

Measuring Carbon Intensity

Objectives

- To provide an indication of the carbon intensity of different activities
- To use these figures to develop campaigns that would provide the largest reduction in GHG emissions for the same amount of effort
- To show how difficult it is to calculate the difference between different activities
- To provide an optimistic approach

Instructions

1. Exaggeration: everyone stands in a circle. Without telling anyone, everyone chooses a person to copy. When you say go, everyone has to try to stand as still as possible, but people will inevitably make small movements. Each participant should copy their chosen person's movements, but exaggerate them just slightly. The game ends when everyone is jumping in the air or rolling on the floor. This energizer shows how small changes can make a large impact.
2. Split participants into 6 groups. Ask each to brainstorm on things they could change to fight climate change related to the following aspects:
 - Home
 - Work/school/university
 - Garden
 - Food
 - Transport
 - Infrastructure
3. From these brainstorms, ask everyone in the group to choose one thing within their topics that if carried out, they think would make the biggest reduction to GHG emissions. Ask them to write this on a post-it, then stick it to themselves. People can put the same thing if they both think it has the largest impact.
4. Now ask everyone to try to form a line, with high impact carbon reduction activities at one end of the room, and lower at the other end. They should discuss why with each other.
5. When we have a vague line, ask everyone to say what they are. Then get everyone to stick their ideas to the wall, still in order. This should take around 15 minutes.
6. Now, as a whole group discuss why they put this order. Were there any disagreements? Was anything easy to place? Was it hard? Why? Discuss that you cannot order without a specific measurement, which cannot be applied generically to all activities.
7. Split into groups and give each group a type of resource (books, internet etc – group sizes depend on what resources are available). Give participants 20mins to look up what the literature believes to cause the highest CO₂e emissions and to see if their own scale represents all of the issues. Use sources such as:
 - 'How Bad are Bananas?' (Berners-Lee 2010)
 - BBC Bloom – <http://www.bbc.co.uk/bloom/>
 - Zero Carbon Britain (downloaded at - <http://www.zerocarbonbritain.com/>)
 - 'How to live a low-carbon life' (Goodall 2007)
 - 'Time to Eat the Dog?: The Real Guide to Sustainable Living' (Vale & Vale 2009)
8. During this research time, ask participants to re-arranging and add more examples on post-it notes to the wall if needed. Feedback with whole group discussing the new arrangement.
9. Discuss other issues that arise, for example, sometimes reducing emissions doesn't comply with other values, e.g. organic eggs produce more emissions than battery eggs.



10. The participants should now have a general idea about what aspects of the average European lifestyle are highly energy consumptive. We can now focus this, and start to plan a campaign that would be high impact, realistic to achieve and specifically targeted towards their community.
11. Ask participants to get into their own country groups. Ask each group to highlight the key areas that a campaign could focus on to improve their community's carbon footprint.

Questions for Reflection

- How important is it to the world that we change our lifestyle?
- How important is it to the world if climate change is dealt with on a political level?
- Is the world interconnected? How do our actions affect others in the world?
- Is climate change a local problem?

