Session 3: Individual case studies - 'straw people'

At home task to be completed after Session 3 in preparation for Session 4. This task aims to get you thinking about everything we've discussed so far and how we can put it into the context of an environmental campaign. This will help form a discussion in Session 4 about how to engage and effectively communicate with others.

Below you will find profiles of five people. These have been designed to be representative of the South Cambridgeshire community. Using what we have learnt so far, **look at two** of these 'straw people' and think about how you could support them to get involved with an environmental initiative that you are setting up (whether hypothetical or real). Fill out two of the tables below with your thoughts and bring this along to Session 4.

Person 1: Maya, 45, a doctor with school-age children

Maya works at Addenbrookes Hospital and moved to Cambridgeshire 10 years ago. As she works in the city she has found it harder to get involved in the community. She lives in a semi-detached house with her husband and two children (8, 11) and drives to work.

She cares a lot about the environment - partly because of concerns for her children's health and partly because her children have been learning about climate change at school and are really passionate about it. Her children's main concern is about waste (especially single-use plastic). The family try to eat less meat and dairy and go on two short-haul holidays a year. She finds that she spends a lot of money on shopping but isn't sure how to reduce this.

She would like to get involved with more things in the community, particularly at her children's schools, but has struggled to have the time and energy to get started.

1. **What is likely to be the biggest element of their carbon footprint? Why do you think that is?** *(e.g. transport as they drive to work every day)*	2. **What environmental initiatives would they be most interested in/find most useful/be in a position to support?** *(e.g. solutions that support them to use their car less e.g. safe cycle routes, cycle to work schemes, car sharing groups)*
3. **What would be their biggest barriers to change? How could your local project help them overcome these barriers?** *(e.g. lack of safe cycle routes - project would campaign to improve cycle routes)*	4. **What would be the best ways to communicate this initiative to them? What messages would they respond to the most?** *(e.g. health, financial and environmental benefits of cycling. Promote the safest cycling routes that they could take to alleviate safety concerns)*

Person 2: Andy, 36, an engineer with young children

Andy moved out of central Cambridge a couple of years ago to buy his first home with his partner - a 2-bed mid-terrace. As he spends a lot of time working in central Cambridge he doesn't feel very involved in his local community. Now that he is working from home a lot more he feels he might have a bit more time to get involved with things locally.

He is very willing but not sure where we can best focus his attention or what is already happening in his area. He hasn't been involved in community things in the past and isn't sure where to start or what to do.

He has taken some steps in his own life by buying a hybrid car, occasionally taking the train to work and switching to a renewable energy provider and would be interested in retrofitting his house.

1. **What is likely to be the biggest element of their carbon footprint? Why do you think that is?** *(e.g. transport as they drive to work every day)*

2. **What environmental initiatives would they be most interested in/find most useful/be in a position to support?** *(e.g. solutions that support them to use their car less e.g. safe cycle routes, cycle to work schemes, car sharing groups)*

3. **What would be their biggest barriers to change? How could your local project help them overcome these barriers?** *(e.g. lack of safe cycle routes - project would campaign to improve cycle routes)*

4. **What would be the best ways to communicate this initiative to them? What messages would they respond to the most?** *(e.g. health, financial and environmental benefits of cycling. Promote the safest cycling routes that they could take to alleviate safety concerns)*

Person 3: Ian, 59, Scout leader, local businessman

Ian has lived in Cambridgeshire all his life. He still goes to the pub with old school friends and enjoys playing rugby at the weekends. He runs the bakery in his village and is the leader of a local scout group.

He has heard lots about the environment from his scouts who are learning about climate change at school. It's not a subject he has thought too much about although he knows it's an important issue. It's a topic that occasionally comes up with his friends and he would like to do something but he isn't sure what.

1. **What is likely to be the biggest element of their carbon footprint? Why do you think that is?** *(e.g. transport as they drive to work every day)*

2. **What environmental initiatives would they be most interested in/find most useful/be in a position to support?** *(e.g. solutions that support them to use their car less e.g. safe cycle routes, cycle to work schemes, car sharing groups)*

3. **What would be their biggest barriers to change? How could your local project help them overcome these barriers?** *(e.g. lack of safe cycle routes - project would campaign to improve cycle routes)*

4. **What would be the best ways to communicate this initiative to them? What messages would they respond to the most?** *(e.g. health, financial and environmental benefits of cycling. Promote the safest cycling routes that they could take to alleviate safety concerns)*

Person 4: Shirley, 54, church clerk, librarian

Shirley is very tapped into her community having lived in her village for 35 years. She works as a librarian in the village and has been the clerk at the local church for over 15 years. She cares a lot about her community and tends to know what is going on in her village.

Her church has been considering becoming an eco church for a number of years and has taken a few small steps to improving their carbon footprint (e.g. stopping laminating posters and reducing the amount of paper they print). But she has become frustrated by how difficult it has been to make effective changes, particularly as some members don't even use the church's recycling bins properly.

1. **What is likely to be the biggest element of their carbon footprint? Why do you think that is?** *(e.g. transport as they drive to work every day)*	2. **What environmental initiatives would they be most interested in/find most useful/be in a position to support?** *(e.g. solutions that support them to use their car less e.g. safe cycle routes, cycle to work schemes, car sharing groups)*
3. **What would be their biggest barriers to change? How could your local project help them overcome these barriers?** *(e.g. lack of safe cycle routes - project would campaign to improve cycle routes)*	4. **What would be the best ways to communicate this initiative to them? What messages would they respond to the most?** *(e.g. health, financial and environmental benefits of cycling. Promote the safest cycling routes that they could take to alleviate safety concerns)*

Person 5: David, 68, parish councillor, retired lawyer

David is on the council of his local parish. He cares about the community he represents and likes to be in the thick of it, making decisions that affect his community. He gets frustrated when he can't make a change to something he feels is important for his community because of red tape and he fears that too much in the country is decided in London.

While he is open to making changes in the community to reduce the carbon footprint, he wants to ensure they are effective and in the interest of his constituents. He also wants to work out the things he has most power to get moving without having to seek permission from elsewhere.

1. **What is likely to be the biggest element of their carbon footprint? Why do you think that is?** *(e.g. transport as they drive to work every day)*	2. **What environmental initiatives would they be most interested in/find most useful/be in a position to support?** *(e.g. solutions that support them to use their car less e.g. safe cycle routes, cycle to work schemes, car sharing groups)*
3. **What would be their biggest barriers to change? How could your local project help them overcome these barriers?** *(e.g. lack of safe cycle routes - project would campaign to improve cycle routes)*	4. **What would be the best ways to communicate this initiative to them? What messages would they respond to the most?** *(e.g. health, financial and environmental benefits of cycling. Promote the safest cycling routes that they could take to alleviate safety concerns)*