

# Carbon Counts

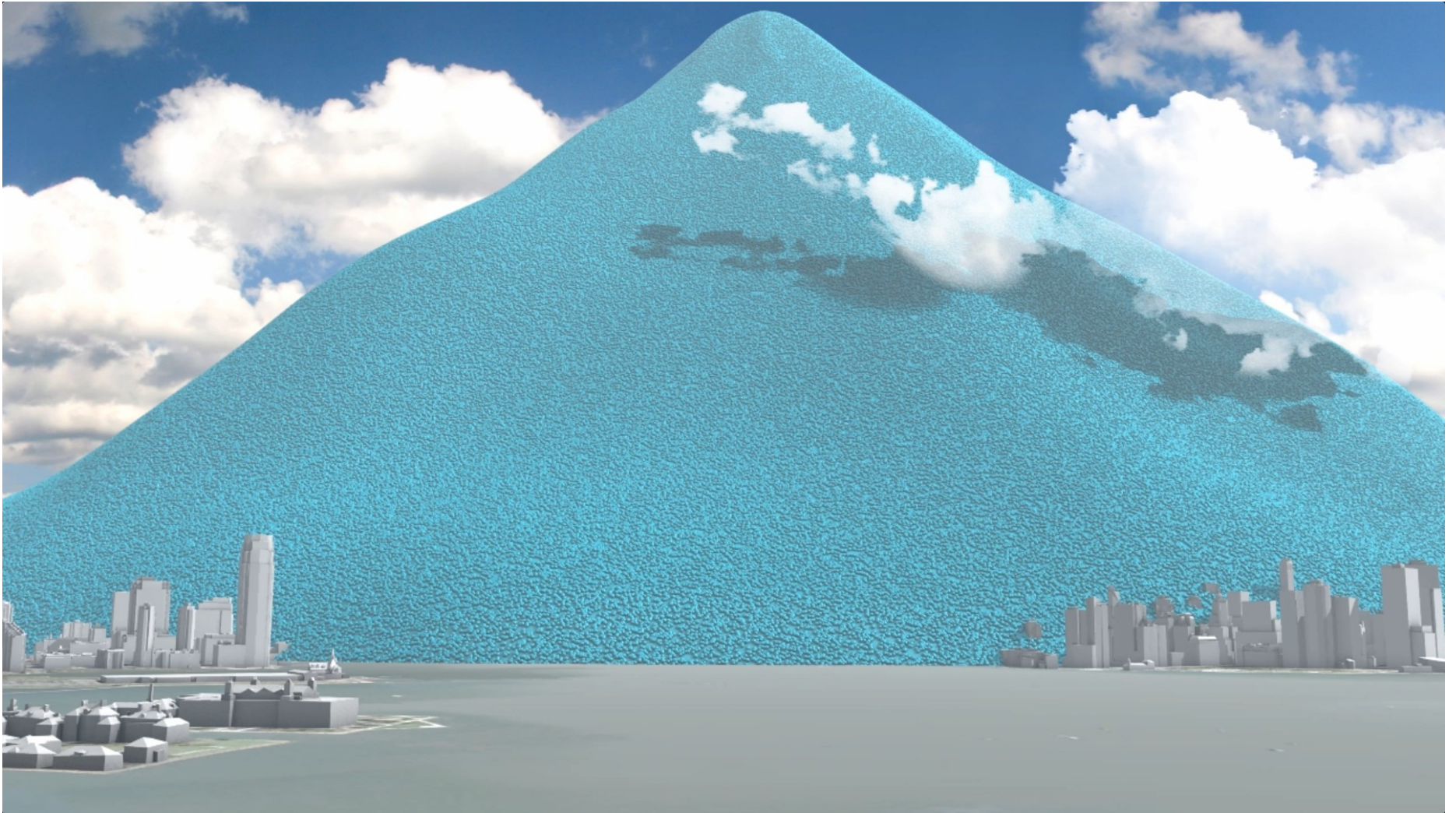
## sustainability & climate

We can do this  
together

How sustainable can a group  
of Londoners become? Really,  
actually, measurably?

- people are more productive as a group
- “sustainably sustainable” – in this for the long term
- recording our performance at least in terms of CO2 emissions, if not other measures too
- we want to show how it can be done and demonstrate that to the public
- leave no-one behind – being representative





New York CO<sub>2</sub> tonne bubbles (Climate Visuals, Creative Commons)

# How is this different?

It's now or never

Climate change, single-use plastics, biodiversity loss, deforestation, soil degradation, overfishing, refugees, poverty, racism, sexism, discrimination

- all issues are interlinked
- knowing how they interact can make you more effective at tackling them
- it's a learning experience and a paradigm shift – a holistic approach
- it will take teamwork, data, clarity, fairness
- lack of credible alternatives



# Group Psychology

Sustainably  
sustainable

Society has the technical solutions to climate change. The issues are psychological

- this is difficult, so how do we keep up momentum?
- teamwork, goals, commitment & mutual accountability
- create short, medium and long-term goals
- volunteers work on the action plans, only attempting what is practical and affordable
- participants have ownership of the program
- use recognised sports- and performance-based psychology to boost motivation and commitment

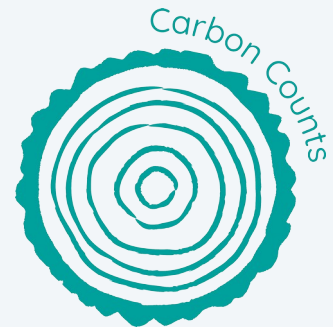


# Being Sustainable

Developing  
activities

Improving our own lives,  
this group and our  
community

- product and material re-use & re-purposing
- recycling
- sharing ideas, time, resources, things
- better shopping and eating
- energy and water efficiency
- carbon footprint reduction
- caring for nature and the built environment
- involve local business and councils

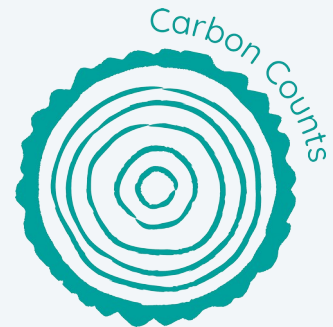


# Carbon Footprint Politics

Fact: everybody  
must reduce their  
carbon footprint

We can only offload so much of the responsibility for our carbon footprint onto industry, the gov't and corporations

- even Big Oil makes adverts saying about reducing our carbon footprints, but it's still necessary
- all of society has to contribute
- the resistance and inertia are HUGE
- it takes just a few people to start and show how
- even our failure would be valuable as long as we can see where it goes wrong & how to correct it
- can we show it's worth it? Climate change as the alternative is looking increasingly scary





# Measuring Progress

If you don't  
measure it, you  
can't manage it

We need to know how we are  
progressing, like weight-  
watchers count their calories

- like a bank account or calorie-controlled diet
- more detailed than less meat, cars & flying
- benchmark: average Londoner's carbon footprint
- goals: ideally we want results to rave about but we will only be doing what's feasible
- we are fundraising to build the technology: websites, databases and mobile apps
- we need to adopt more, different measures of sustainability, as well as CO<sub>2</sub>



# Collecting Carbon Footprint Data

Mathematical  
genius not  
essential, just a bit  
of dedication

Currently only governments and sustainability consultancies compile data on product-based CO<sub>2</sub> emissions

- we need to keep a tally of CO<sub>2</sub> emissions we cause
- mostly, we need to investigate to get the numbers
- weight-watchers have it easy – the calories are on the label of everything we buy
- despite the planetary threat it causes, the emissions of most products & services are hidden





# Diversity

Climate change  
impacts everyone

We want all sorts of people from all different backgrounds, a real cross-section of the community

- people from Islington, Hackney, Haringey, Camden
- all generations - youth groups, workers, retirees
- students and schools, colleges and universities
- council estate tenants, home owners, renters
- churches, mosques, temples & synagogues
- local businesses & public bodies
- professionals, union members, entrepreneurs, volunteers, unpaid workers
- diversity is a catalyst for creativity



# Replicate the Group

The long and winding road

Long term goals to keep us focussed in the short term

- define the group activities as a model strategy
- make web platforms, tech & methods shareable
- set up more groups to replicate it
- participate in or even convene citizens' assemblies
- help academic researchers looking at the circular economy, social themes or other issues
- look to the future for how citizens, business, charities and public services can work together



What happens  
now?

## Next

Join up or keep your eye on  
Carbon Counts

- Join the discussion board Flarum forum:  
<https://forum.carbon-counts.org.uk/>
- This is our website:  
<https://www.carbon-counts.org.uk/>
- This is my CLC website with broader info around campaign issues: <https://carbonwatchdog.org/>
- The RSA will email later with a link to download this slide deck ([here](#))

