

February 2021 Cambridge Carbon Literacy Impact Report

In short (April - Feb 2021):

- Facebook (Since April 2020)
 - ◆ Follows: 127
 - ◆ Reach: 7786
 - ◆ Engagements: 544
- Cambridge Students Trained (inc. 'Student Trainers') : 89
- Cambridge Students Certified (inc. 'Student Trainers') : 80
- Predicted well over 46t CO₂e/yr saved this session and 86t CO₂e/yr and counting!
- 80% students said they had learnt a lot about the climate emergency
- 91% students were likely to recommend Cambridge Carbon Literacy to others
- 96% wanted to continue to hear from the Cambridge Carbon Literacy Project following certification
- Alumni Slack network is 43 people strong and growing!

Cambridge Carbon Literacy

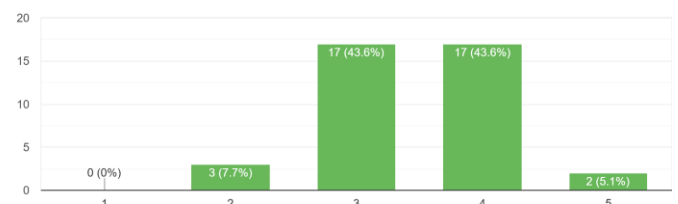
The Cambridge Carbon Literacy Project is a subgroup of the Cambridge Hub, kindly sponsored by Cambridge Zero, which is focused on delivering the free-to-access Carbon Literacy for Higher Education course, co-developed by Manchester Metropolitan and funded by The Department for Business, Energy and Industrial Strategy (BEIS) via The Greater Manchester Combined Authority (GMCA). The Carbon Literacy Project is a not-for-profit charity responsible for the creation, coordination and delivery of the Carbon Literacy training.

In Cambridge, a select group of 10 students were trained by Manchester Metropolitan University over 4 webinars and self-study modules to deliver the Higher Education toolkit at the University. Following completion of this training, these 'Student Trainers' ran two sets of training at the end of Michaelmas Term. From this 5 students joined as additional trainers and helped us deliver the Lent Term sessions on 28/01/21 and 04/02/21.

Sign up for Feb 2021

In contrast to Nov 2020, we had two separate methods of sign up. The first was we emailed all those on the waiting list from 2020 as a priority group (62 total). Of the 62, 38 were interested in taking part this term.

How much do you feel you know about the climate emergency
39 responses



As a result of the large take up from this group, we didn't have such an extensive general sign up as before. We advertised on our Facebook page, the Hub social media and in College JCR/MCR groups (Reach: 2451). Despite the general sign up being live for only 16 days, we still had 40 sign-ups. In total, we invited 57 people to attend the course, of which 47 replied as able to make it. We emailed the unsuccessful applicants, telling them they would be put on a priority list for next term's sessions. There was an even mix of undergraduate and postgraduate students, with a slight undergraduate skew.

Compared to last term, the average student predicted they were slightly more 'engaged' (self-rated 4 or 5) than before in general environmental issues (35% vs 48.7%), however they were slightly less engaged in local and Cambridge-specific issues (1.9/5 in 2021 vs 2.1/5). As before the top reason for applying was 'Feel more confident discussing climate issues' (~90%) and 'Learn how to make a positive change at the university' (~80%)

Overall Participation

Of the 47 originally replying as able to make the webinars and interested in the course, we had 36 complete the training and made a pledge, with 5 flagged for resubmission. We had a 28:8 split of male to female with a range of ages from 18-43.

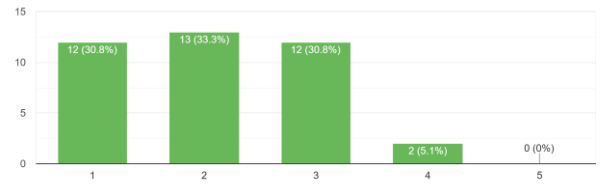
From the feedback, we framed all questions as 'compared to before the course', and got participants to rank from 1-5 how much they felt taking the course had improved their knowledge and confidence on certain issues. We had 31 respondents

94% participants said they had learnt at least a fair amount with **78%** saying they had learnt a lot about the climate crisis (4 or 5). We had two written comments explaining their answer was 3 or below for this question *"I might have learned less than expected but not because of the carbon literacy programme, but because I knew more than I thought. Overall it was excellent"*.

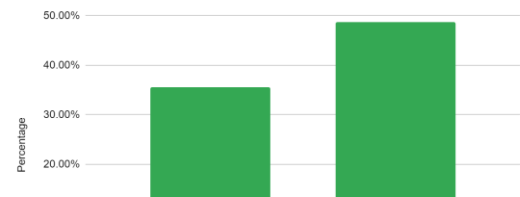
100% of participants had learnt at least a fair amount about sustainability in the University and Cambridgeshire, with **97%** saying they had learnt a lot compared to before the course.

On a personal level, **84%** of participants felt at least a lot more confident identifying ways in which they can reduce their own personal carbon footprint (4-5). Again

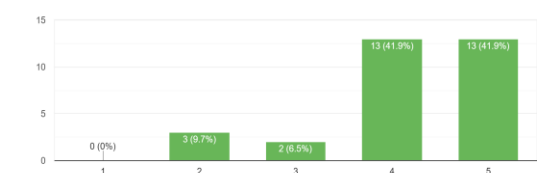
How much do you know about attempts to tackle the climate emergency at the University of Cambridge
39 responses



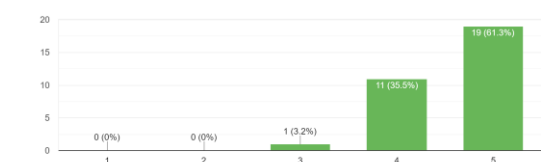
Percentage participants highly engaged



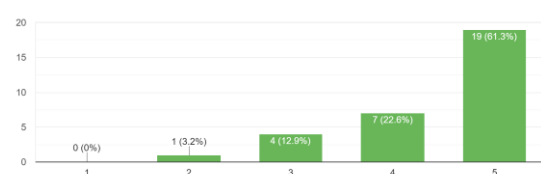
How much do you now feel you know about the climate emergency?
31 responses



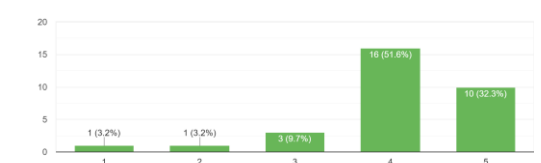
How much do you now feel you know about attempts to tackle the climate emergency locally (Cambridgeshire and University of Cambridge)
31 responses



How confident do you now feel identifying actions that will reduce your personal carbon emissions
31 responses



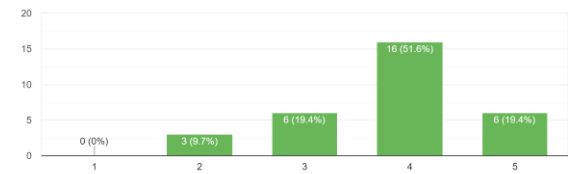
Do you feel more confident discussing climate issues with friends and family having attended the course?
31 responses



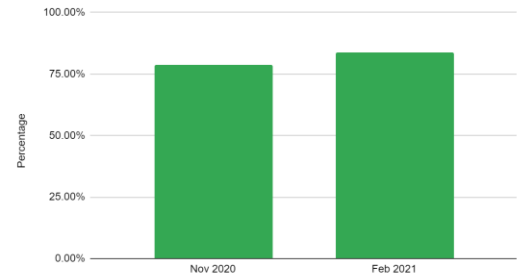
those scoring lower said they already felt very confident as they were highly engaged.

84% participants felt at least a lot more confident discussing climate issues in a more relaxed context (e.g. with friends and family), up **6%** from last term. Similarly, **71%** felt more confident in a professional context and **61%** felt more confident identifying the carbon footprint of their future careers. Whilst this is a marked improvement on last term, and is good to see we have made some positive steps, I think it is something we could improve further. It will be discussed at our trainer meetings this term.

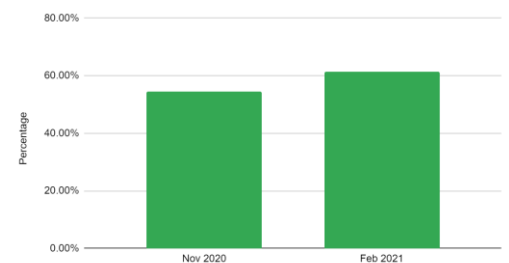
Do you think you would feel more confident discussing climate issues in a professional context (e.g. interview or at a conference) having attended the course?
31 responses



Participants comfortable discussing issues with family/friends



Participants comfortable identifying the carbon impact of future careers



Pledges

As part of the certification process, every participant must make an individual and group pledge. We stressed that they must be something new and something that makes a significant impact on your footprint and handprint respectively.

Word cloud from the individual pledges:



Word cloud for the group pledges:



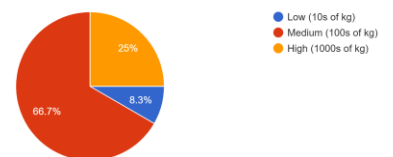
In addition to their pledges, we added in an extra question not included by the Carbon Literacy Project. This was to explain how they will achieve their pledge, as we thought this may help focus their mind and effort on how to complete their pledge rather than just submit and forget about it. We may email back the pledges to individuals along with their certificates when they come to remind them of what they pledged.

We then asked each person to roughly estimate the carbon saving they predict from their individual and group action. This was based on their current personal footprint, as well as using the self-study and lecture material to predict the saving of each action pledged. We provided a lot of additional information this round and it appears useful as we had much fewer emails asking for clarification about the certification process

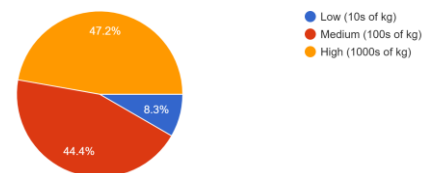
The savings appear very significant. At the very least, **>21t CO2e/yr** across the cohort for the individual pledges and **>25t CO2e/yr** the group pledges.

Having seen the breadth and depth of pledges, we again feel confident that these calculations are actually significant underestimates.

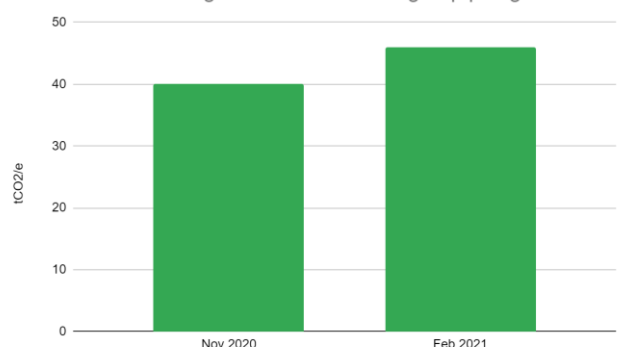
Please estimate personal CO2 saving in kilogrammes per year
36 responses



Please estimate group CO2 saving in kilogrammes per year
36 responses



tCO2e saving from individual and group pledges



Handbook Feedback

All participants were asked to complete a self-study booklet that complements the webinars. The booklet was provided as part of the BEIS toolkit, and we adapted it to include Cambridge-specific material as well as add a couple of extra videos. We also added a range of text-boxes where open ended questions were given, and from anecdotal participant feedback they really appreciated this, as it gave them a permanent record of their thoughts.

Overall, the workbook was very well received, with **87%** of participants finding it either good or very good. This is an improvement on last term indicating the changes we made were positive ones based on last terms feedback. We had a few comments saying some of the questions were a bit too patronising or weren't entirely clear so we will look at that for the next round. Around **71%** participants thought the activities were engaging or very engaging, again a great improvement on last time (61%), showing the changes we were recommended to make were well received.

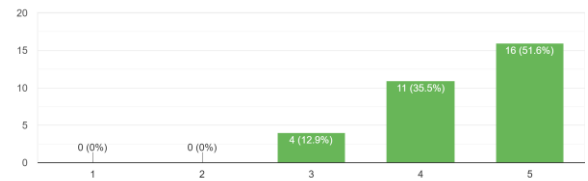
Written comments:

- *Repetitive nature of some of the exercises*
 - We will try and change some of the question responses
- *Some things were repeated a few times. For example, questions about the career appeared everywhere but there wasn't much information about career paths and their impact.*
 - We will discuss how we can include a better set of resources on future careers at the next trainer meeting
- *Some of the links were outdated (did not work) and some videos were only allowed for showing in UK, which was not helpful for those outside*
 - We will try and get international links wherever possible.

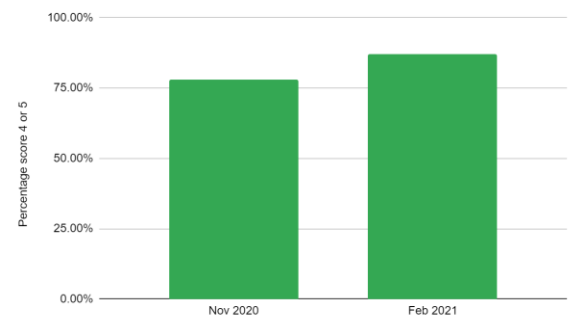
Webinar 1 Feedback

Webinar 1 covered the first 2 modules: The science of climate change and carbon footprints, and half of module 3: A Zero Carbon Future too. The webinar used mainly the slides from the BEIS toolkit, but we also added in some extra Cambridge-specific slides, as well as some additional slides on climate justice and explanation slides for food-based footprints.

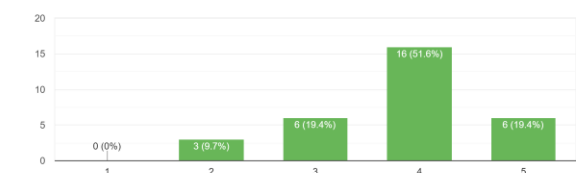
Overall how useful did you find the self-study book? 31 responses



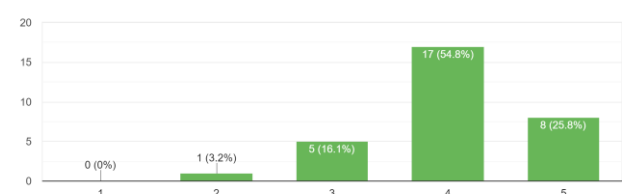
How useful was the self-stud booklet?



The activities in the booklet were... 31 responses



Overall how did you find webinar 1? 31 responses



Webinar 1 was very well received with **81%** either saying it was good or very good. Slightly lower than last term was the percentage saying they felt engaged or very engaged, 65%, and we may need to look at restructuring this webinar as we had a few comments saying they would prefer more breakout room-style discussion and less recap lecture material. Indeed, **74%** participants said the balance between lecture and discussion-based content was about right and **19.4%** said it was too lecture heavy. 78% participants said the webinar was just about the right length with 22% saying too long.

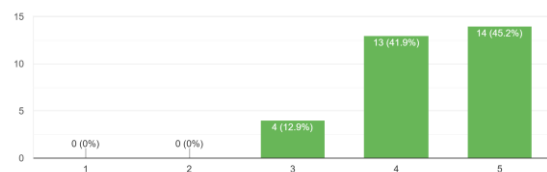
Written comments:

- *Overall, I feel like webinars were too long, and time around 1,5-2 hours would be perfect (maybe with 3 webinars?).*
 - I will bring this up with the trainers and see what they say. Trouble with more webinars is potentially more dropouts/logistical timing challenges
- *The material from self-study was recapped, but sometimes I had a feeling that my work on self-study booklet wasn't that important if we reminded all the information again.*
 - This webinar is more factual, but will maybe discuss with trainers more suggestions on how to get discussions going on the topics
 - Some people felt the breakout rooms in this session were more like 'tests' than discussions
- *Time for discussions was a bit tight, so I recommend revising questions and exercises for discussants to be lighter*
 - I think reducing lecture material and increasing discussion would be good

Webinar 2 Feedback

Webinar 2 covered the final 3 modules: half of a zero carbon future, communicating the climate crisis and taking action. Again, the webinar slides were mainly based on those of the BEIS material however we added some explanation slides and adapted some of the activities. For example, we discussed a zero carbon future in the context of describing 'a day in the life of a Cambridge resident in 2050', and the taking action activities as a role play.

Overall how did you find webinar 2?
31 responses



Similar to last term, it is clear the participants prefer webinar 2 to 1, with **87%** saying it was either good or very good, and I think again this is due to the more discussion-based topics, and greater use of breakout rooms. 68% felt engaged or very engaged which is slightly down on last term, this might be due to slightly larger numbers in the breakout room.

Written comments:

- All positive - comments about how useful the action-oriented content was.
- One comment about the speed of the webinar and maybe we can look to cut it down a bit again

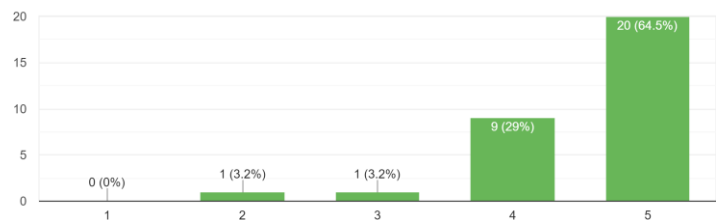
General Comments about the Course

- Many positive comments thanking the trainers and everyone that has helped put the course together
- *I might have learned less than expected but not because of the carbon literacy programme, but because I knew more than I thought. Overall it was excellent*
- *Thank you! :)*
- *This is such a great course and I will be recommending it to all my friends. Thank you so much!*
- *Very useful!*
- *I think the information was really interesting (and YouTube videos as well). Probably there could be more information about global actions we can take (2nd module included many useful links, but there were really a lot of them and I wasn't sure I can be helpful in any of the societies/groups)*
- *The reason why I don't feel like much knowledge has improved for me, is that I am very engaged in issues surrounding climate change anyway. I feel like this is a very useful course for people who aren't quite as engaged.*
- *Really enjoyed it and learnt a lot. thanks :)*
- *Thank you so much, I learnt a lot and really appreciate the help and guidance of the trainers*
- *During the pandemic many information I had re-process their impact in these conditions, so I suggest including some insight into the effect of COVID reality on carbon footprint (data from the last year e.g.)*
- *I would like to have spoken more about the necessity for system change and collective rather than individual action*

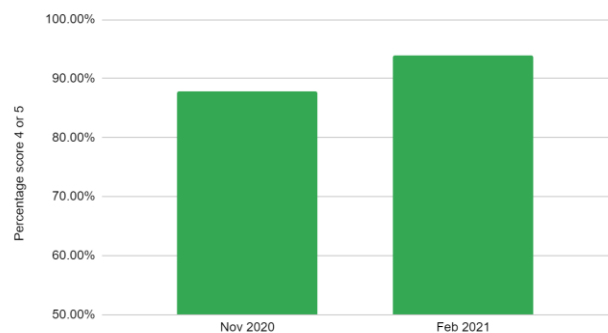
Conclusions

Overall **94%** of participants are either likely or very likely to recommend the course to others at the university. This is an increase on last terms really high number so is fantastic to see and really positive! All participants seemed very keen to be kept in the loop with **97%** happy for us to keep hold of their email, and **44%** interested in joining the society to help deliver training. Since the last round we have created an alumni Slack channel that we are using to keep people up to date with general sustainability news as well as Cambridge-specific announcements and events! 23 of this terms' participants joined the Slack and it is now 43 people strong.

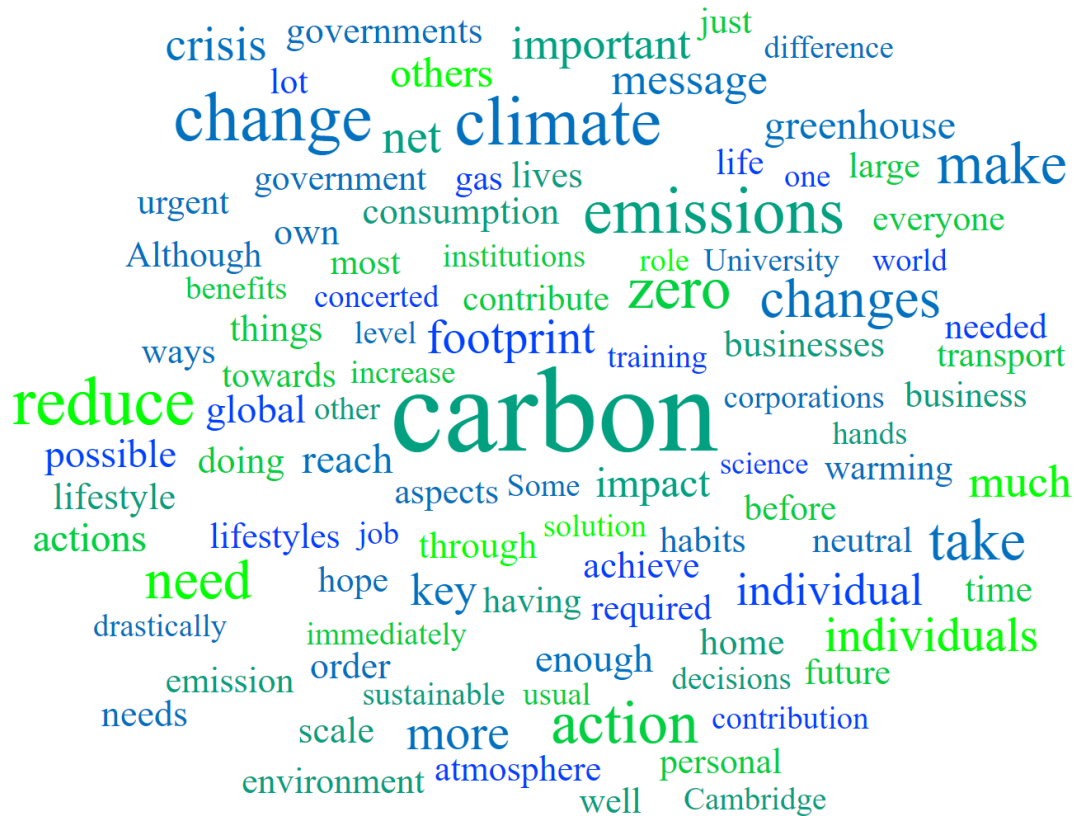
How likely are you to recommend Cambridge Carbon Literacy to others at the University?
31 responses



How likely are you to recommend Cambridge Carbon Literacy to others?



We asked participants to name one take home message from the course:



The results are very interesting and something we'd love to share (anonymously) with anyone interested.

We left a final section for any comments participants would like us to forward to Cambridge Zero:

- *Many thanks for the training!*
- *Needs to be pooled resources that each college can access to help members of college fight for change within themselves more effectively. Rather than running over 30 completely independent campaigns.*
- *Thank you and let's save the planet!*
- *It would be great if they ran some internships in the summer. There are so many banking and finance internships in this world, but not many zero carbon related ones. They would help young people on the way to sustainable careers.*
- *University wide smart metres in Student accommodation*
- *This was a really brilliant course - I found the number of resources incredibly useful and really in-depth. I will certainly be referring back to and sharing with others many of them in the future.*
- *It would be great if internal policies of the university's departments/colleges/centres on green mindedness in procuring or organizing events or ridding of waste, etc., could be collected in one portal and accessed by those who want to know more, if they exist.*

Costing

Item	Number	Individual cost	Total cost
BEIS Material	1	£0	£0
Initial training from certified instructor	4x1.5hr sessions	£600	£600
Certificates for future student participates	Mich – 34	£10	£330
	Lent - 36		£360
	Lent resubmission - 5*	£12	£60
Total			£1350

*Depending on how many would like to resubmit - asked on 27/02.

We originally asked for £1800, so this leaves us £450 (or 45 individual certificates) left for the rest of the year.

We plan to run one final session for the year in Easter Term (Date TBC)

Thanks!

A massive thank you to everyone at the Carbon Literacy Project, particularly Helen Filby and Chloe Andrews for all their help and advice setting the project up,

To Jane Mork and Rachel Dunk at Manchester Metropolitan University for providing the Student Trainers with the training for the BEIS toolkit, and also for all their help and guidance along the way too,

To the Cambridge Hub and Committee, particularly Susana and Isobel for providing us with the platform to run the sessions from,

To Cambridge Zero, and particularly Amy Munro-Faure, for the financial backing and also logistical help,

To all the Cambridge Student Trainers: Amog, Artemas, Kirsty, Verner, Yulim, Valeria, Freya, Hassan, Kieran, Rosie, Charlie, May Caroline and Liam as well as all those students that took part!