NET ZERO SKILLS

Leading action on climate change
Welcome

Recording on Net Zero Skills

Today

Understanding Climate Action
Wednesday, 2nd March, 7pm

Getting started with Climate Action
Wednesday, 9th March, 7pm

Working together on Climate Action
Wednesday, 15th March, 7pm

Talking about Climate Action
Wednesday, 23rd March, 7pm

Book on Net Zero Skills
Agenda

- Welcome & introductions  19:00 - 19:10
- Climate action: Making a difference  19:10 - 19:25
- Q&A  19:25 - 19:35
- Discussion: How can you influence others?  19:35 - 20:05
- **Break**  **20:05 - 20:10**
- Leading climate action  20:10 - 20:25
- Discussion: What do you need to get started?  20:25 - 20:55
- What’s next?  20:55 - 21:00
Introductions
Introductions

Anni Sander
Project Manager

Alana Sinclair
CCF Manager
About us

Cambridge Carbon Footprint (CCF) is a small local charity providing practical tools and support to enable individuals to reduce carbon emissions, and empowers them to lead others in climate action in the community and workplace.
Net Zero Carbon
Net Zero
Emissions in the Cambridge and Peterborough

We emit more greenhouse gases in our region and our emissions are falling more slowly! We only have 6 years left before we exhaust our share of emissions to 2050!

SOURCE: PCAN (University of Leeds) for the Cambridge & Peterborough Independent Commission on Climate
Carbon emissions

AVERAGE CARBON FOOTPRINT IN THE UK*

13.1 TONNES CO₂e/YEAR

* A carbon footprint measures the total greenhouse gas (GHG) emissions caused directly and indirectly by a person. It’s measured in tonnes of carbon dioxide equivalent (tCO₂e), a standard unit which expresses the impact of different GHGs.

Source: Small World Consulting

Personal Carbon Footprints: t CO₂e/capita (2004)

Source: EURATP, excludes government and construction

shrinkthatfootprint.com
Reaching Net Zero

FOOD

ENERGY

TRANSPORT

SHOPPING

CARBON SINKS
Climate action
There’s this silly debate about individual versus collective action. The only thing we have is this stream of choices we make every day. And all of those choices influence other people.

PETER KALMUS, climate scientist
Climate action on all levels

- Food
- Travel
- Stuff
- Energy
- Sinks

International
National
Corporate
Community
Individual
## Levels of government - Travel

<table>
<thead>
<tr>
<th>Level of Government</th>
<th>Functions and Responsibilities</th>
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</thead>
<tbody>
<tr>
<td>Central government</td>
<td>Sets national policy, provides investment, makes laws Planning Bill, Decarbonising Transport Plan, cut emissions by 78% by 2035</td>
</tr>
<tr>
<td>Mayoral combined authority</td>
<td>Strategic transport authority with a remit determined by central govt Controls almost all transport funding. Local Transport Plan sets out vision and goals Established the Independent Commission on Climate</td>
</tr>
<tr>
<td>Cambridgeshire County Council</td>
<td>Transport design and delivery Building &amp; maintaining infrastructure, managing services such as school transport and residents’ parking schemes. Climate change and environment strategy. Signed up to UK100 to ‘do everything within their power to get their communities to Net Zero as soon as possible’</td>
</tr>
<tr>
<td>Greater Cambridge Partnership</td>
<td>Delivery body for the UK’s largest ‘City Deal’ programme Projects which support local economic growth. Many transport projects are large-scale schemes including 4 ‘corridor projects’ (with busways), 12 new Greenways for walking, cycling and horse-riding, the Chisholm Trail route.</td>
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<tr>
<td>Cambridge City Council</td>
<td>Planning authority, transport information Influences the future shape of settlements, buildings and public spaces. Shares information on transport e.g. bus passes &amp; timetables. Community transport strategy. Zero Carbon Communities Grant supports local action on climate change.</td>
</tr>
<tr>
<td>South Cambridgeshire District Council</td>
<td>Local responsibility and liaison Influences decisions, maintains community assets such as bus shelters, may provide parking.</td>
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<td>Parish councils</td>
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</table>
Corporate climate action

- Climate leadership
- Decarbonisation
- Quantifying
Community action - examples

- Enjoy Waltham Forest
- Amsterdam Repair Café
- Carmarthenshire Energy
- Plastic Free Communities (Surfers Against Sewage)
Our actions …
… make a difference!
… help persuade others
… build understanding of the changes needed and barriers to achieving them
Influencing others
Know thy audience

- There is no ‘one public’ response to climate change.
- There are different audiences or ‘interpretive communities’ within society.
- Each respond to the issue in their own distinct ways.
- The first rule of effective communication is ‘know thy audience’
  - Who are they?
  - What do they currently (mis)understand about climate change?
  - What are their perceptions of the risks?
  - What are their underlying values, attitudes, and emotions?
  - Where do they get their information, whom do they trust?

https://climatecommunication.yale.edu/topic/audiences/
Our audience

The British audience can be segmented:

But things all segments have in common are…

- All concerned about climate change
- All blame big polluters for causing climate change
- All hold them and Government responsible
- Nearly everyone identifies with certain values and ideas:
  - Protecting future generations
  - Creating a healthier society
  - Preserving the countryside
  - Ways to end our throwaway culture
- All agree COVID-19 recovery opportunity for fundamental change

https://climateoutreach.org/reports/britain-talks-climate/
Behaviours

Compared to those in urban areas, **rural citizens are more likely to** engage in a range of personal actions to reduce their climate impact:

- Recycle, reuse plastic
- Reduce electricity use
- Buy local food
- Improve home insulation
- Switch to renewable energy
- Holiday near home

**They are less likely to**:

- Walk, cycle, and use public transport
- Vote for a political party based on their climate policies
- Attend a climate change protest

*Based on survey results from Britain Talks Climate (2020)*
Individual behaviour

- Change
- Speak
- Support
Creating behaviour change

Enable people to change
Explain the reasons
Affirm them in their actions
Theory of Change

Actions -> Outputs -> Outcomes

Insights
Theory of Change: Repair cafe

Action
Offer repair service

Output
Items being repaired

Outcome
Divert items from landfill
Theory of Change: Repair cafe

**Action**
- Provide information about waste

**Output**
- Attendees read and discuss the information

**Outcome**
- Awareness of waste issue when shopping
Offer cake to volunteers and attendees → Pleasant atmosphere → Participants feeling included and valued
Theory of Change: Repair cafe

<table>
<thead>
<tr>
<th>Action</th>
<th>Output</th>
<th>Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>Offer repair service</td>
<td>Items being repaired</td>
<td>Divert items from landfill</td>
</tr>
<tr>
<td>Provide information about waste</td>
<td>20 attendees having read the information</td>
<td>Awareness of waste issue when shopping</td>
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<tr>
<td>Offer cake to volunteers and attendees</td>
<td>Pleasant atmosphere</td>
<td>Participants feeling included and valued</td>
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</table>
Discussion: How can you influence others?
Discussion

- Consider the actions you might want to take
- What would be the theory of change for that activity?
- How would the activity ‘enable’, ‘explain’ or ‘affirm’?
Activities one could do…

- Run a Repair Café
- Set up a swish (clothes swap) party
- Organise a Human Library
- Host a Vegan Feast
- Start a TerraCycle collection point.
- Organise a talk/workshop on home energy
- Run your own local mini Open Eco Homes
- Survey people’s appetite for a local electric vehicle charging points/car sharing/clubs.
- Give a talk about climate change
- A mow free verges project
- Invite a council officer to talk about waste or other areas of their work
- Innovative scheme to fight fuel poverty and promote renewable energy
- Contact national and local charities to invite them to give a talk
- Start a Community Fridge
- Create a Library of Things/set up an online swap and share platform
- Organise a yard sale highlighting circular economy/overconsumption in your publicity
- Find opportunities to measure people’s footprint using CCF’s Calculator and then pledge to take action & sign the Charter
- Share seasonal excess from allotments/gardens – some places have a fruit tree map
- Look into local procurement for your business/group and see if it there’s scope to make it more local/seasonal/ethical etc
- Run a cycling promotion event
- Encourage local organisations to make their community buildings more efficient through accessing grants/support available
- Compile a local directory of green stuff
- Organise a campaign around a green issue that includes letter writing, emailing, in person meetings, tagging in social media
- Join a campaign group or local liaison forum
- Support and encourage people in your community to take part in consultations and petitions
- Get involved in your Neighbourhood Plan and 5 Year Local Plan
- Lead a Plastic Free Community
- Set up a Community Energy project
- ....
Break
Prioritising
“It is better to do something than to do nothing while waiting to do everything.”

WINSTON CHURCHILL, former prime minister
## Prioritising your action

<table>
<thead>
<tr>
<th>Difficulty</th>
<th>External support</th>
<th>Impact</th>
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| - How complex would this initiative be? Does it include multiple work strands and a big team?  
- Do you have the necessary expertise in your community?  
- Can you see any big blockers to this initiative’s success?  
- How long would it take to set this up? | - How much external support you think is available for your idea? E.g. from national and local organisations | - Does this initiative match your community’s largest area of carbon emissions?  
- Would this initiative reduce emissions directly/indirectly?  
- Are there co-benefits like environmental, social or other?  
- How many people would you reach? How likely are you to make a difference to their carbon emissions? |
Action planning

Idea
- Why?
- How?

Scope

Deliverables
- What?

Programme
- When?

Team
- Who?

Budget
- How much?
Idea & scope

- **Idea**: the headline or executive summary of your project,
- **Scope**: slightly more detailed description of what you are trying to do.
- You should have a good understanding of *why* you want to do this activity. What are the problems that it will tackle and why would your community benefit from it. A handful of solid bullet-points on the anticipated benefits will help you stay focused during the scoping of the project.
- The scope of a project is the place where you define *how* you want to achieve your goals. The ‘How’ can help you really understand what your project *will* and *won’t* include.
Deliverables

- List of the things that you want to deliver in your activity
- follows from your scoping exercise.
- ‘What do you actually want to do?’
- For events this can be a short description of what the event might look like and the different things that you need to do around that, like publicity, manage bookings etc.
- Breaking your project into chunks of smaller jobs and tasks is called a **Work Breakdown Structure**.
- These chunks can then be put into an order (i.e. programme) and assigned to different people.
Work Breakdown Structure - Holiday

- Holiday
  - Documents
    - Passport
    - Insurance
  - Booking
    - Choose resort
    - Brochures
    - Confirm
Programme

- ‘When?’
- Follows on pretty naturally from ‘what?’
- Put the things that you need to get done in an, think about how much time they need and when they are best to be done.
- Go into more detail on this breaking bigger chunks of work down into smaller steps.
- Start to consider who should be responsible for which steps in your programme.
Programme – Gantt chart

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<thead>
<tr>
<th>Projects &amp; Tasks</th>
<th>Jan</th>
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Budget

- **How much** do different parts of your project cost.
- Some parts of your project might even make money.
- Creating a summary of this forms your budget.
- This can be important if you want to apply for funding from an external source or need to run any fundraising activities.
**Budget tools**

- **Spreadsheet** is a good way to stay on top of multiple outgoing costs or streams of income.
- **Graphical tools** like pie charts are good for reports.
Team

- List people **who** are already involved and those that will need to be involved.
- You can also start assigning tasks from your programme to different individuals.
If you have 3000 in your village, 30 might be leaders like you who will take on responsibility

There’ll be 270 who will get involved when asked

The environment is a key concern for people, your people are there
Discussion

- What do you want to do?
- Can you prioritise one activity over another?
- What barriers can you see?
- What are the next steps you want to take?
What’s next?
I realised that things can change but it starts with me."

MANDY, OVER, NET ZERO NOW ALUMNI
Net Zero Now alumnus achievements...

- 3 newly established **eco groups**
- **5 Eco Fairs** planned or delivered
- **3 Climate Emergencies** declared and 4 in preparation
- Launched a **communications campaign**ing to educate local community on environmental issues
- **Thermal imaging and ‘mini open eco homes’ sessions**
- **Vegetarian cookbook & vegan feast**
- **Walking & cycling maps**
- **Tree and wildflower planting and tree survey**
- **Climate action network for local parish councils**
- **Neighbourhood planning process started**
- **Workshops:** Wildlife friendly gardening, home energy, waste reduction, ...
- **Community fridge, book/clothes/toy swaps, ...**
- **Sustainability consideration in planning decisions**
Here to help you get started

Find all sessions on Net Zero Skills!
Please tell us what you think:
Feedback Form
Thank you!