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The Climate Outreach
Information Network

Annual Report 2005

COIN is a charitable trust, registration number 1102225. It supports initiatives and organisations that increase public understanding and awareness of climate change.

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Our Vision

Through education and innovative approaches to learning we aim to achieve permanent reductions in household greenhouse gas emissions; reducing them to levels which can be sustained, and which result in no further degradation of ecological systems and human livelihood.

Our Mission

COIN works directly with individuals and households. Our focus is action-centred. We educate and inform people on the impacts and challenges of climate change, and demonstrate the practical steps that people can take to reduce these impacts.

We identify both the opportunities that enable people to reduce their emissions and the many obstacles that hold people back. We devise innovative and effective ways of communication that encourage people to share this experience.

We recognise that individuals cannot make the required changes on their own. We aim to create a powerful and vocal community of people working together to move technology, government and business forward to reduce emissions and make real and lasting changes to the way we live.

All our projects will demonstrate that our vision of stabilising greenhouse gas emissions is practically attainable. COIN believes that the solutions are already here. With small changes in the way we live and the application of simple technologies we can all reduce our emissions of greenhouse gases and build a clean, just and sustainable low carbon future.

What Makes COIN Unique?

COIN is the only British charity which places personal engagement with climate change at the centre of its work.

COIN's approach brings together many different aspects of carbon reduction. Other agencies tend to work on single issues – energy conservation, energy saving, transportation, food etc – missing out how they all link together at the household level.

COIN believes that “person-centred” approaches offer the best chance for tackling climate change. Other agencies tend to think of policy and technical solutions first without connecting with the people required to make the change.

COIN's approach is highly collaborative, whenever possible working in partnership with other organisations, councils and progressive companies. No other organisation has COIN's commitment to supporting new organisations and initiatives engaging the public on climate change.

Forward



Richard Sexton



George Marshall

The Climate Outreach Information Network has come a long way since its beginnings in 2003 as an informal group concerned with lifestyle change. In early 2004 we secured full charitable status, becoming the first British charity to focus exclusively on engaging the public about climate change.

We were delighted to be invited to become the first executive directors of the new charity. In regular meetings throughout 2004, we worked with the trustees and advisors to develop our initial workplan and refine our mission. We also had to overcome the prosaic challenges facing any new organisation: creating a website, designing logos and materials, finding staff, and equipping an office.

Since we started full time work in January 2005, our objectives have been twofold: to establish a strong track record for COIN, and to identify clear opportunities for its future expansion.

In 12 months we have established three substantial programmes: the Oxford speaker series; the Incubator Programme - the only programme in the UK for supporting new climate change organisations; and the 'One Stop Shop' project with B&Q. We also worked as consultants advising National Grid Transco, the largest energy transmission company in Europe, on ways to engage and motivate its employees on climate change.

All the while, the crisis of climate change continues to gather pace. Despite a high level of awareness, there is a still very little change happening at a household level. Leadership, fresh thinking and enthusiasm are urgently needed at this time.

We are determined to meet this challenge and are convinced that the main focus for COIN's future work should be supporting the people pioneering low carbon lifestyles and encouraging others to follow their example. We will start by consolidating our work in Oxford and working through our strong local network to pilot new approaches to group learning and lifestyle change.

Our sincere thanks to all of our supporters, funders, and staff for their invaluable help in 2005.

George Marshall
Richard Sexton
Co-executive Directors
August 2005

FORWARD

How We Work

COIN's approach is informed by a set of operating principles that we feel passionately about.

Need to know

We believe that the majority of people continue to remain unaware of what climate change means for the world or how their own personal emissions contribute to the problem.

We believe that people will respond positively to the problem once they become aware of what friends, colleagues and neighbours are doing. Few go it alone unless they have peer-support or a good example to follow.

Informed Choice and Practical Action

We believe that there are major obstacles for people wishing to adopt low carbon lifestyles. Much of the information is not accessible, overly technical or hard to translate into the actual circumstances of people's lives. Time is in short supply and few people can afford the time and effort to do the necessary research and follow-up.

The biggest obstacle that people face is that they are often very isolated, lacking encouragement or contact with others taking similar steps.

Increasing success

We believe that people are most successful in achieving change when they have support for their decisions. This comes best when people work together - connecting with others, doing similar things and sharing experience.

Experiential learning

We believe that the most important knowledge held by people is the personal experience gained from trying something. This generates the learning that is most useful to others.

COIN activities all aim to have an action-learning component building on personal experience and a diversity of viewpoints.

Support from others

People require that the government provides a clear framework to guide their actions along with policies and incentives that reward personal initiative. At present government support is inadequate, incoherent, and rarely relevant to people's actual needs.

Change is also required in the corporate sector. Companies need to provide adequate market information, tools for consumers to assess alternative products, and greater transparency on availability of new products. Improved services are needed to deliver an integrated package of household greenhouse gas reduction measures.

Our overall task

We aim to create a powerful and vocal community of people working together to move technology, government and business forward to make real and lasting changes to the way we live.

Our Four Programme Challenges

Our programme is informed by the four challenges and responses identified in the table below. Finding solutions for each challenge represents the core of our programme. Some of our activities meet these challenges individually. Others address the challenges in a more comprehensive fashion.

THE CHALLENGE		OUR RESPONSE
1.	What do people need to <i>know</i> in order to reduce their emissions?	Close the gap between current public awareness of climate change and the current level of scientific knowledge about climate change.
2.	What will make people <i>want</i> to reduce their emissions?	Build a better understanding of which motivational factors are fundamental to persuading people to change their behaviour.
3.	What options, choices and incentives exist to <i>promote</i> and <i>reinforce</i> people's desire to reduce their emissions?	Ensure that knowledge of how to reduce emissions is held by people in a manner that is accessible, timely, authoritative and clear and is customised to their own particular needs and circumstances.
4.	What <i>needs to be done</i> to increase the <i>success</i> of people in reducing their emissions?	Ensure that the institutional, commercial and social framework is responsive to and supportive of actions by people to achieve emissions reductions.

OUR PROGRAMME

CHALLENGE ONE

What do people need to *know* in order to reduce their emissions?

COMMUNICATING CLIMATE CHANGE

COIN undertakes extensive media work aimed at communicating the causes and solutions for climate change and provides speakers for public events and conferences. These activities have included, among many others:

13th January 2005

Carbon auditing and lifestyle change

Presentation at The Futures Forum, a network of business and government leaders, The Royal Town Planning Institute, City of London.

26th January 2005

Are we in denial about climate change?

Presentation at 'Climate Crisis' Public Meeting, Oxford.

16th February 2005

Interviews to mark the coming of the Kyoto Protocol into force

Interviews on BBC Three News and BBC Four- 'The World'.

18th February 2005

Living in an eco-house

Interview on BBC Radio Five Live.

14th May 2005

Eco-renovation. How to turn your house into a low energy eco home

Slide show and presentation at Eco-Living 2005 conference. CREATE Centre, Bristol.

27th May 2005

Climate change workshop

Oxford Community School, Oxford.

16th June 2005

How to achieve a low carbon lifestyle

Interview on Radio Five Live.

18th June 2005

Is Oxford a sustainable city?

Presentation on creating a low carbon future for Oxford at Museum of Modern Art, Oxford.

16th September 2005

Climate change motivation

Interview for "No-Return Les Exiles de Gaia", a Canadian film documentary

September 24th and December 9th 2005

Carbon accounting and low carbon living workshops

Oxford Department for Continuing Education, Advanced Diploma in Environmental Conservation.

November 12th 2005

Identifying strategies for communicating climate change.

Interview for 'Green Engage' Initiative.

Tuesday 22nd November 2005

Are we ignorant, insane or just very stupid?

QI Club, Oxford, "Blue Skies Thinking - Climate Change and What to Do About It" Speaker series

December 6th 2005

Climate change - what can we do about it?

Key note speech at Annual General Meeting of London 21 Sustainability Network.

EMPLOYEE AWARENESS PROGRAMME FOR NATIONAL GRID TRANSCO UK

In May 2004 COIN completed a major consultancy for National Grid Transco UK, the largest power transmission company in Europe, outlining a communications strategy for increasing employee awareness of climate change.

The recommendations, which included detailed proposals for messaging and

engagement activities, drew on motivation theory and best practice.

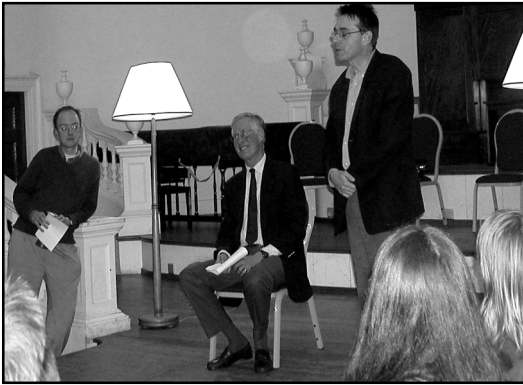
NGTUK began implementing the proposals during its Environmental Awareness week in June and COIN will be working with NGTUK on further implementation in 2006.

OUR PROGRAMME

COIN EVENTS LISTS AND NEWSLETTER

COIN administers e-mail lists for both national and Oxford climate change events. The lists are unique in being non-partisan and provide information on activities from across the whole breadth of the climate change movement.

From late 2005 we also began to distribute a short monthly newsletter of news about climate change and COIN. Our mailing lists currently reach over 500 people directly, with many more receiving the information through our partner organisations.



Richard Sexton from COIN introduces the Rt. Hon Michael Meacher MP to a packed meeting at the Holywell Music Rooms, Oxford in November 2004.

OXFORD SPEAKER SERIES

The Speaker Series consisted of seven monthly public presentations between May and December 2005, covering a range of the issues on the causes and solutions to climate change. The speakers are pre-eminent experts in their fields, chosen for their reputation, profile, and the clarity with which they communicate.

The Speaker Series is designed to be highly participatory to encourage personal contact, debate, and the exchange of experience. It aims to strengthen the community of people concerned with climate change within Oxford and increase of the profile of COIN within that community.

COIN Speakers in 2005

Facing Climate Change and Other Great Adventures

Joanna Macy - theorist in overcoming personal despair and disempowerment in the face of global environmental problems.

Scientists versus Environmentalists: which is the bigger obstacle to progress in solving the problem of Climate Change?

Mark Lynas - campaigner, journalist, and climate change author. Trustee of COIN.

Dr Myles Allen - head of the Climate Dynamics Group at the Oxford University Department of Physics.

Can you afford your holiday in the sun?

Dr. David Viner - lecturer at the Climatic Research Unit at the University of East Anglia.

Dr Paul Upham - researcher at the Tyndall Centre for Climate Change Research.

Sleepwalking into Disaster: are we in a state of denial about climate change

George Monbiot - journalist, broadcaster, and author. Member of COIN's Advisory Group.

George Marshall - Co-executive Director of COIN.

Homes for the Greenhouse

Gavin Killip - researcher for the 40% House Programme at the University of Oxford Environmental Change Institute.

6 Oxford Pioneers present the practical steps they took to achieve a 40% + reduction in their home energy consumption.

Will the Politicians ever save us from Climate Change?

Charles Secrett - former Executive Director of Friends of the Earth.

Jason Torrance - campaigns director, Transport 2000

Caroline Lucas, MEP.

I'm Dreaming of a Grey Christmas

Helen Young - lead presenter at the BBC Weather Centre.

Dr Stephan Harrison - Geographer in the University of Oxford.

COIN plans to continue its Speaker Series in 2006, with events such as 'Women and Climate Change', 'Climate Injustice in the Niger Delta' and 'Cutting the Carbs' already scheduled - along with an August climate change film screening and a COIN themed 'poetry slam'.

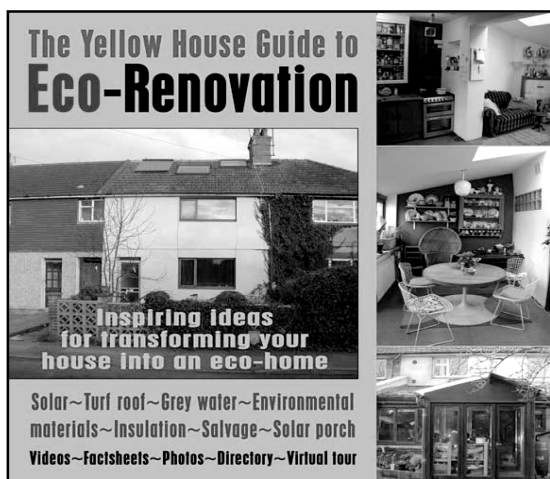
OUR PROGRAMME

CHALLENGE TWO

What will make people *want* to reduce their emissions?

Motivational research has consistently found that two of the key motivators for personal change are providing simple practical actions that people can take, and leading by example.

We believe that people are prepared to imitate what friends, colleagues and neighbours are doing. Few go it alone unless they have peer-support or a good example to follow. Many of COIN's activities aim to illustrate what is possible by example.



Cover of The Yellow House CD-ROM

THE YELLOW HOUSE WEBSITE AND CD-ROM

The Yellow House is a 1930's terraced house that has been renovated to reduce its electricity, gas and water consumption by two thirds. COIN saw the project as a powerful example of the simple changes that can be made to achieve a low carbon society.

COIN raised funding from the Millennium Grants to produce an interactive website and CD ROM of the house. The website www.theyellowhouse.org.uk includes a visual tour of the house, essays on key

themes of low energy design and a directory of contacts. It currently has around 700 'unique visitors' each month. The CD, which can be ordered through COIN, also contains six short videos and a photo gallery. Updating the website and promoting and distributing the CD-ROM are ongoing activities for COIN.

Praise for the Yellow House website and CD-ROM from experts and users

'The website certainly exemplifies all that can be done with an existing property and has some excellent guidance'.

Professor Peter Smith, Vice President for Sustainable Development, Royal Institute of British Architects.

'I honestly think your site is the best green DIY site I have come across. Well Done! I particularly liked the complete and honest explanations of what you had done, why and how you had done it. The reasoning is very sound and has spurred me back into action'.

Neil Kermode

'I love the site, sometimes I feel as if we are the only people living in the same considerate way as you but when I feel like this I take a look at your site again'!!

Katie Taylor

'Thanks for making available such high quality information and in such an appealing and digestible form'.

Nick Davies

'Thank you for putting together your brilliant web-site about the yellow house. I am just so happy to see a load of information about something which our family are trying to do thanks again for putting so much time and trouble into sharing your experiences.

Hazel Garlick

'Congratulations on your site. Anyone considering setting out on the journey to reduced energy consumption should visit it and benefit from your hard work and commitment. A heartfelt 'thank you'.

Niall Connolly

OUR PROGRAMME

THE CARBON CHALLENGE

The Carbon Challenge was an eighteen month joint project between COIN and the Centre for Alternative Technology (CAT).

The project worked collaboratively with seven households (rising finally to ten households) to monitor and reduce their emissions in three key areas - housing, transport, and consumption.

The households pledged to reduce their emissions substantially during the course of the year, through a range of lifestyle changes, aiming for a target of 2.5 tonnes of carbon dioxide per person per year (assessed by the Challenge as the globally sustainable level). The results of the Challenge appeared as articles in five

issues of the CAT quarterly magazine - *Clean Slate*, and built a strong following.

The households in the Challenge managed to reduce their emissions by up to 50%. Three of the households managed to reduce emissions per person to below the 2.5 tonne target - a quarter of the average national emissions.

The project was important for COIN both because it developed a methodology for personal emissions auditing and because it showed that sustainable low carbon lifestyles are fully achievable without recourse to new technologies. The details of the Carbon Challenge are featured on the website:

www.COINet.org.uk/projects/challenge

CHALLENGE THREE

What options, choices and incentives exist to *promote* and *reinforce* the desire of people to reduce their emissions?

“ONE STOP SHOP”

One of COIN's objectives is to ensure that knowledge of how to reduce emissions is held by people in a manner that is accessible, timely, authoritative and clear.

The One Stop Shop project seeks to address the greatest obstacle that people face in reducing their household emissions: the difficulty in obtaining easy market access to and information on energy saving products.

In 2004 COIN formed a partnership with Oxford City Council, Good Energy – the renewable energy company - and B&Q, Europe's largest DIY retail chain.

The partnership is developing ways to establish an integrated package of carbon and energy saving products, along with supporting information through B&Q stores. The intention is that the package could then be promoted by COIN in partnership with local authorities.

The project is currently in feasibility stage funded by the Energy Saving Trust Innovation Programme, after which we hope to attain funding for implementation in pilot areas.

CHALLENGE FOUR

What needs to be done to increase the success of people in reducing their emissions?

OUR PROGRAMME

INCUBATION PROGRAMME

COIN believes that effective public engagement requires a diversity of messages and styles. We also believe that the existence of a strong and vocal movement for change will be vital for generating the government policy changes needed to support personal emissions reductions.

The Incubation Programme provides a range of services to small organisations and new initiatives building public awareness and activity on climate change. These services include:

- Providing a tailored package of advice on communications and organisational strategy.
- Providing contact details for other organisations, media, and funding sources.
- Enabling access to people with complementary interests and skills.
- Providing a charitable funding conduit for projects which meet COIN's charitable objectives.

At present this is a small and informal programme funded out of COIN's core resources. It has no public face and participants are invited to join.

As soon as funding permits, COIN hopes to set up the Incubation Programme as a fully resourced and public programme with dedicated staff time and a small grants facility.

Organisations Supported by the COIN Incubation Programme in 2004-2005

Praise for the Incubation Programme



**Chris Shaw-
Executive
Director:
Theirfuture**

'The support I have received from COIN has been of the highest quality and has been provided in a professional manner. COIN's feedback and guidance has helped me create a robust and focussed framework for theirfuture. It is a great bonus to have such a knowledgeable, committed and skilled team to call on whenever I need help and support.'

Phil Thornhill, Co-ordinator: Campaign Against Climate Change

'COIN has supplied us with a valuable back-up resource with advice on any number of subjects constantly available. It has helped us with funding and most crucially of all with finding us a free office space- something we were desperately needing.'



**Tim
Helweg-
Larsen:
Animated
Resources.**

'COIN has been of immeasurable assistance to me over the crucial period of putting my fledgling organisation on its feet. COIN helped me to find affordable office space and has been a great support in advising me on how best to structure and to fund my organisation. It is great to know that they are there as a friendly and steady hand of help.'

Dr. Mark Levene, Director; Crisis Forum.

'COIN has provided invaluable advice for Crisis Forum, at a juncture when we have been seeking networking contacts and core funding for our upcoming programme of events and projects. COIN has thrown us a critical lifeline which has made our task much easier.'

ORGANISATION

Alliance Against Urban 4x4s
Feisty London based voluntary group campaigning against high consuming four wheel drive cars.
<http://www.stopurban4x4s.org.uk>

ASSISTANCE PROVIDED

Assistance with securing £5,000 funding for booklet putting the case against 4x4 cars.

<p>Animated Resources Innovative project to create animated policy briefing documents on climate change for distribution by e-mail and web.</p>	<p>Office space and computer in Oxford. Charitable conduit for £3,000 funding. Advice on structure and funding.</p>
<p>Campaign Against Climate Change A London based umbrella group for national demonstrations on climate change. www.campaignagainstclimatechange.net</p>	<p>Tailored package of advice on funding sources and outreach strategy. Secured a free office base in London Advice on organisational structures</p>
<p>Carbon Trade Watch An international network informing public debate on the social equity issues surrounding emissions trading www.carbontradewatch.org</p>	<p>Charitable conduit for funding applications. Processing a £10,000 grant from Network for Social Change.</p>
<p>Climate Concern UK A new organisation providing information materials and setting up groups at a community level www.climate-concern.com</p>	<p>Advice on funding sources</p>
<p>Cornwall Switch An initiative to encourage people in Cornwall to switch to renewable energy supply. www.cornwallswitch.org</p>	<p>Advice on strategy and organisational structures</p>
<p>Crisis Forum A new academic network based out the University of Southampton working to increase the profile of climate change within the academic community and to promote an interdisciplinary engagement. www.crisis-forum.org.uk</p>	<p>Advice about potential partners Presentation for inaugural conference Advice on strategy Contribution to book proposal</p>
<p>Flight Project A new initiative, currently in a feasibility stage, to use non-violent communication methods to encourage people to fly less. It is based out of the Findhorn Community. www.cnvc.org.</p>	<p>Advice on potential partners and contacts Advice on funding sources</p>
<p>Operation Noah An organisation providing information on climate change and emissions reduction to Christians through churches and faith groups www.christian-ecology.org.uk/noah/</p>	<p>Advice on funding and strategy. Input into business plan. Presentation on strategy to management committee.</p>
<p>Road Block An alliance and support network of community groups opposing the expansion of roads and road transport. www.roadblock.org.uk</p>	<p>Advice on funding Package of advice on organisational/ legal structures and staffing COIN has a seat on the advisory board.</p>
<p>Their Future A new organisation aiming to educate and mobilise the parents of young children around climate change www.theirfuture.org</p>	<p>Tailored package of advice including a half day workshop on strategy and communications messaging.</p>

NEW INITIATIVES FOR 2005/6

CHALLENGE ONE

What do people need to *know* in order to reduce their emissions?

PERSPE

CTIVES ON CLIMATE CHANGE

NEW INITIATIVES

In 2005, COIN launched a new resource called *Perspectives on Climate Change*. 'Perspectives' gathers together the opinions of leading thinkers, politicians and environmental activists on how we can stop climate change and create an environmentally sustainable future.

Five 'Perspectives' were prepared from Michael Meacher, George Monbiot, Joanna Macy, Caroline Lucas and George Marshall.

SKEPTIC WATCH

For the past 15 years a small number of highly motivated and well resourced 'climate skeptics' has actively undermined the scientific consensus and persuaded many people that climate change is an exaggerated problem or is still a matter of unsettled debate. COIN's remit to study public motivation must include and recognise the role of the skeptics as a major demotivational force.

The Skeptic Watch project will track the climate skeptics and their arguments and develop a strategy to reduce their prominence. A dedicated website will contain a fully referenced directory of skeptics, their arguments, and their funding sources. It will also study the inter connections between individuals and organisations.

The project will also engage directly with skeptics in the media, and will work with scientists to challenge the editorial opinion that there is a 'debate' between scientists and skeptics.

SPEAKER TRAINING PROGRAMME

There is very strong public interest in climate change but at present environmental organisations and the news media find it hard to identify high quality speakers.

High quality speakers ensure high turn outs. A debate in COIN's 2005 Speaker Series.

In order to deal with this 'expertise gap', COIN has designed a comprehensive

speaker training programme, which equips the trainee with the ability to speak confidently, expertly and eloquently on climate change, its causes and solutions. Complete with a 'template talk', the COIN speaker



training will enable ordinary people interested in climate change to go back to their communities and spread the message to others in their peer group.

All speakers attending the training will be invited to become partners in a national network, lending their own names to the network and recommending other speakers. COIN will seek additional funding for the establishment and launch of a speaker network, and will work in partnership with existing networks, such as that of Climate Concern.

CHALLENGE TWO

What will make people *want* to reduce their emissions?

COIN's priority over the coming year is to develop initiatives which show how each one of us can stabilise our greenhouse gas emissions and build a low carbon future. The three projects below will be seeking funding as stand alone proposals, yet are designed to be mutually reinforcing, building a shared resource of materials and a methodology for public engagement.

OXFORD STUDY ACTION GROUPS

COIN is developing Study Action Groups on climate change for supporters who wish to take practical action, supported by a community of like-minded people.

SAGs are a well established method for building personal motivation. Their strength lies in the sense of shared learning and discovery, and the encouragement and support that members give to each other.

The Climate Change SAGs will look at climate change as an issue, and the practical actions that members can take – both individually and collectively – to reduce their greenhouse gas emissions. Members of groups will support each other through the sharing of their personal concerns, their frustrations and ideas for action.

In October 2005 COIN convened an advisory group composed of seven highly experienced facilitators: Isobel McConnan, Liz Gould, Fran Ryan, Cliff Jordan, Jo Hamilton, Kate Lonsdale and Clare Symonds. The group will meet every six weeks to design, direct and appraise the project.

The membership of the SAGs will be drawn from the regular attendees of COIN's Speaker Series. Nearly 100 COIN supporters have expressed interest in participating with the SAG

programme, and enormous potential exists for 'scaling up' the programme to a regional or national level. COIN has enlisted the support of five expert facilitators, kindly donating their time to the project, who will provide advice and guidance to the groups. Regular 'check up' events will enable the groups to network with each other, recruit new members, and feedback their experiences to COIN.

As well as enabling our supporters to deepen their engagement with the issue of climate change, COIN hopes to learn valuable lessons from the SAG project. The feedback received from participants, across a whole range of different areas, will enable us to better design and tailor our messages and materials. The SAGs will act, in essence, as COIN 'focus groups', dedicated to exploring in depth the best ways of engaging the public to take action on climate change issues.

During 2006, COIN will be seeking funding to expand the climate SAGs programme, as well as producing a detailed methodology to enable others to learn from our experiences.

NEW INITIATIVES

THE LOW CARBON LEARNING NETWORK

COIN recognises that the ultimate success of its work requires it to reach people across the country. COIN believes that people practising a low carbon lifestyle can have greater impact when they form part of a strong network or can identify themselves as a community of practitioners.

COIN aims to use knowledge sharing as a key element of its work. Using open source software COIN aims to build a web-enabled knowledge-sharing platform, which will be used for capturing and sharing knowledge on low carbon living.

This will be a collaborative project to create and sustain a community of “like-minded” learning- network members. It will enable them to work collaboratively to develop and maintain knowledge about low carbon living.

The Network will aim to capture and share:

- information on a particular subject, issue or process.
- assistance for members to find related resources, such as examples, case studies, experts and documents for further investigation.
- tools needed for individual members to communicate effectively with each other and contribute to the building of common resources.

COIN intends the Low Carbon Learning Network to follow and benefit from the experience of the Oxford Study Action Groups, the Oxford Carbon Challenge, and the Ecovation Manual. All of these projects are based on a similar methodology of peer sharing of experience and knowledge. Between them they will build a large resource of materials for the Learning Network.

ECOVIATION INITIATIVE

COIN’s work has already established that people are very interested in the practical things they can do to reduce the climate impacts of their homes. Our Yellow House website (see page 7) receives 700 unique visitors every month and our October 2005 speaker event “Homes for the Greenhouse”, in which people shared their practical experience of home renovation had a capacity audience.

We have also observed that there is a serious lack of practical information and guidance in this area. Although the governments own emissions targets would require the major renovation of every house, it is still new building that receives the attention from politicians and architects.

The Ecovation Initiative will meet this opportunity with the combination of peer-to-peer learning and practical advice that are the hallmarks of COIN’s style. It will create a web-based community through which renovators can share their experience, tips, and frustrations and load up text and images of their own projects.

This is the first time such a project has been attempted in Britain or, to the best of our knowledge, anywhere on the internet.

The website will also contain a forum for the direct exchange of experience and a large directory of product and installer contacts. COIN sees the website as the ‘flagship’ project for a programme that it hopes will grow to include an active independent network, a printed manual and a national eco-house open day

In 2005 COIN prepared a detailed project proposal for funding in 2006 and formed an expert advisory group which includes: Professor Peter Smith, author of “Eco-Refurbishment”; Professor Sue Roaf, author of “Ecohouse- a design guide”; and Nigel Griffiths- a specialist builder and manager for South West Eco-homes

NEW INITIATIVES

CHALLENGE THREE

What options, choices and incentives exist to *promote* and *reinforce* people's desire to reduce their emissions?

“ONE STOP SHOP”

In 2006 COIN will deepen its collaboration with other organisations and institutions to increase the range of options, choices and incentives available for people who want to live low-carbon lifestyles.

Our Energy Saving Trust funded feasibility study is scheduled for completion in early 2006. Depending on the outcome of the study, we hope to continue the project to pilot implementation in five B&Q stores up and down the country.

COIN is also exploring how the take up of carbon/energy saving products could be promoted and monitored within

the framework of the Home Energy Conservation Act (HECA).

HECA places an obligation on local authorities to draw up plans to increase domestic energy efficiency in their area by 30% over 10-15 years.

The importance of HECA is that it generates a self-selected group of people who voluntarily complete energy audits and seek energy efficiency advice. The "One Stop Shop" provides a means of consolidating climate information as well as developing closer working relationships with Local Authorities who have either adopted climate change strategies, or who are signatories to the Nottingham declaration on climate change.

CHALLENGE FOUR

What *needs to be done* to increase the *success* of people in reducing their emissions?

LIGHT SWITCH!

One of the most basic steps towards a lower carbon society is replacing incandescent light bulbs with compact florescent (so called 'low-energy') CFL bulbs which use up to 80% less electricity.

Despite incentives and publicity the take up of CFLs is still far too low. COIN is currently evaluating the potential for a government policy to speed up the transition by removing incandescent

light bulbs from the general public market.

If the feasibility study establishes the political, technical and economic justification for such a 'forced' transition, COIN will prepare a detailed public report arguing the case for a policy change and will work with other organisations and the media to build public support for the proposal.

WHO WE ARE



The COIN Team: July 2005.

From left: Richard Sexton, Claire Stentiford, Sally Salem, George Marshall, Matthew Carroll.

OUR PATRONS

The Rt. Hon. Michael Meacher MP
UK Minister for the Environment 1997-2003

Penny Poyzer
Community activist, campaigner for lifestyle change and presenter of BBC2 series "No Waste Like Home"

OUR TRUSTEES

Mark Lynas
Environmental journalist, campaigner on climate change, and author of the best-selling book - '*High Tide: News from a Warming World*'.

Paul O' Connor
Executive producer for Undercurrents Foundation, a multiple award winning charity producing and distributing videos for community environmental groups.

Cliff Jordan
Director of Braziers Park Community and Educational Trust. Cliff has twenty five years experience in facilitation and motivation training.

OUR ADVISORY BOARD

George Monbiot

Award winning environmental journalist and broadcaster. Visiting professor of planning at Oxford Brookes University. Recipient of the United Nations Global 500 Award for outstanding environmental achievement.

Dr. Elizabeth Fisher

Lecturer in environmental law and fellow of Corpus Christi College, Oxford. Liz specialises in the analysis of risk and the problems created by scientific uncertainty.

Lucy Ginsberg

Primary school teacher with ten years experience of working with children from ethnic minorities.

Eka Morgan

Radio journalist and environmental consultant. For five years editor of Friends of the Earth International's magazine "Link".

Dr. Anna Lawrence

Leader of the Human Ecology Programme at the Oxford University Environmental Change Institute. Anna specialises in the use of participatory learning methods.

ABOUT COIN

THE COIN TEAM

George Marshall **Co-Executive Director**

George has seventeen years experience in research and campaigning and outreach for environmental and indigenous rights organisations. He has worked as a senior campaigner for Greenpeace and the Rainforest Foundation, and as a policy consultant to the German and Papua New Guinean governments. He has authored fifteen major reports and won nine awards for his video documentary work.

Before joining COIN George was one of the founders and co-ordinators of *Rising Tide*, a national network of grassroots climate change campaign groups. He has spoken and written widely on climate change issues and sustainable lifestyles including articles for *The New Statesman*, *The Guardian*, and *The Ecologist*.

Richard Sexton **Co-Executive Director**

Richard has an organisational learning background and has worked for a wide variety of organisations including Oxfam, the Ford Foundation, Department for International Development, Christian Aid, Health Unlimited and Education Action International.

Richard has ten years overseas work experience in the Middle East, where he has worked as project manager with the British Council and as a Trust Fund manager under the World Bank's Emergency Assistance Programme to the West Bank and Gaza Strip, where he was responsible for some \$36 million of development grants.

Matthew Carroll **IT and Web Design**

Matthew trained as an atmospheric scientist and now works independently on climate change and related social justice issues. He is a former trustee of the Woodcraft Folk and is coordinator of the United Nations Commission on Sustainable Development Youth Caucus.

Councillor Matthew Sellwood **Project Manager**

Matt Sellwood joined COIN in July 2005, and is a City Councillor representing Holywell Ward for the Green Party. In 2004 Matthew was co-founder of the 'Switch to Green Coalition', a campaign group which succeeded in switching Oxford University to 'green electricity' - saving approximately 50,000 tonnes of CO2 per annum.

Sally Salem **Administrator**

Sally worked for COIN until July 2005 on a British Council placement. Sally's background is working with youth environment groups in Egypt.

Other Contributors to COIN

Richard King
Graphics and Design.

Clare Stentiford
Bookkeeper.

Bob Kahn
Funding research.

Miriam Prys
Research and project development.

Andrew Wood
Sandy Kennedy
Events assistance.

Fran Ryan, Isobel McConnan
Liz Gould, Fran Ryan, Jo Hamilton
Clare Symonds
Facilitators and advisors for the Action groups programme.

COIN would also like to thank all the people who have taken the time to give us expert advice including:

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John Gordon, Gavin Killip, Liz Reason,
Chris Chuch and many others.

