the <u>Stop Climate Chaos Coalition</u> <u>Cambridge Council for Voluntary Service</u> and the <u>Low Carbon Communities Network</u>



Organisation and Staffing

The big change within the charity during 2011 was our founders leaving:

Ro Randall and Andy Brown started CCF in 2005, footprinting neighbours at a street party, then building it into a prize-winning, nationally-recognised organisation. Ro's background and expertise in psychotherapy and Andy's in low-carbon buildings still shape our approach to carbon reduction as a psychological, as well as a technical challenge. Their dedication and hard work - often over-work - led to them needing to do less, with Ro standing down as Director in 2010. We're indebted to them.

Ro developed Carbon Conversations, the life-changing course, adopted by groups across Britain. It is now run at national level by Climate Outreach and Information Network (COIN), whilst CCF continues to run Carbon Conversations locally.

Staffs, trustees and volunteers, including newcomers, have risen to the challenge of shaping "second-generation" CCF to be vibrant, effective and collaborative. Mary Geddes, our paid co-ordinator, is the steady hub, managing the disruption of two office moves this year, from Eastern Court to Tenison Road, to Milton Road, which is our best office yet!

We thank Andy Brown for managing the finances for six years before standing down as Treasurer in May. Carolyn Moody arrived just in time to expertly take over. Laura Barnes also played a key role as a trustee, helping with our accounts from December 2010 to February 2011.

Ian Collins joined the trustees in August and is now leading our Open Eco Homes project. Helen Karapandzic, with invaluable marketing skills, became a trustee in October.

Beejal Parekh was our Volunteer, Outreach and Events organiser, and Project Worker for Sustainable Streets from September 2010 to November 2011. She organised some inspiring and innovative events and involved many volunteers. We're glad that she is still active in CCF as a volunteer herself. Stephanie Ferguson took over as Volunteer and Events Organiser in December, to build on that work.

Short-term paid work in 2011 was carried out by Liz Knox, making Open Eco Homes a huge success, and by Penny Henderson, who runs Carbon Conversations facilitator trainings for us.

Thanks to all the volunteers who do the huge majority of CCF work, and in particular we would like to thank Emese Gengeliczki and Sally Fenn who were our office administrators during the year.



We are particularly grateful to our landlords, the friendly and accommodating <u>Future Business</u>, who provide affordable (and sometimes rather unusual!) office space for us and a wide range of other charities, social enterprises and small startup businesses in Cambridge.



Fundraising and Income Generation

The situation for small environmental charities is becoming ever more challenging, with fierce competition for the few grants that are available. With the move of Carbon Conversations to <u>COIN</u> mid-year, we no longer have income generated by sales of materials and training.

We are now in our last year of core funding from <u>Cambridge City</u> <u>Council's Sustainable City</u>, for which we are very grateful, and we have also again received project funding from them for our Open Eco-Homes project. From the end of March 2012, there will be no more core funding available from Sustainable City, only project funding of up to £5,000 per project.

This means that we will be ever more dependent on the generosity of our supporters. We are fortunate to have several individuals who make monthly donations by standing order, which helps enormously with our forward planning. Special thanks are again due to Jane Heal for her ongoing support.

In addition we are grateful for sponsorship from <u>Ridgeons</u>, <u>Midsummer</u> <u>Energy</u>, <u>Mole Architects</u> and <u>East Green energy</u> for our Open Eco-Homes project, as well as grants from <u>South Cambs District Council and</u> Orr MackIntosh. Special thanks are due to Yvona Brandstatterova and Johanna Davies for their volunteer help with fundraising.

We owe an enormous debt to our funders and volunteers – without their support we could not continue

Approved by the Board on 20th April 2012 and signed on its behalf by:

Tom Bragg

Tom Bragg Chair

The year in numbers



- 5 Further Carbon Conversations groups
- 6 Trustees
- 9 Carbon conversations groups in Cambridge
- 13 Stalls at events
- 14 Outreach workshops and presentations
- 15 Eco houses open to visitors in June
- 17 Climate friendly homes surveys
- 19 Company members
- 27 Carbon conversations facilitators in Cambridge
- 30 Volunteer training sessions
- 149 Active Volunteers
- 150 Volunteer hours per week
- 156 Carbon Conversations facilitators outside Cambridge
- 195 Footprints calculated
- 315 People attending outreach workshops or presentations
- 517 Open eco house visits
- 766 People attending low-carbon network talks and workshops
- 785 People talked to at stalls
- 1,670 People subscribed to the newsletter
- 90,650 Visits to our website

