



Helping Local Authorities Reach Net- Zero

www.carbonsavvy.uk

Our Mission:

To Transform Carbon Literacy Across The UK

We believe that carbon literacy is one of the most effective steps for people in their journey towards a low carbon future. Carbon Savvy Community Interest Company has created a tailored programme of support for local authorities, that will involve residents in their climate emergency action plans. It enables organisations to know more about individual carbon emissions in their locality, and consequently, to reduce them.

The programme includes:

- An online carbon calculator enabling residents to complete a personal carbon footprint in approximately 5 minutes (45 minute version also available)
- A monthly educational newsletter on the most effective personal footprint reductions, supported by regular social media and a carbon ambassador's network.
- Data monitoring of carbon footprint reductions in your authority area and cost-benefit analysis of your programme.



Our Annual Programme:

Apr

Programme launch to invite participation across widest possible audience:

- Existing green audiences yet to complete a personal carbon footprint
- New audiences who are interested in taking their first steps

May To
Sep

Through monthly e-news and weekly social media, we encourage and support those who have completed the calculator to choose 1 or 2 actions that will reduce their emissions by approximately 10%.

Oct

Mid year publicity designed to:

- Encourage existing participants to re-calculate their footprint and measure the change
- Identify gaps in participation, share good news stories & report interim progress

Nov To
Mar

Continue monthly e-news and weekly social media, then complete end of year analysis and cost-benefit reporting.

Why Work With Carbon Savvy

Local Authorities are early adopters of the “climate emergency”, usually with an associated target of reducing their carbon footprint to net-zero by c.2030. Most now have action plans in place, but the twin challenges of Covid-19 and severe budget constraints place a heavy burden on already stretched teams.

Carbon Savvy supports Local Authorities by providing a cost-effective knowledge transfer programme leading to carbon saving behaviour changes, and with minimal council resources. The programme's footprint calculators plus provision of communication-amplifying content offers a high level of expertise and additional delivery capacity.

Tried and tested with district councils across Devon, the programme demonstrates its ability to reach into and beyond green audiences with a studied example reaching 8% reduction in CO2 emissions over a 6-month period. Carbon Savvy is popular for its positive and inclusive approach, which emphasises quality of life improvements that can be achieved through many carbon saving actions. The programme is backed by an authoritative “carbon ambassadors” course and a professional network.

Carbon Savvy can offer **50% match funding** towards the annual fee of £12,000 for year 1 of the programme (subject to reaching a minimum of 5,000 participants through LA mailings) along with cost-benefit analysis that demonstrates excellent value for money when compared with other carbon reduction activities.

Audience & Reach

Carbon Savvy's target audience is the third of people creating two thirds of emissions; that is to say individuals and families with sufficient disposable income to be leading consumer lifestyles that may also include, for example, international travel. Carbon Savvy also appeals to those many people already in the 'green scene' that have yet to calculate their own carbon footprint. Whilst targeting an ABC1 audience, communications include low-cost options.

For those completely new to carbon reduction, Carbon Savvy uses a 1 minute 'taster' calculator that gives a surprisingly accurate picture of a person's footprint and is ideal to engage new audiences.

"Carbon Savvy will come to be seen as a turning point in our approach to sustainability, positioning it as good citizenship rather than a lifestyle option. This is the highest praise I could offer anything or anybody in these times of upheaval"



TIM SMIT OBE - Co-Founder of The Eden Project

Our Carbon Calculators

1 minute “Taster” calculator that engages new audiences in the key principles of carbon footprints and sustainable living

5 minute “Popular” calculator covering key lifestyle areas such as flying, energy, food and consumerism and will give a surprisingly accurate indication from user estimates.

45 minute “Full” calculator giving detailed insights into individual carbon impact, and offers users the opportunity to input historic data rather than estimates.

Section 1 of 7

Popular Carbon Footprint Calculator

Your Home & Electricity

How many adults do you live with? ●

☐ 0 ☐ 1 ☐ 1.5 ☐ 2 ☐ 2.5 ☐ 3 ☐ 3.5 ☐ 4+

What type of electricity tariff do you have?

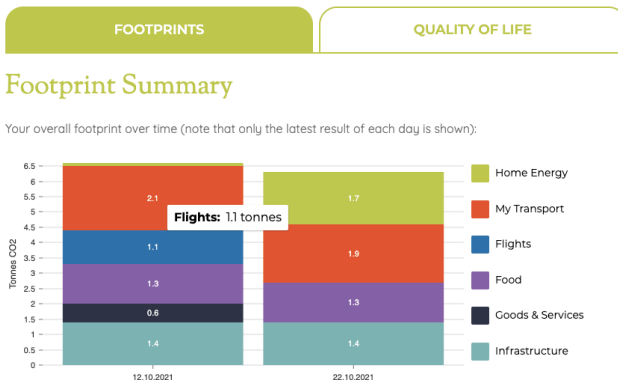
☐ Standard Tariff ☐ Renewable Tariff

Popular Carbon Footprint Calculator

Total: **1.45 tCO₂**

Home Energy:	0.00 tCO ₂
My Transport:	0.00 tCO ₂
Flights:	0.00 tCO ₂
Food:	0.00 tCO ₂
Goods & Services:	0.00 tCO ₂
Infrastructure:	1.45 tCO ₂

Each user dashboard offers a footprint summary, with a visual indication of change over time, along with a record of past footprints.



E-news & Campaign Information

Carbon Savvy compiles monthly newsletters focusing on particular themes of behaviour change, along with curated content to increase reader literacy of carbon reduction activities.

Carbon Savvy also produces content for biannual themed PR campaigns, and where appropriate work with carefully curated business partners. These biannual campaigns reach a large audience through broadcast and social media, attracting new participants to join the programme.



Keys to a Successful Eco-Holiday



5 Principles of low carbon food



Autumn is traditionally harvest time and there's more seasonal, local food in the shops now than at any other time of year. So it's a great time for the most tasty produce that also saves CO2.

Here are the 5 main ways to reduce the carbon footprint of



How to Shop4good - Part 1



7 tips for a low carbon Christmas

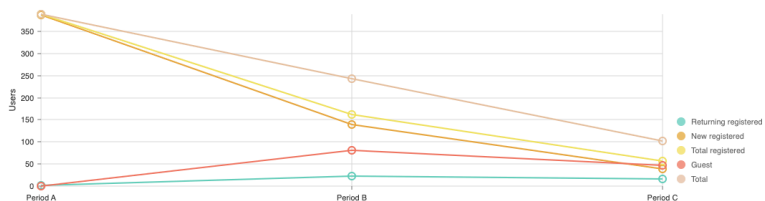


Instagram: @carbonsavvyuk Facebook: @CarbonSavvyUK

Real-Time Data & Reporting

Each local authority has their own calculator dashboard where they can view live carbon reduction statistics for their district. This provides insights into the actions residents are, and aren't taking along with an overall summary of collective impact.

Local authorities will receive a report on their data on a 6 month and end-of-year basis that will help guide future programmes.



Date period 1: Period B ▼

Date period 2: Period C ▼

Stat	Period B	Period C	Change	Change %
Users				
Total calculator users	243	102	-141	-58%
Total registered users	162	56	-106	-65%
Returning registered users	23	17	-6	-26%

Carbon Footprint Calculations				
Total footprint calculations	276	159	-117	-42%
New registered user calculations	157	61	-96	-61%
Returning registered user calculations	27	26	-1	-4%
Total registered user calculations	184	87	-97	-53%
Guest calculations	92	72	-20	-22%
Taster calculations	40	120	80	200%
Popular calculations	235	36	-199	-85%
Full calculations	1	3	2	200%

Please note, all data is managed, stored and protected in accordance with the Data Protection Act 2018.

Your Handy Guide to Carbon Reduction!

The Carbon Savvy 'Handy Guide' can be read cover-to-cover in an hour. People can quickly see the significant components of their carbon footprint and how a surprisingly few simple lifestyle changes enable them to reduce their carbon footprint by up to 80%.

Our handy guide can be used stand-alone but it has been specifically designed to be co-branded with a local authority, and used on-line or in print (due for release in Autumn 2022).

Get Carbon Savvy

A how-to for happiness



Carbon Ambassadors Course

Carbon Savvy offers an eight week online course for decision makers and communicators seeking to increase their confidence in the language of carbon reduction. It explains the research underpinning our calculators and materials in sufficient detail that ambassadors can engage with new users in their locality.



Carbon Ambassadors Course

A comprehensive overview of carbon foot-printing and reductions including the global picture and the localised opportunities, for decision makers and communicators.



8 week online course
Starting Friday 6 May 2022 9-11am



Trainer Mukti Mitchell has won multiple awards in this field and uses his quarter of a century of experience to deliver knowledge that can be put straight into practice at the same time as enthusing audiences with his positive, uplifting approach.

Carbon Ambassador Course

 Fri 6 May 2022 9:00 AM - Fri 24 Jun 2022 11:00 AM BST  Online, Zoom

Next course starting Friday 6th May 2022.

The course includes expert input on eight different subject areas, Q&A, break-out discussions, special guest speakers, and introduces the link between carbon reduction and quality of life.

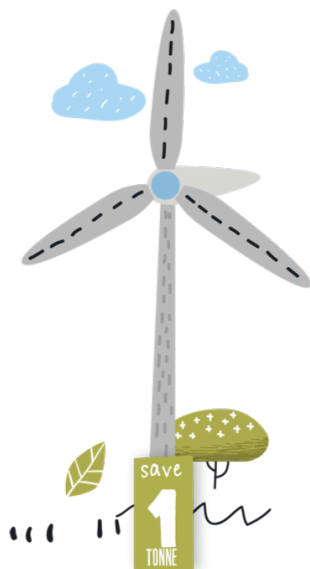
Carbon Ambassadors is also available as a flexi-learning package, for users wanting to study at their own pace from live-session recording.

On completion of the Carbon Ambassadors course, participants can join the Carbon Ambassadors Network. This offers ongoing support to facilitate carbon saving discussion, and network members can join a live monthly Q&A.

Parish Councils Programme

In addition to the county and district packages, Carbon Savvy is currently developing a low cost package for parish councils. This programme runs from April to April and includes:

- 12 months access to pre-recorded 15-minute training video sessions to show before parish council meetings.
- A PDF handout for each topic session that can be printed by the parish council for distribution to attendees.
- Monthly themes correspond to the district council monthly e-news.
- Questions can be posted on the Carbon Savvy Facebook page.

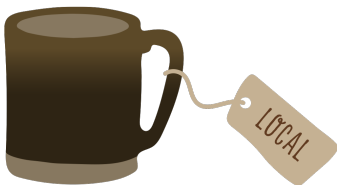
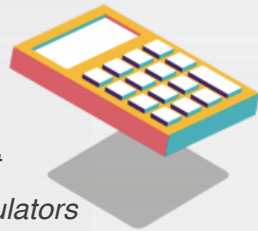


MUKTI MITCHELL - Founder & Director

Carbon Savvy Founder and Director Mukti Mitchell is a UK leading expert in carbon foot-printing and his first footprint calculator (2002) was voted the best online in an international study. He also helped develop the Farm Carbon Toolkit, one of the UK's top three calculators for farms. He holds current awards of SW Energy Efficiency Champion and UK's Greenest Family.

Mukti's quarter of a century of low carbon living experience enables him to speak authoritatively about actions that save CO2 and how these influence quality of life.

"Unlike the many 'black box' footprint calculators available today, Carbon Savvy's full calculator shows all calculations to facilitate user learning and critical appraisal. Among the plethora of inaccurate footprint tools that produce wildly different results, our calculators are painstakingly honed for accuracy and user-experience".



Next Steps

To find out more about the 2022 programme starting in April, and to discuss your eligibility for 50% match funding please e-mail info@carbonsavvy.uk or ring Darren Hall on 07879 412542.

