

Carbon Literacy Project Ideas

Doing it less: Transport

Taking fewer or shorter car journeys



'Doing it less' for journeys means reducing the need to travel, or the length of the journeys we need to make.

Project aims

- Fewer car journeys are made.

How does that save carbon? What's the measurable outcome?

All motorised forms of transport result in carbon emissions – whether this is from combustion of petrol/diesel or electricity. Reducing the amount we travel – either by taking fewer journeys or making shorter journeys – means less fuel is burned and therefore carbon emissions are reduced.

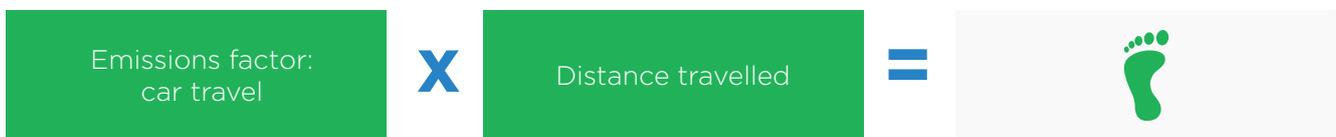
Measurable outcome: Reduce travel by private car.

The CCF reporting tool and data collection guidance explains how you can monitor and evaluate how much your project has saved.

Before project



After project



Carbon footprint from car travel.

What are the co-benefits? What are the potential 'community outcomes'?

Less time travelling means more time to do other things. Reducing car journeys in the community can lead to improvements in local air quality. Encouraging people to shop or use other services locally could also be beneficial to the local economy.

How do we demonstrate co-benefits?

Local air quality: This is difficult for a community group to measure. If you're monitoring travel to a specific site – e.g. high street or school gate, you could use an indicator such as number of cars to give you a sense of whether your project is likely to be having a benefit.

Local economy: Alongside collecting data about people's travel habits you may be able to collect data about changes to people's shopping habits, to evidence increased use of local shops and services.

What are the risks?

Although we know families waste a lot of food people are very reluctant to admit it. A report by WRAP in 2017 <http://www.wrap.org.uk/sites/files/wrap/CFWP%20Survey%20Spring%202017.pdf> showed that 60% of us underestimate how much food we throw away. This means it can be difficult to engage people with workshops etc. in the first place.

Avoidable vs. unavoidable food waste: It's important to make the distinction between these two, especially for monitoring purposes. In this section we are talking about 'avoidable food waste' which means food that could have been eaten but gets thrown away. Unavoidable food waste refers to things like egg shells and onion skins.

How do you support your community to take fewer and shorter journeys?

Designing your project: If you wish to develop a project to reduce food waste, you should investigate what are the most important barriers and opportunities in your community. Your consultation could look into:

1. What kinds of food do people in your community most often waste?
2. How likely people are to take part in your proposed activities.
3. What are the reasons that food gets wasted in your community?
4. What assets are there in the community, or wider opportunities, that could support your project aims?

The four questions, four zones grid from Shifting Normal can help you identify factors that could influence the willingness or ability to reduce food waste.

Example project activities

Below are some examples of typical activities that CCF projects run in order to reduce food waste.

Awareness raising: Campaigns that raise awareness of the issue in the community and share messages about tackling food waste.

Cooking classes: Practical classes to teach people skills to cook meals from scratch whilst also teaching messages around food waste reduction.

Community meals: Some communities find a workshop/class format too formal and find that communally cooked meals are good way to build confidence and share messages around food waste reduction. The SHRUB Co-Op ran regular 'Disco Soup' events, where soup was made out of leftovers, whilst DJs and live musicians provided entertainment.

Redistributing unused food: These projects look to intercept food that households or business can't eat and make it available for others. Edinburgh Foodsharers use social media to allow people to make unwanted food available to other members of the community. Community fridges are a new and popular type of project providing a drop-off/pick-up location for making unwanted food available.

Community recipe books: Collecting and sharing recipes for using up leftover food can be a good way to make use of the skills and knowledge in a community. NKS did this, focussing on the South Asian community in Edinburgh, with lots of recipes for using up leftover rice.

Visit our website to view a selection of case studies from past CCF projects:

www.keepsotlandbeautiful.org/ccf

