

**ARE YOU  
GOING  
TO MEET  
NI186?**



# **YOU CAN WITH CRed**

**Most people now understand the necessity to reduce greenhouse gas emissions (GHG).**

**Action by Local Authorities will be critical in achieving the Government's climate change objectives.**

**Local Authorities (LAs) and Local Strategic Partnerships (LSPs) are uniquely placed to provide vision and leadership to local communities on this issue by raising awareness and influencing behaviour change.**

- How do you communicate your ambition?**
- How do you know that the actions you are undertaking are appropriate or having an effect?**
- How do you collect the results, monitor, evaluate and report on progress?**

**THE CRed SYSTEM CAN HELP YOU!**

# WHAT IS THE CRed SYSTEM?

**The CRed system is an online carbon reduction tool which records individuals' carbon saving actions in the form of pledges. The system tracks and reports on pledges which visibly demonstrate behavioural change within the community and calculates the estimated carbon savings made.**

The CRed system provides local identity and ownership for carbon reduction activities and a focal point and forum for ideas bringing individuals together to build a visible local low carbon community.

## HOW DOES THE SYSTEM WORK?

**The CRed system raises awareness of the importance of carbon reduction by helping participants understand the profile of their emissions while enabling the Local Authority (LA) to collate the results. CRed's unique format of pledge pathways enables individuals in the community to pledge energy-saving actions to help them reach their carbon reduction ambition.**

With communication playing a central role, the CRed System forms the backbone of your community engagement programme by enabling a Local Authority or Local Strategic Partnership (LSP) to demonstrate its ambition and communicate it to local individuals, groups and businesses.

## KEY CAPABILITIES:

- Dynamic user interface helps users to select the most suitable pledges, providing a carbon total for the pledges made and completed
- Pledges can provide local links to assist the user to complete the pledge
- Visible totals; members in a community, total pledges made and possible carbon savings
- Communication tools provide a forum for news, events, case studies of best practice and information
- You manage your community through an administrative system, including reporting, marketing and communication tools

**E.g. for CRed Norfolk and CRed Central it is possible to see that the three most popular pledges are;**

- 1. Switch off appliances: 10956 pledges**
- 2. Install 3 energy saving light bulbs: 10629 pledges**
- 3. Save heating by putting on a jumper: 8528 pledges**

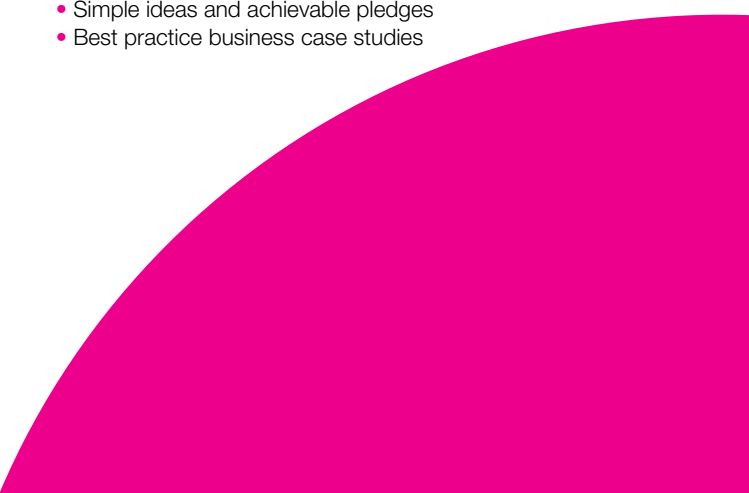
This information and the associated contact details could assist to identify receptive individuals for future energy saving campaigns.

## WHAT ARE THE BENEFITS OF THE SYSTEM?

# HOW WILL YOUR LOCAL AUTHORITY MEET NI186?

**Reducing your authority's per capita carbon emissions can require costly planning, engagement, recording and reporting activities.**

The CRed system is designed to simplify emissions reporting and facilitate emissions reduction. Its adaptable user interface means it can become an identifiable, local element of your authority's low carbon ambition.

- Flexible branding in line with local campaigns or programmes
  - Reporting tool to inform your community and staff of progress
  - Communication tools to disseminate ambition, news, events and case studies
  - Hosted and maintained in a secure environment
  - Online and accessible to everyone with internet access as well as others by completing paper-based pledge cards
  - Simple ideas and achievable pledges
  - Best practice business case studies
- 

# WHAT ARE THE ADVANTAGES OF THE CRed SYSTEM?

The issue of climate change can seem like an ever-shifting terrain. Now that reporting climate change data forms part of the National Indicator, the ability to inform and report with accuracy is vital. As new information arrives and changes in your area take place, you will require a flexible, adaptable system.

Securing behaviour change is a long-term activity. The CRed System has been designed with the future in mind:

- An array of functions (and, if required, bespoke capabilities)
- The CRed pledge carbon emission and success factors can be amended to reflect a local energy mix
- With links to the world renowned School of Environmental Sciences at the University of East Anglia, CRed is at the centre of climate change research and expertise

## HOW WILL THE CRed SYSTEM HELP MY ORGANISATION?

The CRed team will host and maintain your CRed System, tailoring the interface to meet your requirements. We will deliver training to your administrator to ensure you achieve the maximum benefit.

We can also offer comprehensive post-delivery support and assist with internal and external marketing campaigns and bespoke evaluation to improve the level of engagement and ensure you get the most from your CRed system.



A CRed volunteer dresses as a washing machine to help promote energy saving

# WHAT TO DO NEXT?

For more information on the CRed System and to arrange a demo please click the CRed Systems button on [www.lcic.com](http://www.lcic.com) or call **01603 591366**

## WHAT ELSE CAN WE DO?

We can also:

- Offer a carbon evaluation of products, services and operational processes in terms of their full life-cycle carbon impact. This can help establish baseline emissions against which to measure progress
- Deliver a report citing the latest research to recommend how to monitor progress, engage staff and make further improvements over time
- Deliver seminars and master classes to create capacity within your organisation to manage and reduce its own carbon footprint and capitalise on opportunities to develop low carbon services