

carboncopy

Our **impact** in **2022**



Introduction

Political and economic turmoil in the UK overshadowed a more disturbing theme running through our seasonal statistics in 2022. During winter storms, record-breaking winds caused major travel chaos and power cuts. Severe flood warnings were followed by severe floods. Summer temperatures exceeded 40°C for the first time. Wildfires tripled compared to the previous year.

The one thing that didn't change last year was climate change.

Somehow, we wanted to grab back people's attention and make the connection with local climate action as a way to have a more positive impact on the world around us.

Approached by The World Relay in January, we teamed up to organise the longest non-stop relay ever attempted. Over 7700km from Glasgow (COP26 host city) to Sharm El-Sheikh (COP27 host city), in the name of climate action. We called it 'Running Out of Time'.

The route was a bright green thread that showcased the awesome potential of collective local action and brought together an amazing set of ambitious projects. In the UK alone, we identified 27 inspiring ideas in action, from one of south Scotland's largest community land buyouts to the world's first large-scale, youth-led nature recovery project, in Wales; from the world's largest community fridge network to community-owned renewable energy.

The examples were chosen carefully to be representative of all the different kinds of local climate action on our platform and were made known to the broadest possible audience with the help of Carbon Copy's communications and social media team. Across the entire route, all of the initiatives highlighted were characterised by big thinking, collaboration and the ability for people to copy them.

People rallied behind this extraordinary event in wonderful and unexpected ways. In Langholm, they welcomed the relay with a band of pipers; in Knowsley and Liverpool, they lit up city buildings in green; in Marlborough, the town council laid on breakfast for those who had run through the night. Together, we reached an audience beyond environmentalists with our show of unity and the call to action to join in locally.

A climate message – written with the help of young people – was sealed in a relay baton in Glasgow and passed by hand for 38 days and through 18 countries, arriving for the start of COP27. The message urged world leaders for more support to help people tackle the climate crisis where they live, and was signed by 825,760 people.

Running Out of Time was our flagship programme in 2022. No one had done anything this big before – that's why it's now a world record. But Carbon Copy also worked hard in other areas to break through to new audiences.

For example, we launched our first podcast series, 'Copy This', co-hosted by renowned producers, Planet Pod. In the race to net zero, these conversations highlighted the radical ambition and urgency needed, and offered practical advice to help communities, companies and councils move faster together. We also host the 'Carbon Zero Explorer' with regularly updated local council plans, activities and carbon data presented in a map format for ease of discovery, as well as our now substantial library of fascinating blogs from both staff and guest contributors.

Over 1000 organisations have now published their climate action initiatives with Carbon Copy, for others to replicate. We continue to manage and grow this national collection of stories – investing in the platform to make it more easily accessible and searchable as it rapidly expanded – as these initiatives build a groundswell by inspiring others to do the same.

Across all these different elements, our communications and social media team do a fantastic job in raising awareness and targeting communication to broaden and strengthen our impact.

Carbon Copy was also a witness in the House of Lords' inquiry into the importance and impact of people power in meeting the UK's net zero target, with a subsequent report published in October 2022 entitled, 'In our hands: behaviour change for climate and environmental goals'. The report said: *"Carbon Copy set out a vision for reimagining the roles of and relationships between actors working on behaviour change for climate and environmental goals, with an emphasis placed on developing a network approach and re-envisaging the role of local authorities."*

In everything we do, our aim is to shift the climate of opinion, from tackling climate change as someone else's problem to an opportunity and something we can all do now, together where we live, with real economic and social benefits for those around us.

Are we making an impact? Here are our top ten achievements of 2022. See what you think.

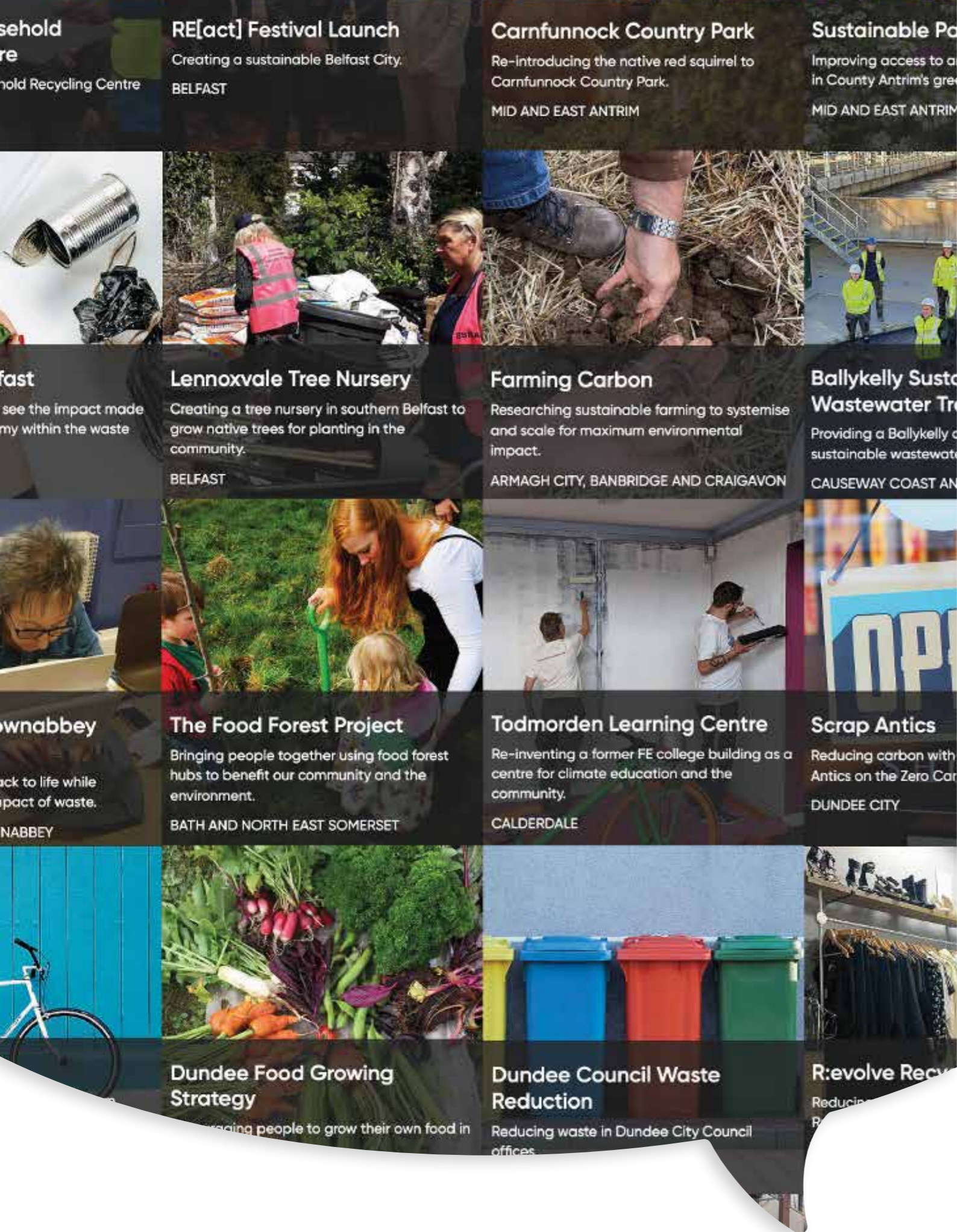
Carbon Copy Team

December 2022

1 new podcast about **big-thinking** climate action

Co-hosted by Carbon Copy and Planet Pod, 'Copy This' is a podcast about vision and collaboration. The subject of each episode is an Earthshot – a radically ambitious project addressing the climate and biodiversity crises that can be replicated by different communities across the country. Most of the podcast episodes recorded for this series were in the top 25% of all podcasts, within 7 days of release.





1000+ climate action stories published by **different** organisations

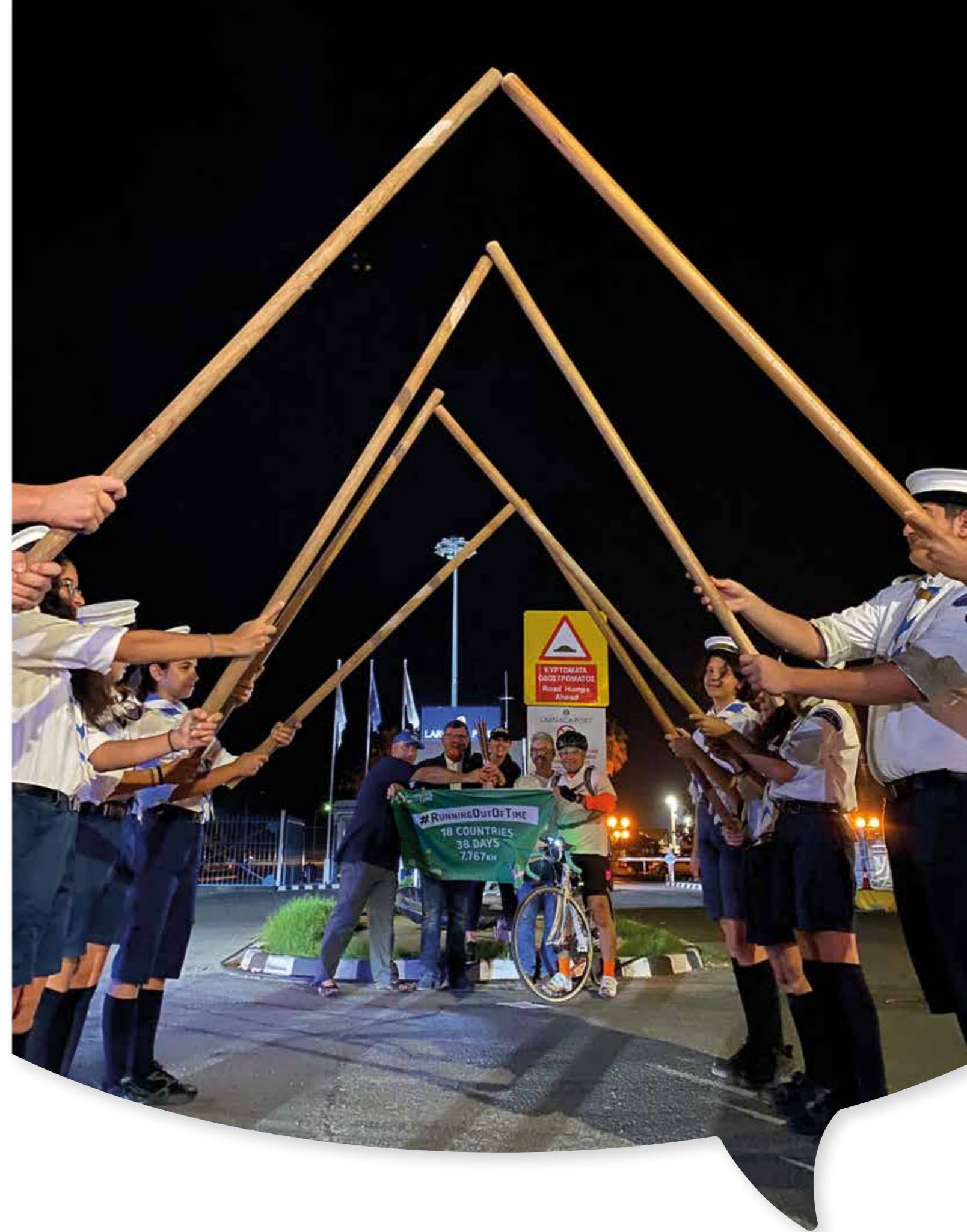
Carbon Copy is now one of the largest searchable collections of climate action success stories in the UK, a vital free resource not just for local communities, councils and businesses, but increasingly for academic researchers and central government departments compiling evidence of the breadth and impact of local climate initiatives.





1 world-record climate action relay

Carbon Copy was a principal partner of the world's biggest ever climate relay, 'Running Out of Time'. Covering 7,700km across an entire continent, the event demonstrated the awesome power of joined-up local action. Over 4,500 people participated in this non-stop relay through 18 countries, along a route designed to highlight hundreds of local climate action projects and the amazing people behind them.



Running Out of Time, Port Larnaca



Black & Green Ambassadors, Bristol

54,000+ connections by people on Carbon Copy

We're all about making it easier for tens of thousands of people to discover inspiring climate action examples, hear directly from those leading the projects and learn from their experiences and advice. Our online publishing platform is free to access, non-commercial and non-partisan.

It's also moderated to make it a safe space for everyone to participate.



50,000 impressions per week on **social media**

Telling stories is one of the most powerful means that people have to inspire, influence and make a deep impression. We tell climate action stories – in the motivating words of project leaders; through captivating blogs and enthralling podcast conversations; by revealing local emissions data and publishing climate action plans – and share them widely on social.





Kids For Climate, Ostend

825,760 people signed our **Climate Action** petition

We delivered a climate message to the leaders at the global climate summit in Egypt (COP27), urging more support to help people tackle the climate crisis locally where they live. The message was carried by hand over 7700km, endorsed by 825,760 people, and reinforced in a presentation to COP27 delegates by one of Carbon Copy's trustees.





17 million+ UK media reach during Running Out of Time

Raising awareness more widely about the importance of local climate action is vital in tackling a challenge as complex as the climate emergency, where action is needed at all levels. An extraordinary event like the world-record climate relay draws huge media attention and gives a big boost to the people, projects and places highlighted during the event.



Ujima Radio, Bristol local community radio



Running Out of Time, Botinec

762,000 students participated in **Global Schools Action Day**

On November 3, almost 2,200 schools from around the world united to demonstrate how local climate actions have global impacts. Led by the Foundation for Environmental Education, students took part in fun activities and engaged with resources that included inspiring local climate success stories from Carbon Copy.

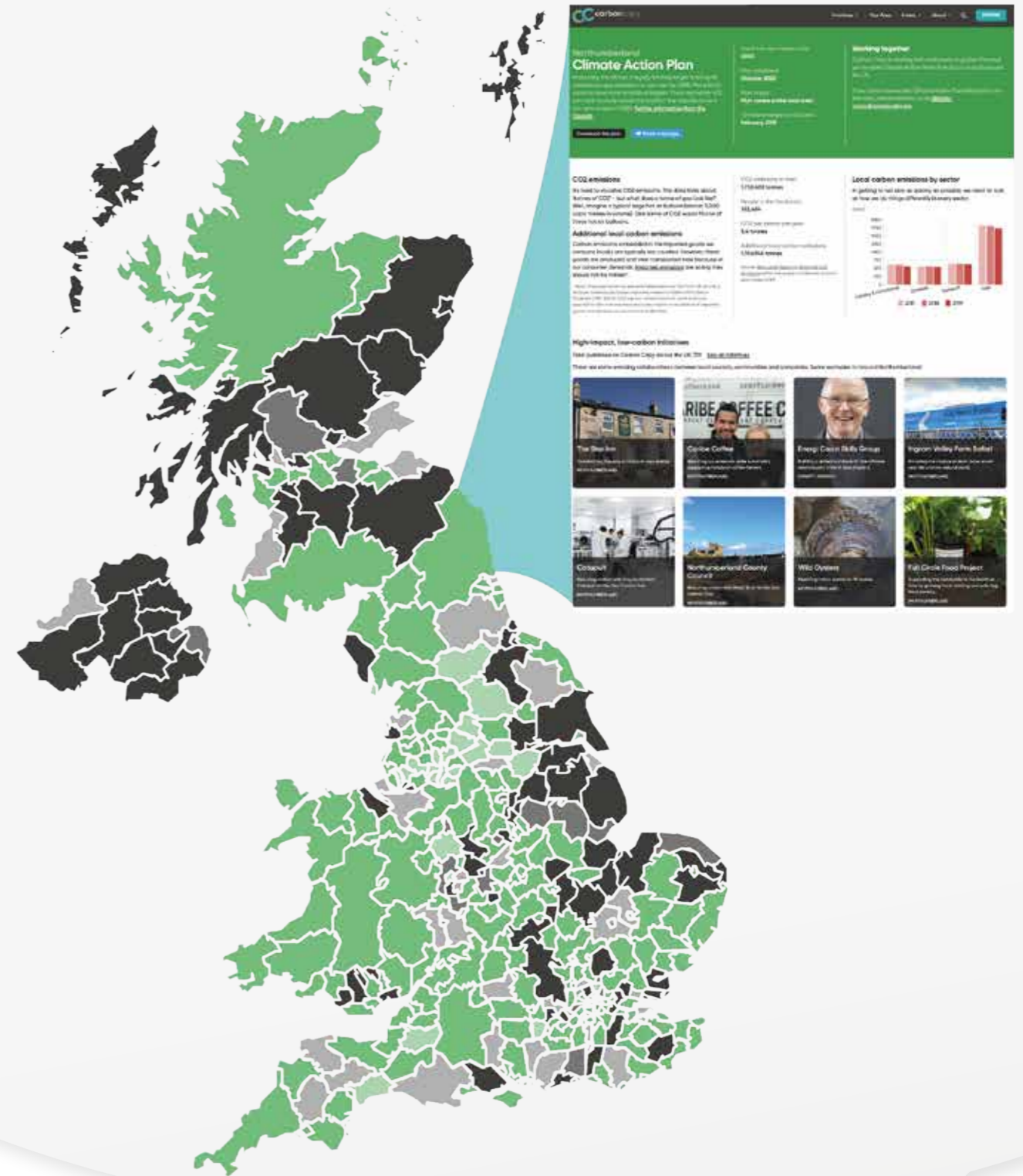


380 local areas covered by the Carbon Zero Explorer

We keep our interactive map updated with the latest Climate Action Plans, from every local authority area in the UK; with data of greenhouse gases emitted in each local area, recorded by BEIS; and with amazing projects, led by people locally. During an average month, these pages are accessed approx. 5,000 times.



Net-Zero Carbon Emissions Declaration by Local Area





Library of Things, Dalston

10x boost in awareness of local climate action projects

Innovative ways to communicate can break through the clutter so positive climate action stories hit home. The climate relay was one way to boost local, with selected UK projects along the route seeing a 10 times increase in online traffic. In addition, increases in the number of visits on Carbon Copy to the local areas covered by the event benefited everyone who shared their local initiatives.



**Accelerating big-thinking local action
towards a high care, low carbon future.**



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