



case study

Birmingham Cutting your CO₂

Birmingham City Council July 2007



Project Summary

Through the Birmingham Sustainability Partnership, Birmingham City Council wanted to engage with its local and varied communities on the issue of climate change and carbon reduction and needed a credible, proven mechanism to achieve this.



What We Did

Birmingham City Council asked CRed to deliver a system and engagement programme based on our established history of understanding the issue, a wealth of experience in engaging with the public and communities which would enable Birmingham City Council to accurately measure and communicate the results of their carbon reduction programme.

CRed's role in Birmingham's campaign included:

- Attendance at preliminary meetings to build upon the relationship between CRed and Birmingham City Council and to clearly define Birmingham's requirements.
- Delivery of the website; offering advice on content, liaising with the web developers and maintaining regular contact to ensure that the delivery date was met. This included bespoke changes to the website design.
- Advising on the promotion of the BirminghamCutting CO₂ campaign, news items, display materials etc.
- Advising on pledge gathering materials, pledge cards and on-line pledges.
- Providing the benefit of the experience of other CRed communities in terms of what activities had been most successful.
- Delivery of training in Birmingham to help familiarise the local administrator with the CRed system and answer any questions prior to launch.

results and benefits...

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Results and Benefits

The CRed pledge system was launched in July 2007 as part of the 'Birmingham Cutting Your CO₂' campaign. By the end of the first week it had gained 10,000 carbon-saving pledges.

In response to Birmingham City Council's ambitious carbon reduction-goals, the CRed system has been adapted to reflect those goals. In particular, reporting information has been incorporated which meets the reporting requirements for government National Indicators, specifically NI 186 – CO₂ reduction per capita.

In 2008 – 2009 Birmingham City Council hope to achieve a CO₂ reduction of 1.5% (or a total of 100,000 tonnes) through engagement with individuals, community action and by putting into place varied energy-saving projects.

CRed Central is delighted to have a link with Birmingham City Council and Birmingham Cutting Your CO₂. As the UK's second largest city, with a population of around a million it provides a great example of how a CRed system is able to play a part in a whole city's climate change ambition.



For further information
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