

WHAT is the Carbon Watchers project?

The Carbon Watchers Project (CW) is loosely based on the philosophy of Weight Watchers - encouragement, no blame, no shame and sharing ideas and tips to reduce our personal Carbon footprint.

In groups (friends, neighbours, club, formal or informal) individuals, using the tools suggested on the South Shropshire Climate Action website, find out what their personal or household, footprint is. By doing this we come to see how the stuff we buy, and throw away, has a major impact on our footprint. On average it makes up about 40%.

Sharing the experience with your group will spark a discussion about where the major impacts are and lead to exploring how changes, to lower our footprints, can be made. Quick wins can be identified, and barriers explored with a view to overcoming them.

Each group manages itself and goes at its own pace. Some may meet weekly, monthly occasionally to share ideas and stories. All, however, agree to share their scores and repeat the exercise each year so that the degree of change can be measured.

WHAT do we have to do?

A volunteer convenor is needed to co-ordinate a group in order to recruit, support and share stories and ideas with group members.

The convenor will work with their groups to agree on a tool to use to collect individual or household footprint scores and calculate the average. (There are several tools that could be used - it doesn't matter which one is used as long as once chosen it isn't changed).

Every individual/household does their own footprint score and lets the convenor know what it is. The convenor anonymises the scores and these are centrally recorded.

Information collected:

- Total people who have taken part within the group. Their short Post Code ie SY9 2. Can also be used for employees in an organisation.
- The percentage of group members whose footprints have gone up, down or remained the same over a year.
- Anecdotal evidence of good practice, positive feedback, behaviour change. To share with everyone.
- Evidence from areas that have structural barriers, ie high percentage of old or poorly insulated homes, poor transport networks, no services and so on. This will make targeted interventions more effective. Local Authorities/Parish Councils may be very grateful for this data.

WHEN do we start?

As soon as a group is formed and has decided which tool to use, you are good to go.

WHERE can I find out more?

Use any of the tools or advice on our [South Shropshire Climate Action website](#) and via the [Zero Carbon Shropshire website](#).