



# TALKING CLIMATE

A newsletter from @climatevisionUK

May 2015 #1

Turning environmental problems into enterprising solutions



## Hello and welcome to our first Newsletter!

Our warming climate demands very urgent responses. In Cornwall, changes in temperatures and more frequent flooding events have already affected our natural and social environment. In the future, threats and opportunities of climate change will depend upon our capacity to mitigate carbon emissions and reduce the vulnerabilities of our communities, infrastructures, businesses and physical environment.

With this in mind, we like to see our newsletter as a place to share news and articles on climate change and to inform you on our services and projects to build sustainable and climate resilient communities. Climate Vision is a specialist social enterprise originally developed at Exeter University. With our team of qualified experts, we are committed to helping communities and companies take on the challenge of climate change and exploit the benefits of becoming truly sustainable. If you want to learn more about our work in Cornwall or you are interested in understanding whether your business or property is at risk, please feel free to contact us for a free chat.

Looking forward to keeping in touch [Luci Isaacson](mailto:luci@climatevision.co.uk) [luci@climatevision.co.uk](mailto:luci@climatevision.co.uk)

## How could we fight climate change? We have a solution!



Over the last few weeks, we have been busy with our crowd funding project - **Providing global leaders with a carbon solution** (watch the video). So far, the support and interest of individuals and local organisations have been great. Since we started, we have raised over £2700. However, we are trying to reach a 2nd target of £5000 by May 29th to ensuring the highest dissemination of our project to international leaders in Paris. Only with your help we'll be able to do that. Have a look at our project and rewards on [www.crowdfunder.co.uk/providing-global-leaders-with-a-carbon-solution](http://www.crowdfunder.co.uk/providing-global-leaders-with-a-carbon-solution). As you will read in the following pages, this project is a big occasion to define a new metric of sustainable lifestyle.

**Thank you for your interest and support from Day 1!**

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# TACKLING CLIMATE CHANGE

## Our Project: Providing Global leaders with a carbon solution

### What's the project idea?

*"What we eat has a great effect on our personal emissions. We can reduce this through purchasing choices not only considering food miles, but also the way food is produced." Chris Jones*

Carbon emissions are the first driver of climate change. We often think about big polluters but our personal attitudes, values and choices also influence our climate and the environment. In 2009, the Footsteps Project took place where networks of climate activists and scientists in Truro delivered a behavioural change campaign to support local and national delegates involved in the Copenhagen Climate Change Conference (COP15). We asked individuals and communities to think about the carbon cost of their lifestyle and to pledge easy and realistic carbon cutting actions. In only four months, the campaign enabled 4488 individuals and organisations to adopt low-carbon and sustainable behaviours such as buying local, saving energy or researching climate change. **We are now looking to calculate the carbon cost of our campaign in order to show to COP21 delegates that behavioural strategy solutions can be effective to achieve carbon reduction targets.** We also want to show that they can compete with risky and more expensive technology such as carbon storage and capture. Finally the carbon cutting pledges added value to the local economy, building resilience and enabled communities to engage with climate change. Hear Sunday BBC Radio Cornwall interview, listen in at 2hr 28 mins in <http://bbc.in/1KUXn8Q>.

*"Leaving our car at home can help us reduce our carbon emissions and keep us healthy, fit and alive to our surroundings." Sarah Whetherill, Transition Truro*

### How do I Pledge? What are my rewards?

1. Visit the crowd funder Page, have a read and watch the video
2. Click on the amount you would like contribute Or just have a think about cutting carbon emissions in your daily life
3. Crowdfunding gives us the platform to raise money and generate support and gives YOU the opportunity to invest in an idea you believe in!

**PLEDGE 5£ OR MORE:** thank you email + your name on Climate Vision website as a supporter + invited to join mailing list group + 10% of all bikes and accessories at Clive Mitchel Cycles (exc. offers & repairs) + 10% of all fruit and veg in Thornes and Truro during June

**PLEDGE 10£ OR MORE:** as above + free pen

**PLEDGE 20£ OR MORE:** as above + option to become part of the Top Ten Pledges + others (see crowd funding page!)

**PLEDGE 50£ OR MORE:** as above + receive a thank you phone-call + entry to draw for a week Cornish Holiday Cottage 1st week of June + Free day trip to Woodland Valley Farm

**PLEDGE 100£ OR MORE:** as above + your company name and logo on the project page + tags in special bulletins on Facebook & Twitter + tour of school with Head Arch Bishop Benson School, Truro + half price flood risk snapshot.

**PLEDGE 250£ OR MORE:** As above + invited to visit the Climate Vision office, hear first hand about the research, meet significant partners and enjoy prime media attention + invited to write a section for a "meet the investors" section and share your thoughts on the project.

### Five facts about sustainable behaviours and climate change



1. **Fairness** is a determinant **driver** of pro-social and **sustainable behaviours**. Have a look at this report <http://www.jrf.org.uk/sites/files/jrf/sustainability-attitudes-fairness-full.pdf>
2. **Engaging** groups and **communities** is more effective than working with individuals to achieving sustainable behaviour change. <http://www.bps.org.uk/system/files/Public%20files/energy.pdf>
3. Social marketing and **value segmentations** are the ideas behind the the UK strategy for **behaviour change** <http://talkingclimate.org/wp-content/uploads/2011/11/How-is-the-UK-government-promoting-sustainable-behaviour.docx.pdf>
4. Shaping new climate resilient **actions** rather than **beliefs**. <http://www.discoversociety.org/2013/10/01/sustainable-consumption-and-behaviour-change>
5. To **mitigate climate change** our lifestyle will **change** drastically by **2050**. Watch the videos <http://www.sustainable-lifestyles.eu/publications/videos.html>

### COP21: what's happening in Paris?

@COP21 - The 21st session of the Conference of the Parties to the UNFCCC - will take place in December 2015, in Paris, France. The international meeting has the responsibility to reach international targets to reduce carbon emissions and mitigate global warming. Read more: <http://climate-1.iisd.org/events/unfccc-cop-21/>

### Our route to Paris

The inclusion of behavioural strategy in long term planning for mitigating climate change is also recognised by the European Union. In Paris, our campaign will be connected with actions and initiatives from communities and companies around the World. Read this EC report [http://ec.europa.eu/clima/news/articles/news\\_2012102402\\_en.htm](http://ec.europa.eu/clima/news/articles/news_2012102402_en.htm)



# CLIMATE VISION SERVICES

Providing the answers - delivering the actions



## BUSINESS RESOURCE EFFICIENCY AUDIT

Climate Vision is offering companies in Cornwall the opportunity of a **resource efficiency audit** of the work place. We will support you in realising competitive sustainable advantages implementing **cost-saving and carbon-saving improvements** in waste, water, energy efficiency & transport use.



## CLIMATE CHANGE RISK ASSESSMENT

Climate Vision will perform a full **Climate Change Risk Assessment** for your business, project or property detailing any evidence of climate-related risks. We will advise you on how to make **your assets climate resilient and exploit any opportunity it may arise in the future**. The research is based on the latest peer-reviewed literature, modelling predictions and consultation with our experts associates in related fields.



## COMMUNITY CONSULTATION & ENGAGEMENT

Climate Vision has experience of effective **community consultations & delivering of training programmes**. We help public authorities to enhance the effectiveness of local adaptation strategies engaging residents and community groups in participatory local planning. We use participatory action research approaches to empowering participants and raising awareness on local issues.



## FLOOD RISK SNAPSHOT & BUSINESS PLANNING TOOLKIT

We assess your **flood risk, considering present and future impacts of climate change, to defining a tailored planning** strategy to keep your business premium down. We can organise either a full flood risk assessment or a preliminary and cost effective Snapshot appointment carried out on site or by Skype. Remember, every £1 spent on adaptation could save £4 in damages (Environment Agency).

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