

# CAMBRIDGE CARBON FOOTPRINT LTD

## Annual Report March 2008



Picture by Natalie Blake, winner of the Energy Wizards Competition

## **Introduction**

Cambridge Carbon Footprint is a local, not-for-profit organisation with three inter-linked aims:

- a) To provide information, education and advice about climate change to people in Cambridge and the surrounding area
- b) To encourage and support people in Cambridge and the surrounding area to take personal responsibility for their contribution to climate change
- c) To promote and organise co-operation with bodies having similar or sympathetic aims.

And five guiding principles:

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 common project are essential: only when people feel supported and connected to others can they act.
3. **The power of creativity.** People are 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.

We are registered as a not-for-profit Company Limited by Guarantee, are members of Cambridge Council of Voluntary Service and affiliated to Stop Climate Chaos.

## **Overview of the year April 2007/8**

Our work has continued to grow over the last 12 months. The period has seen the continuation of our programme of footprint stalls and talks, the completion of the Asian Voice and Energy Wizards projects, continued evolution of the Akashi project with the huge success of the Akashi festival and production of the Akashi posters, major development of Carbon Challenge Groups and the Carbon Reduction Network, and of the Carbon Challenge Group materials. We have also increased the training and support we offer to volunteers with a series of workshops as well as regular induction sessions for new volunteers. Social activities have also been important with a summer picnic, a Christmas party and a Seasonal meal in March.

Funding has come through grants from DEFRA, Cambridge City Council, Awards for All and from donations. In June 2007 we once again won the Environmental Award at the CEN Press Relief Awards. In October 2007 we were the recipients of a fund-raising raffle by the Institute of Water Officers. We have also received a number of small donations from individuals and are very grateful to all the organisations and individuals who have supported us financially.

We now have 850 people signed up to our monthly e-newsletter, 80 people on our list of volunteer members and an active committee of 10 members overseeing our work.

Shilpa Shah has continued to be employed as Akashi Project Co-ordinator while Rosemary Randall has taken over as CCF Co-ordinator.

## **Volunteers**

Voluntary work is at the heart of what we do and we are blessed with a wonderful group of enthusiastic volunteers who have taken on all kinds of responsibilities, working on stalls, running talks and workshops, facilitating groups, fund-raising, creating and maintaining the web-sites, organising the Carbon Reduction Network and coming up with new and creative ideas for what CCF should do.

This year we have tried to pay more attention to training and support for volunteers offering a number of workshops on how to engage and communicate effectively about climate change: 'Carbon Conversations', 'How to give talks and Workshops', 'Blocks, resistances and creative solutions', 'Deep Ecology', 'Drawing on diversity and heritage'. This programme carries on into the spring and summer 2008 with workshops on 'Disability Equality' and 'Translating the Technical'. In addition Carbon Challenge Group facilitators have been offered three training sessions over the course of the groups they run.

We have been very lucky in attracting high-calibre workshop leaders to offer these workshops as part of their own volunteer contribution. In addition to sessions led by Rosemary Randall, Andy Brown and Shilpa Shah, Anne Miller from Stop Climate Chaos, Anna McIvor a Deep Ecology facilitator, Jacqui Davis from Cambridge Group Work and Kirsty Wayland from the University's Disability Service all contributed their professional expertise to our training.

## **Detail on current projects**

**1) Foot-printing stalls.** Our aim at stalls is to engage people in individual conversations about climate change and their lives, trying to help them appreciate the actions they may be able to take. We have displays on climate change and carbon reduction, carry literature from a variety of related organisations and distribute energy-saving light-bulbs and cloth bags to those who take part.

We ran 21 stalls at community events between April 2007 and March 2008. (At Saffron Walden Carbon Footprint Show, Romsey Environment Weekend, Al-Amin's Store, Green's Gym, Buchan St Community Centre, Strawberry

Fair, Cambridge Environment Festival, Arbury Carnival, Newnham Croft School Eco-Fete, The Big Day Out, Cambridge Womens' Resources Centre, Cherry Hinton Festival, EST Power to the People event, ARU community day, Jesus Lane Quaker Meeting, ARU 'soup on the run', Mill Rd Winter Fair, Girton xtreme tree shredding, Science Week, Multi-Cultural Event at the Junction). We estimate that at least 4180 people viewed the stall at these events.

A total of 902 individual conversations were held and footprints calculated. (These figures exclude stalls at Akashi events which are reported on separately.)

**2) Talks and workshops.** We have given talks or run workshops for 9 organisations. (Fordham Village Society, Thriplow Village Society, Natural History Society, Grovebury Ladies, Perse School Sixth Form conference on climate change, Cambridge Fellowship of Wives, Cambridge University MBA course, Cambridgeshire Film Consortium presentation to Year 11 students, International Women's Week.)

(Again these figures exclude Akashi events.)

**3) Carbon Challenge Groups.** These small groups meet for five 1 ½ or 2 hour sessions, fortnightly or monthly using teaching materials we have developed. These consist of a individual member's pack, a number of interactive games and activities and a facilitators' guide. The aim is to use a mix of information and group support to explore what climate change is and what individuals can do about it with the goal of achieving significant CO<sub>2</sub> reductions, maintained over a period of time. The scheme operates as a cascade where people who have completed groups go on to facilitate groups themselves.

Whereas last year we ran 5 groups with a total of 40 people, this year we ran 16 groups with a total of 128 people. 14 people came forward to facilitate and were trained to run groups themselves.

**4) Carbon Reduction Network.** The Carbon Reduction Network aims to keep Carbon Challenge Group graduates in touch and supported. Organised by Suzie Webb it aims to have quarterly meetings and eventually an interactive space on the website. The first 'House Doctors' meeting was held in February and was a great success.

**5) House doctor, DIY group and lightbulb library.** These three initiatives aim to help Carbon Challenge Group graduates work on up-grading their homes. The 'House Doctor' scheme offers an hour's consultation with a professional in exchange for a donation to CCF- many thanks to Andy Brown, Jason Palmer and Katie Thornburrow for contributing their expertise here). The DIY group does exactly what is says on the tin: helps Reduction Network members with the DIY side of future-proofing their homes. The Light-bulb Library is a collection of low-energy light-bulbs available for use at events and

for members to borrow. Many thanks to Martin Roach for organising both of these last two.

**4) Workplace Carbon Challenge Groups.** With support from City Council funding we ran a successful pilot project of Carbon Challenge Groups in workplaces. Four organisations took part, the City Council, Cambridge University, the Wildlife Trust and Sony. The groups were well received and we learned a lot about how they could be used in workplace settings. A separate report on the project will be available shortly.

**5) Akashi** The aim of the Akashi project is to involve all strands of Cambridge's diverse community in work on climate change, in particular people from Black and Asian Minority Ethnic and Faith groups, groups who because of their roots and connections all over the world have a particular contribution to make but whose voices have not always been heard. Since the start of the project in July 2006 Shilpa Shah has worked with over 30 different community and faith groups and the core phase of the project culminated in October 2007 with a magnificent festival celebrating this work. 350 people attended and contributed dance, song, food, speeches, discussions, workshops and exhibitions about their different communities' stories and actions on climate change.

A further result of the project is a professionally designed exhibition of 6 A1 posters, telling the stories of people involved in the project, sharing their experiences and actions on climate change. This exhibition is currently touring a number of venues of the region and will be back in Cambridge shortly for exhibition here. The posters will also be available to download from the Akashi website.

Funding for the Akashi project comes to an end in April 2008 but a steering committee will continue to oversee this aspect of CCF's work and make sure it is integrated in the rest of our activities.

The Akashi project has been funded by DEFRA, Awards for all and the City Council. A separate more detailed report is also available.

**6) Asian Voice.** For a year between September 2006 and September 2007 Shilpa Shah wrote a fortnightly column on climate change for this popular newspaper with the aim of raising awareness of climate change amongst the newspaper's readership. The project was funded by DEFRA. The newspaper has a circulation of about 100,000, mainly amongst the South Asian community in the UK. This has been an extremely successful venture, introducing the topic to Asian Voice readers and encouraging participation through readers' letters and a series of reader's meetings. A separate report on this project is available.

**7) Energy Wizards.** This delightful project was made possible through the generosity of Abdul Arain of Al-Amin Stores. All Cambridge primary schools were invited to take part in a poster competition showing what children could

do to help about climate change – they were invited to depict themselves as 'Energy Wizards'.

A positive and empowering presentation on climate change was prepared and ten school Assemblies were visited, mainly by Abdul Arain himself in full Chief Wizard's gear. 500 children from 11 schools sent entries and the pictures were judged by children's illustrator Andrea Bassil and Simon Chubb from Cambridge Sustainable City. The posters were exhibited in the Grafton Centre during Environment week in June and the prizes presented by Abdul Arain and the Deputy Mayor.

The winning school was Girton Glebe.

### **Future projects**

Over the next year we hope to consolidate our existing work, drawing the Akashi work into the mainstream of our efforts, and continuing with our programme of stalls, talks/workshops and Challenge Groups and Reduction Network.

In addition we hope to: target our activities to communities where we have not yet made much impact, increase the range of workshops we offer to our volunteers and to others, increase the consultancy we offer on communicating about climate change, develop the Challenge groups and other training for workplaces, and arrange professional production of the Challenge Group materials.

### **Funding**

Funding remains a priority and a problem. We receive more demands to provide stalls, workshops, talks and other services than we are able to respond to and have more good ideas than we have time to develop. At the same time, sources of funding for environmental projects are limited, the competition to secure them is intense and the work involved in preparing applications is time-consuming. We will continue to seek funding from a variety of sources for our work.

### **Accounts**

Our accountant is John Anderson and accounts for the financial year to December 31<sup>st</sup> 2007 are attached.

Rosemary Randall  
Chairperson  
March 2008.

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