



# case study

## The Big Green Challenge

The National Endowment for Science Technology and the Arts (NESTA) January 2008 – October 2009



### Project Summary

The Big Green Challenge is NESTA's £1 million prize fund to encourage the development and implementation of new community approaches that will lead towards a 60% reduction of greenhouse gas emissions in communities.

CRed has the significant task of helping NESTA to devise a scoring and evaluation system and supporting competitors with the challenges of monitoring, evaluating and auditing the greenhouse gas reductions attained by their community initiatives.



A 100-strong shortlist of UK groups competing to earn a share of the million-pound Big Green Challenge prize fund has been drawn up with a wide range of innovative ideas that stand a significant chance of tackling climate change in their communities. CRed is carrying out an evaluation exercise on the 100 shortlisted entries, reducing them to 10 communities.

From the 1st November 2008 to 31st October 2009 these 10 communities will implement their ideas. CRed will support all 10 communities in monitoring, evaluating and auditing their greenhouse gas reductions before assisting NESTA in selecting an overall winner.

*what CRed did, results and benefits...*



## The Big Green Challenge

### What We Did

CRed is working with NESTA and the communities participating in The Big Green Challenge to:

- Develop an application form and scoring mechanism for assessing 100 community applications.
- Provide carbon reduction expertise for assessing those applications, with particular CRed focus on assessing applicants' greenhouse gas reduction intent, viability and monitoring techniques.
- Provide greenhouse gas reduction information and data for the general public on the Big Green Challenge website.
- Help competitors with the monitoring, evaluating and auditing the greenhouse gas reductions attained by their community initiatives and assisting competitors completing their Stage 2 application forms. This was done by attending Big Green Challenge events and providing telephone and email support support.
- Directly support the 10 shortlisted communities in calculating their baseline emissions and subsequently monitoring, evaluating and auditing the communities greenhouse gas reductions throughout the Big Green Challenge year which runs from 1st November 2008 to 31st October 2009.
- Assist NESTA in selecting an overall winner.

### Results and Benefits

It is envisaged that the communities who have entered the competition, even if they do not go through to the final stage, will still continue with their community innovations. Thus the Big Green Challenge is not all about the ultimate winner but a diverse number of community innovations being implemented that will inspire others to make similar significant greenhouse gas reductions.

Ultimately, it is hoped that the winning community will provide a greenhouse gas reduction initiative that can be cost-effectively replicated in communities throughout the UK and beyond, making very real, significant and sustainable reductions in greenhouse gases.

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