



What is Net Zero Now?

Approximately 60% of the changes needed to reach net zero by 2050 will require changes to the way we live our lives. We'll need to reduce energy use, make changes to the way we travel, what we eat, how much we buy and how we dispose of things. This means that in the coming months and years each individual and community will need to find positive ways to adapt, change and thrive as we move towards net zero emissions.

Cambridge Carbon Footprint, with support from the South Cambridgeshire District Council Zero Carbon Communities fund, is excited to be launching Net Zero Now (NZN), a new scheme to help train and support community climate leaders across the district. The project is designed to fast track our move to net zero emissions by building a network to deliver carbon reduction activities, events and communications that engage people of all backgrounds. The project will focus on three key things:

1. providing training in effective communication and carbon reduction strategies,
2. developing practical organisational skills,
3. and creating tools and resources to support carbon reduction activities.

There are many online sources of information and inspiration, but in our experience there is nothing that beats the personalised support that a local community of like-minded practitioners can provide.

Who is this course for?

Net Zero Now is for residents of South Cambridgeshire who would like to learn more about how to bring climate action into their community. This could be through

- combining environmental action into your existing activities (e.g. within community or faith groups),
- supporting an existing environmental group or activity or
- setting up a new project (e.g. community energy project).

There is only a limited number of places available on the course, so we will select applicants to reflect a broad spectrum of local parishes, individual backgrounds, organisation types, pre-existing knowledge and strengths.

As this programme is looking to bring together keen residents from various backgrounds, existing knowledge or experience is not as important as enthusiasm and motivation to take action in your local community.

What does this course involve?

Online sessions

The course consists of eight online sessions between June and October 2021. The course is divided into two parts with a summer break halfway.

Session	Date	Time	Topic (note that exact topics may change)
Session 1	Wednesday 9th June	19:00- 21:00	Climate change and carbon reduction <ul style="list-style-type: none"> - Climate change science - Carbon footprints - The political and cultural landscapes - Local case studies
Session 2	Wednesday 23rd June	19:00- 21:00	Understanding solutions and identifying ideas <ul style="list-style-type: none"> - Type of solutions (at individual, community, regional, national and international levels) - Effective vs ineffective action - Ambitious yet achievable goals
Session 3	Wednesday 7th July	19:00- 21:00	Changing behaviour <ul style="list-style-type: none"> - Behaviour change theory - Barriers to change - Importance of values - Habit forming
Session 4	Wednesday 21st July	19:00- 21:00	Communicating climate change <ul style="list-style-type: none"> - What makes a successful communicator? - Identifying audiences - Dealing with misconceptions and misinformation
Summer break			
Session 5	Wednesday 8th September	19:00- 21:00	Shaping ideas <ul style="list-style-type: none"> - Identifying strengths and opportunities - Identifying the local context - Case studies of successful actions
Session 6	Wednesday 22nd September	19:00- 21:00	Moving from idea to action <ul style="list-style-type: none"> - Identifying the first steps - Creating a programme of work / action plan - Managing volunteers - Fundraising tips
Session 7	Wednesday 6th October	19:00- 21:00	Identifying and communicating with your audience <ul style="list-style-type: none"> - Identifying your audience - Communication tools and how to use them effectively
Session 8	Wednesday 20th October	19:00- 21:00	What next? Ensuring longevity of actions <ul style="list-style-type: none"> - Finalise action plan - Finalise comms plan - Identify next steps

Other activities

In addition to the online sessions, there will be a small amount of additional work to be undertaken outside of these sessions. This is outlined in the table below.

Activity	Description	Approximate time commitment between each fortnightly session
Engagement on Slack	Online communication tool for networking and sharing ideas outside of sessions.	30 mins
Background reading	To supplement session topics and provide introductions and further information to topics covered in online sessions	30-90 mins
At-home activities	An activity relating to the topics being covered in online sessions. For example calculating your own carbon footprint.	60 mins
Total		Up to 3 hours per fortnight

What is required of participants?

While this course is suitable for applicants with a range of knowledge, experience and proposed actions, successful applicants will demonstrate an interest in supporting their community to take action on climate change. This may be through a number of factors, including demonstrating:

- **an interest in their local community.** Either through previous experience of engagement with their community or through an interest in getting involved as a result of attending this course.
- **concern about climate change** combined with **an interest in developing and improving knowledge on this topic.**
- **a motivation to take action on climate change.** This can be from larger-scale ambitious actions (such as setting up a community energy project) down to smaller-scale actions (such as running a clothes swap with your local scout group).
- **a commitment to the course activities.** Including both attending online sessions and the additional activities outlined above.

In order to take part in this course, applicants will need:

- **access to an internet connection strong enough to use the video conferencing service Zoom.**
- **a basic knowledge of using Zoom.** Please let us know if you would need training on this before taking part as we may be able to provide this.

What are the learning outcomes?

By taking part in this course, participants will

- gain a greater understanding of **solutions to climate change** at a community level.
- learn about human behaviour and how to tap into this to **enable successful behaviour change**.
- **feel more confident** to talk about climate change and the solutions with others
- finish the course with the tools and confidence to **lead an effective action** within their community in the form of a tailored action plan.

In addition, this course will provide training in aspects of

- **volunteer management** including recruitment and retention
- how to identify **ambitious but effective actions**
- **communication** (e.g. on social media or in newsletters)
- **fundraising** at a community level
- **project management** (e.g. time management, creating a programme of work, creating an action plan)

How do I apply?

To apply, head to cambridgecarbonfootprint.org/net-zero-now/ and follow the link to the application on Google Forms. Please note applications close at 5pm on Sunday 9th May 2021.

If you have any questions, please contact the Net Zero Now Team at NZN@CambridgeCarbonFootprint.org.