



# HELSTON FOOTPRINTS

A step in the right direction

©Helston Climate  
Action Group 2020

**GEOM403 Independent Work-Based Learning Report**  
**Student Number: 700071729**

# Foreword

In March 2019 Helston Town Council declared a Climate Emergency and subsequently set the goal of reaching carbon neutrality by 2030. To help achieve this goal Helston Climate Action Group (HCAG) began collaborating with Helston Town Council and Helston Community. Resultingly HCAG curated and led a variety of climate positive projects including Forest for Helston, Helston Climate Hub, Helston Repair Café and most recently Helston Footprints.

Helston Footprints project was designed in 2020, with the hope of engaging a wider number of Helston residents with climate change. More specifically, the goal of the project was to help individual households reduce their carbon footprint. This was to be achieved using Giki (a carbon monitoring website) as a mediator between the HCAG and participants.

The project was due to be completed in Spring 2021. However, this project was significantly impacted by COVID-19 which resulted in a low participant engagement and therefore some elements of the project changed throughout.

Funding was received from Helston Town Council, The Rotary Club of Helston, Giki Zero, Carbon Buddy Project, University of Exeter and Climate Vision.



# Contents

## Table of Contents

1.	Introduction.....	p1
2.	Project Planning.....	p2-5
2.1	Giki Zero.....	p2
2.2	Research.....	p3
2.3	Survey Building.....	p4-5
3.	Project Outreach.....	p6-9
3.1	Press Releases.....	p6
3.2	Leafleting.....	p7
3.3	Blog Posts.....	p8
3.4	ISM Model.....	p9
4.	Project Outcomes.....	p10-13
4.1	Giki Achievements.....	p10-11
4.2	Survey Results.....	p12
4.3	Summary of Actions.....	p13
5.	Appendices.....	p14-21
5.1	Appendix A – Research Notes Example.....	p14
5.2	Appendix B – Footprints Questionnaire.....	p15-17
5.3	Appendix C – Footprints Leaflet.....	p18-19
5.4	Appendix D – Leafleting Blog Post.....	p20
5.6	Appendix E – Giki Blog Post.....	p21
6.	References.....	p22



# 1. Introduction

This evaluative report has been commissioned by the University of Exeter to provide an overview of my contributions to Helston Footprints Project.

During the planning stages of the project, I joined as a placement student from the University of Exeter. My role involved helping with three main areas of the project: Project Planning, Project Outreach and assessing Project Outcomes. Therefore, examples of work I produced during each of these three stages are demonstrated throughout the report. My work for Helston Climate Action Group not only helped in the delivery of Helston Footprints Project, but it helped lay out a roadmap for future council's to potentially adopt.

Although the project is ongoing and I am still helping, my placement ended officially with Helston Climate Action Group when I finished assessing the project outcomes. This placement took place for a total of approximately 50 hours during November 2020 – March 2021.



©Helston Town Council



©Helston Climate  
Action Group 2020



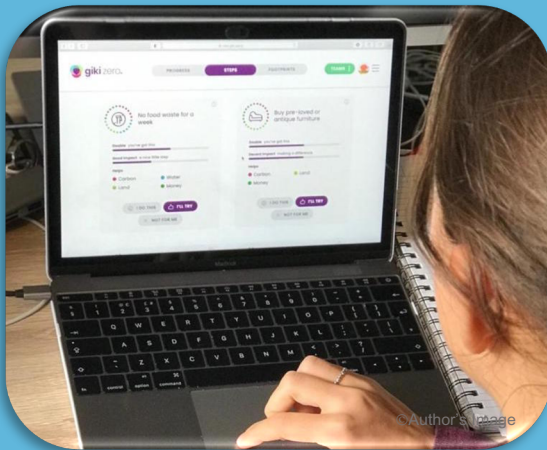
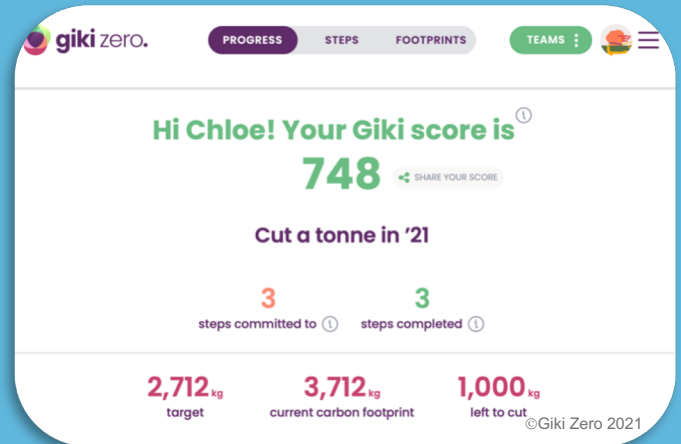
©Giki Zero 2021



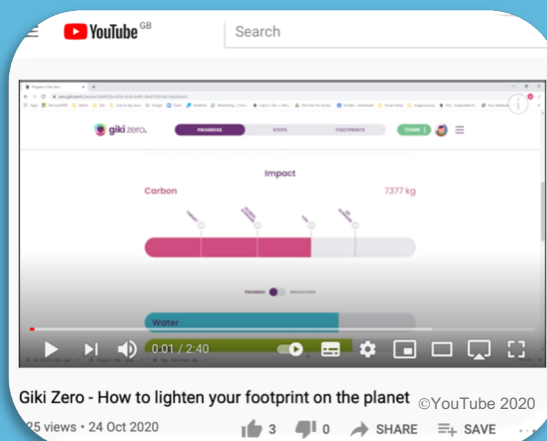
## 2. Project Planning

### 2.1 Giki Zero

Giki itself stands for 'Get Informed: Know (your) Impact'. Giki Zero is the software used to monitor individual and household carbon footprint levels. It also gives you easy steps to reduce your carbon footprint such as 'switch from shower gel to soap', and then you can log when you have completed this.



Originally, I was going to be involved in training participants who joined the project on how to use Giki. This meant that one of my first tasks was signing up to Giki and familiarising myself with the website. Throughout the project I also had to keep a log of any steps I had made to reduce my footprint. As the uptake of the project was low, I never did train others, but I was fully prepared to do so if needed.



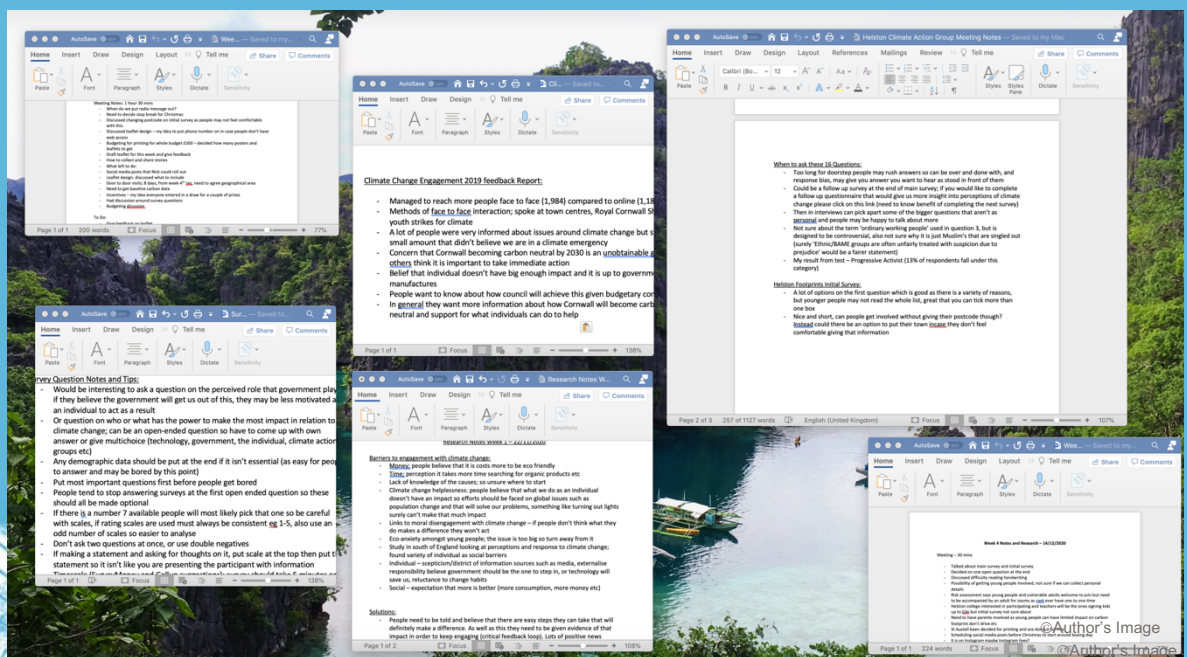
## 2.2 Research



A large part of my role involved researching a variety of topics and some of the resulting notes can be seen in the picture below (a full version demonstrated as Appendix A). This includes research into Climate Outreach's Britain Talk's Climate Report (Wang et al., 2020). In this report there were 16 'Golden Questions' which

Helston Footprints wanted to ask the public, to help determine what style of environmental intervention works for each group. I was tasked with researching these questions and suggesting an opportune time to ask them. My recommendations were as follows:

- These questions appear too long to be asked at people's doorsteps during the engagement phase of the project.
- At the end of the main survey which we are asking all participants to complete, there could be an optional follow up questionnaire containing these questions which participants could complete.
- Alternatively, these questions could be asked during the interview phase of the project when the answers can be explored in more depth.
- We may want to reword the term 'ordinary working people' used in Question 3, as this may cause unintended offence to individuals.



## 2.3 Survey Building

A large part of the project was establishing a baseline level of existing knowledge everyone had before joining the project and investigating individual motivation for joining the project. In order to achieve this, I helped Helston Climate Action Group develop a survey which can be previewed below. A few of my contributions to building the survey were as follows (full version shown as Appendix A):

### Helston Footprints Questionnaire - January 2021

Thank you for joining Helston Footprints. This is a new Helston Climate Action Group project designed to help us on our journey to being carbon neutral by 2030.

During the project we will explore our carbon footprints and look at ways we can work together to reduce them.

We are asking everyone to take part in a survey at the beginning and end of the project, so we can see how far we have travelled.

The information you share with us may be used by Helston Climate Action Group and the University of Exeter (who are working with us on this project) in our reporting. However this will be anonymous unless you give specific permission for us to use any personal details, for example, in a case study. We respect your privacy and will not pass your personal details on to anyone else without your consent.

The survey takes around 10 minutes to complete. Thank you!

©Author's Image

I ensured that participants could tick as many boxes as they wanted in relation to how they found out about the project, as often it can be from multiple sources. I also helped think of potential reasons why people might want to join the project itself.

My research suggested that the survey should be no longer than 10 minutes long, after this length of time there is said to be a high abandonment rate (Survey Monkey n.d). Therefore, we all tested how long the draft survey took to complete and cut out questions accordingly. I also suggested the time it takes to complete be advertised at the top of the survey to encourage uptake.

#### How did you hear about Helston Footprints? \*

- ☐ Social media
- ☐ Helston Climate Action website
- ☐ Poster in town
- ☐ Flyer through my door
- ☐ Speaking to someone in the Helston Footprints team
- ☐ Family / friend / colleague
- ☐ Other: \_\_\_\_\_

#### Please tell us why you joined Helston Footprints (tick as many boxes as you want) \*

- ☐ I want to show my children / grandchildren that we can do something positive
- ☐ I want to see nature thriving
- ☐ I have already started reducing my carbon footprint. I would like to find out what other steps I could be taking
- ☐ I want to encourage other people to join in with me
- ☐ I think it will help me save money
- ☐ I have heard that buying things locally is good for the planet
- ☐ I want to do something good for my community
- ☐ I am worried about the future
- ☐ I watched David Attenborough's documentary and I want to do something to help
- ☐ Other: \_\_\_\_\_

©Author's Image

## 2.3 Survey Building

I suggested we state why we needed people's postcode, so participants knew there was no security threat.

What is your postcode? (this is to help us learn which areas we have reached with this project) \*

©Author's Image

How well informed do you feel about climate change? \*

- ☐ I feel very well informed
- ☐ I feel reasonably well informed
- ☐ I know a little
- ☐ I don't know very much

How worried, if at all, are you about climate change? \*

- ☐ Extremely worried
- ☐ Very worried
- ☐ Somewhat worried
- ☐ Not very worried
- ☐ Not at all worried

When, if at all, do you think the UK will feel the effects of climate change? \*

- ☐ We are already feeling the effects
- ☐ Don't know
- ☐ Climate change will not affect us in the UK

©Author's Image

I reworded some of the questions to try and ensure that participants felt comfortable answering honestly. I did this through a variety of techniques including subtly changing the phrase 'I know very little' to 'I don't know very much'.

Have you taken any action to reduce your or your household's carbon footprint before now? \*

- ☐ Yes. I have taken action to reduce my / our carbon footprint
- ☐ No. I haven't taken any action yet but I would like to
- ☐ No. I don't think any action I take will make any difference
- ☐ I don't know what you mean by 'carbon footprint'. Please tell me more!

©Author's Image

# 3. Project Outreach

## 3.1 Press Releases



I was also responsible for spreading the word about Helston Footprints, which meant proof-reading and editing a variety of press releases. Outreach was resultingly able to take place through radio shows, news articles, Facebook posts and much more.

"We are facing a climate and environmental emergency and most of us want to do the right thing, but it's hard to know what "right" is. Almost none of us want climate change, endangered wildlife or plastic pollution but, the reality is, it's a consequence of the lives many of us lead today." Jo Hands @ GIKI

By encouraging our community to work together, we hope to reduce our carbon emissions and build a stronger, more resilient community, better able to face the challenges ahead. We will be recording carbon footprints at the beginning and end of the 6 month project to see how far we have travelled together.

While it is true that much needs to be done by the government to enable us to achieve carbon neutrality, we can all play our part. Many people are already doing something to help - our vision is that by coming together and supporting each other, we can do even more and really get Helston walking on the road to a lighter, brighter future for all!

So please join us – in the words of Sir David Attenborough:

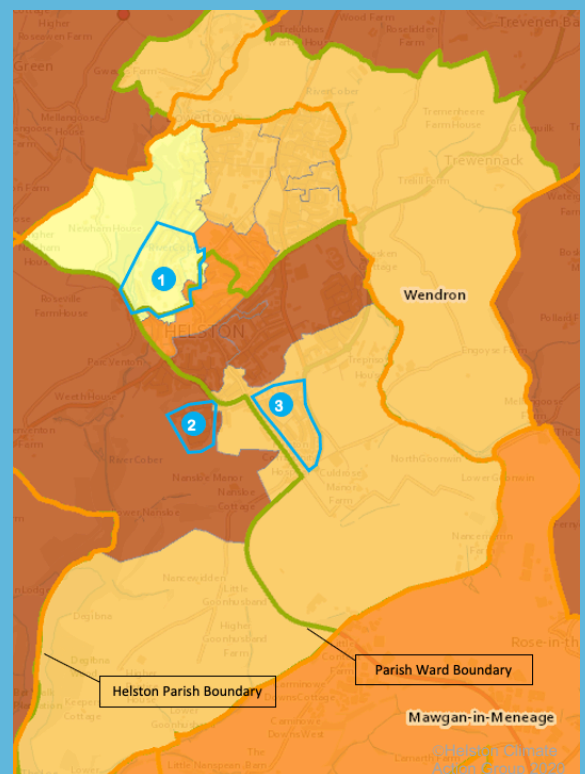
"What happens next is up to everyone of us"

Chloe Lawson  
4:14 PM Dec 21  
recording 'households' carbon footprints (so people know they can do it together?)

©Author's Image

## 3.2 Leafleting

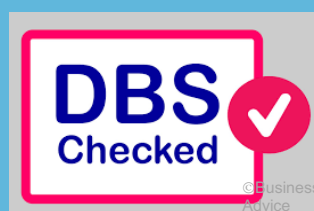
A large part of the planned outreach stage was going to be going door-to-door throughout Helston, trying to start conversations and get people involved with the project. However due to the COVID-19 situation at the time, it was decided that to ensure social distancing took place we would simply place leaflets throughout people's doors, with information on the project and how to get in touch with us. The aim was to deliver 900 leaflets across 3 main areas within Helston, that had a varying degree of deprivation, in an attempt to be more representative of the whole of Helston. I completed the first shift of leafleting, delivering to around 200 households. Then there was speculation that England might go into a nationwide lockdown, so the rest of the Helston Climate Action team stayed out till dark making sure all 900 households received leaflets. That evening it was announced that a national lockdown would begin the following day (Tuesday 5<sup>th</sup> January 2021). However, as a result of the leafleting that was able to take place beforehand, there was a small influx of people who expressed interest in the project. (Leaflet shown a Appendix B).



### Population characteristics

#### IoD 2019 - Indices of multiple deprivation

- Rank between 1 and 6569 (most deprived 20% in England)
- Rank between 6570 and 13138
- Rank between 13139 and 19706
- Rank between 19707 and 26275
- Rank between 26276 and 32844 (least deprived 20% in England)



## 3.3 Blog Posts

Throughout my placement I was asked to write a series of blog posts for the Helston Climate Action website. This included a blog reflecting on the leafleting experience around Helston (Appendix B), so residents knew that we were still trying to engage the public in a COVID-19 safe manner. I also produced a 'how to' guide for using Giki and my personal experience with using it (Appendix C). In producing this blog, it was hoped that people who were worried about the technology side of the project would feel more confident.



**First steps taken by Helston Footprints!**  
General News, Helston Footprints / By HCAG

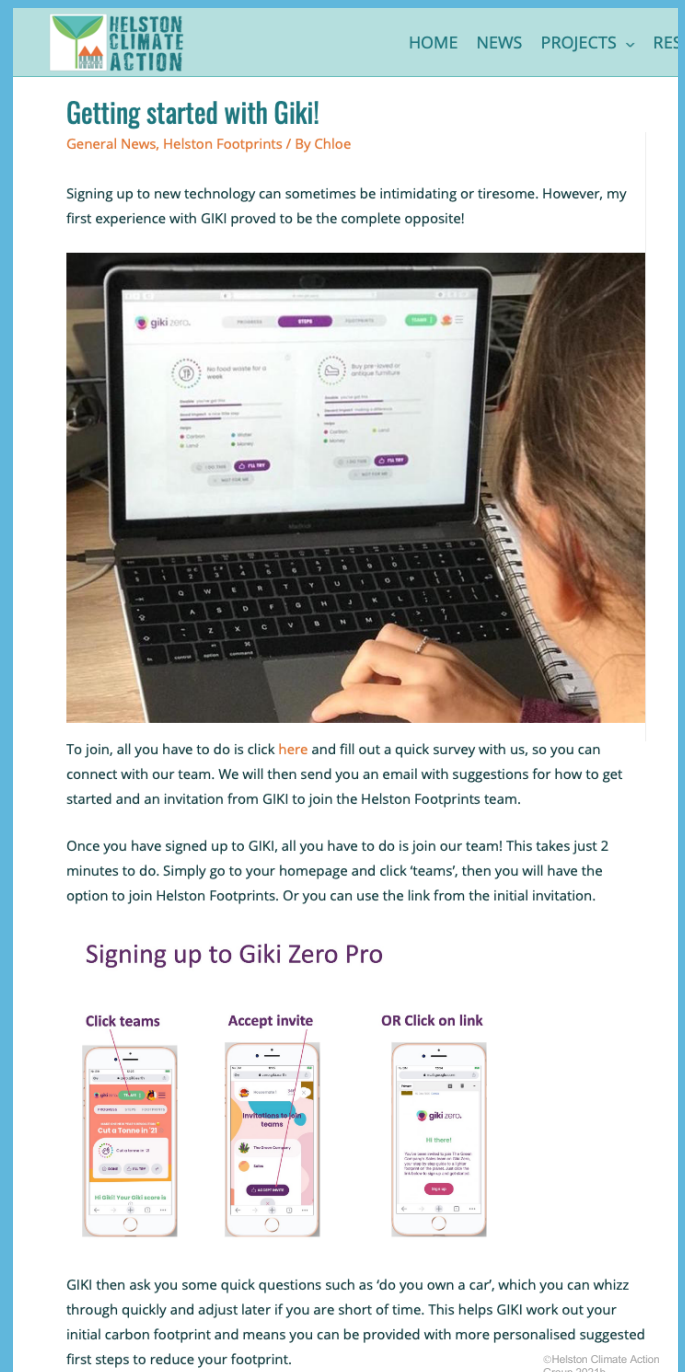


*Meet Chloe our fabulous placement from the University of Exeter*

Hello everyone! My name is Chloe, and I am studying Sustainable Development at the University of Exeter. As part of my course, I have partnered with Helston Footprints to lend a helping hand!

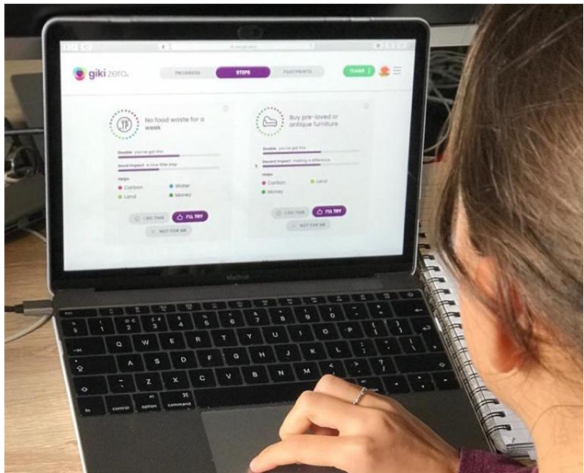
On Monday 4th January, the Helston Climate Action team embarked on a leafleting mission. Our aim was to tell as many Helston residents as possible about our new project to reduce household carbon footprints. We managed to reach a mammoth 900 households in one day! Ideally, we would have loved to reach everyone in Helston however, with the new COVID-19 restrictions and limited time and resources, we thought it best to let our online material take over to tell you all about our work. More information can be found at the bottom of this blog.

©Helston Climate Action Group 2021a



**Getting started with Giki!**  
General News, Helston Footprints / By Chloe

Signing up to new technology can sometimes be intimidating or tiresome. However, my first experience with GIKI proved to be the complete opposite!

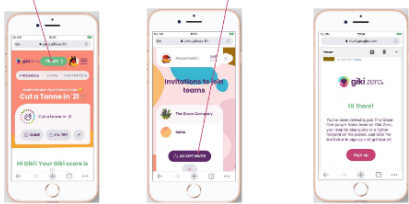


To join, all you have to do is click [here](#) and fill out a quick survey with us, so you can connect with our team. We will then send you an email with suggestions for how to get started and an invitation from GIKI to join the Helston Footprints team.

Once you have signed up to GIKI, all you have to do is join our team! This takes just 2 minutes to do. Simply go to your homepage and click 'teams', then you will have the option to join Helston Footprints. Or you can use the link from the initial invitation.

### Signing up to Giki Zero Pro

**Click teams**      **Accept invite**      **OR Click on link**



GIKI then ask you some quick questions such as 'do you own a car', which you can whizz through quickly and adjust later if you are short of time. This helps GIKI work out your initial carbon footprint and means you can be provided with more personalised suggested first steps to reduce your footprint.

©Helston Climate Action Group 2021b

## 3.4 ISM Model

Even with all the existing project outreach undertaken, the number of participants who had joined the project was worryingly low. Therefore, as a group an ISM model was designed to identify 'Individual, Social and Material' barriers stakeholder groups may be facing. In order to achieve this, first a stakeholder list was drawn up including parents, teachers, business owners, council members, retired people, Helston rugby club etc. Then barriers each group may face were summarised and categorised as either an individual, social or material barrier. Some examples of these can be seen in Table 1.

Once complete, appropriate solutions were discussed for each barrier. Personalised emails were then sent out to various stakeholders to try and increase engagement.

Table 1. Examples from the ISM model.

Barrier – Individual	Potential Solution
Not enough headspace/time	Attach timeframes to certain tasks
Juggling different tasks such as volunteering	Average time it takes to do things specifically on Giki – bite sized chunks, easy to do at home with kids
Conflicting Tasks – home school	Back to school home learnings/tie in with curriculum, approach schools on this
Conflicting Tasks – working from home	Flex our meetings and drop-in times
Carer Responsibility	Same as above
Not knowing other people involved	Introduce ourselves, get participant testimonials
Perceived lack of understanding of tech	Can do mini 'how to' videos
Lack of understanding about the climate emergency	Adjust language to different groups

## 4. Project Outcomes

### 4.1 Giki Achievements

To summarise how participation in the project varied between the months of January-March, Table 2. and Graph 1. have been produced. Although participation in the project overall was low, within these months it more than doubled, with a consistent increase in steps trying to complete and steps actually completed. Resultingly there was an increase in carbon, water and land savings, whilst plastic items saved remained static between February and March.

Please note that steps refer to specific climate related action participants have pledged to take. When referring to 'land savings' this can be a result of individual's changing their diet, source of clothes etc.

Table 2. Progress in Giki Participation (Author's creation using data from Giki Zero, 2021).

	January	February	March
<b>Members</b>	11	21	23
<b>Average Carbon Footprint (kg)</b>	5676	5564	5586
<b>Steps Trying</b>	17	76	89
<b>Steps Completed</b>	15	25	30
<b>Carbon Saved (kg)</b>	1167	2904	4612
<b>Water Saved (litres)</b>	0	1506	31550
<b>Land Saved (m2)</b>	0	13	1885
<b>Plastic Items Saved</b>	0	65	65

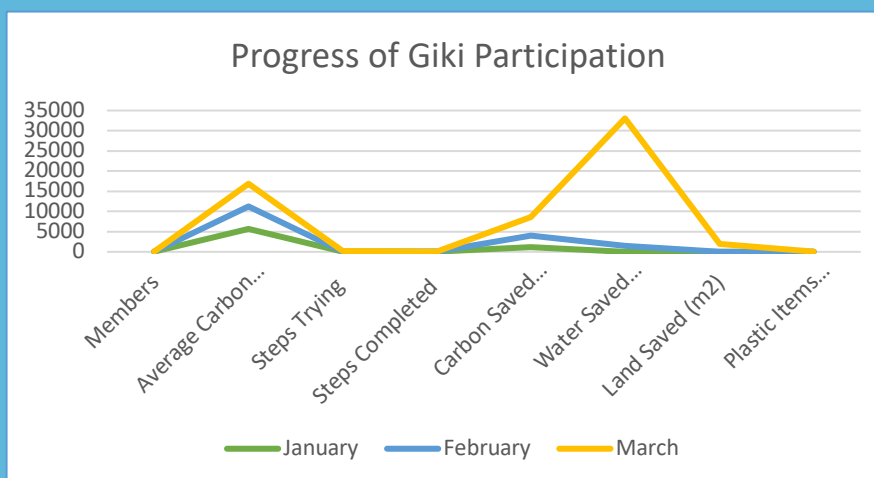


Figure 1. Progress in Giki Participation (Author's creation using data from Giki Zero, 2021).

## 4.1 Giki Achievements

**63**

Steps committed  
to this month

**7**

Steps committed  
to this week

**84**

Total steps  
committed

**135,011** litres

Committed  
water savings

As of March 2021, the following overall achievements had been reported by the participants who joined the Helston Footprints Giki team (Giki Zero, 2021).

**16,594** kg

Carbon reduction  
commitments

**1,098** items

Fewer items of single-  
use plastic required

**1,019** m<sup>2</sup>

Less land will  
be needed



## 4.2 Survey Results

The results from the survey discussed on page 4-5 are as follows:

### Reasons why participants joined Helston Footprints:

- To see nature thriving
- To show future generations that we can do something positive
- To find out what other steps to take
- To do something good for the community

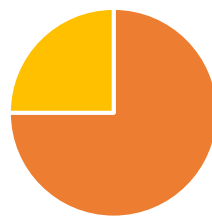
### How participants found out about the project:

- Social Media
- Falmouth Packet News Article
- Helston Climate Action Website
- Family, friends or colleagues

### Changes participants had been making since the start of COVID-19:

- Buying seasonally
- Driving less
- Started appreciating nature more
- Started shopping with small local businesses
- Connected with their community more

### How worried participants were about climate change



■ Very Worried ■ Somewhat worried

**100% of participants had already taken some kind of action**

Figure 2. Concerns over Climate Change (Author's creation using survey data, 2021)

**100% of participants have already we are already feeling the effects of climate change**

**Climate Scientists were the most trusted and local businesses, the Royal family and the UK Government were the least trusted**

### Other group's participants wanted to work with on the project:

- Family
- Friends
- Organisations they belonged to

## 4.3 Summary of Actions

To summarise what had been achieved thus far with the project a master spreadsheet was created detailing the tasks we had completed, intended and unintended outcomes along with a toolkit (which is still in the process of being created) with the aim of passing this onto other councils. Some of which in the image below. As soon as this summary spreadsheet was completed and reflections were made, the placement came to an end. The project itself is continuing to support locals reduce their carbon footprints.

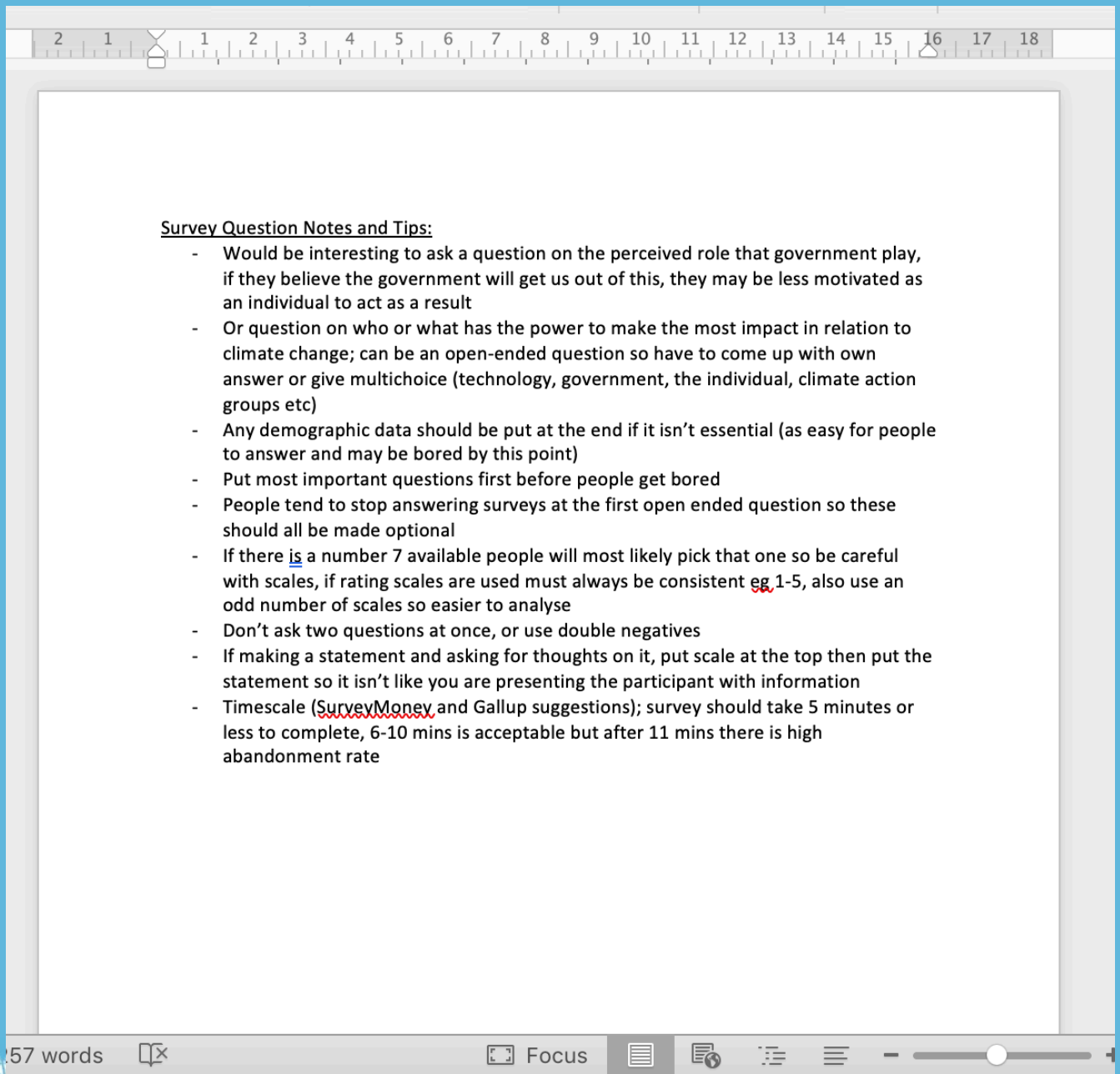
1	Date	Katharine	Melissa	Kate	Nic	Chloe	Chetan	Detail
2								
39	11/11/2020	✓	✓	□	□	✓	□	Meeting with Chloe & Chetan from UoE
40	12/11/2020	✓	□	□	□	□	□	Project timeline & plan
41	12/11/2020	✓	□	□	□	□	□	Call with Lucy re. graphics
42	12/11/2020	✓	□	□	□	✓	□	Liaison with UoE students
43	16/11/2020	✓	□	□	□	✓	□	Liaison with UoE students
44	16/11/2020	✓	✓	✓	□	□	□	Planning meeting
45	16/11/2020	✓	□	□	□	□	□	Update survey, info for website
46	18/11/20	✓	□	□	□	✓	□	Liaison with UoE students re. climate outreach resources
47	20/11/20	✓	□	□	□	✓	□	Liaison with UoE students re. population characteristics
48	21/11/20	✓	□	□	□	□	□	Organising team meeting
49	23/11/20	✓	✓	□	□	✓	□	Team meeting (with students)
50	23/11/20	✓	□	□	□	✓	□	Follow up on team meeting (above)
51	23/11/20	✓	□	□	□	✓	□	Completing Chloe's placement paperwork
52	28/11/20	✓	□	□	□	✓	□	Liaison with UoE students re. survey questions, Stir to Action course, resending Giki invite
53	29/11/20	✓	□	□	□	✓	□	Work on survey questions, setting up zoom meeting, liaison with Luci Isaacson
54	29/11/20	✓	□	□	□	✓	□	Scope of work for Chloe and Chetan
55	30/11/20	✓	✓	□	□	✓	□	Footprints meeting with Luci Isaacson, Chloe and Chetan
56	7/12/2020	✓	□	□	□	✓	□	Work on survey questions, setting up zoom meeting
57	7/12/2020	✓	□	□	□	✓	□	Footprints meeting with Chloe and Chetan
58	8/12/2020	✓	□	□	□	□	□	Initial survey - paper version
59	8/12/2020	✓	□	□	□	□	□	Phonecall with Nic to discuss social media launch
60	9/12/2020	□	✓	□	□	□	□	survey
61	11/12/2020	□	✓	□	□	□	□	survey
62	14/12/20	✓	□	□	□	□	□	Uni paperwork for Chetan
63	14/12/20	✓	□	□	□	✓	□	Press release for Giki Zero
64	14/12/20	✓	□	□	□	✓	□	Doodle poll for January
65	14/12/20	✓	✓	✓	□	✓	□	Team meeting (with students)
66	14/12/20	✓	□	□	□	✓	□	Main survey draft on G Drive - edit & email link out
67	15/12/20	✓	□	□	□	✓	□	Organising meeting with Chloe
68	15/12/20	✓	□	□	□	□	□	Updating Doodle Poll
69	16/12/20	✓	□	□	□	✓	□	Meeting with Chloe
70	16/12/20	✓	□	□	□	✓	□	Safeguarding and YP
71	16/12/20	✓	□	□	□	✓	□	Initial survey finalising

### Unintended Outcomes/Learning – The Multiplier Effect:

“I have found the ideas and information I have gained from Giki Zero really valuable in preparing and leading my contributions to [the Lent course on creation care, which we have run with other Christian Churches in the area] and have been able to share some of the steps as suggestions for practical action to take as a consequence of the course. So, in that sense, it has certainly been useful as a tool to educate me as a multiplier” – Participant Testimonial

# 5. Appendices

## 5.1 Research Notes Example



The image shows a screenshot of a document editor window. At the top, there is a ruler with markings from 2 to 18. Below the ruler is a text area containing the following content:

Survey Question Notes and Tips:

- Would be interesting to ask a question on the perceived role that government play, if they believe the government will get us out of this, they may be less motivated as an individual to act as a result
- Or question on who or what has the power to make the most impact in relation to climate change; can be an open-ended question so have to come up with own answer or give multichoice (technology, government, the individual, climate action groups etc)
- Any demographic data should be put at the end if it isn't essential (as easy for people to answer and may be bored by this point)
- Put most important questions first before people get bored
- People tend to stop answering surveys at the first open ended question so these should all be made optional
- If there is a number 7 available people will most likely pick that one so be careful with scales, if rating scales are used must always be consistent eg 1-5, also use an odd number of scales so easier to analyse
- Don't ask two questions at once, or use double negatives
- If making a statement and asking for thoughts on it, put scale at the top then put the statement so it isn't like you are presenting the participant with information
- Timescale (SurveyMoney and Gallup suggestions); survey should take 5 minutes or less to complete, 6-10 mins is acceptable but after 11 mins there is high abandonment rate

At the bottom of the editor window, there is a status bar showing "57 words" and a "Focus" button. To the left of the status bar, there are two decorative footprints.

## 5.2 Appendix B – Footprints Questionnaire

### Helston Footprints Questionnaire - January 2021

Thank you for joining Helston Footprints. This is a new Helston Climate Action Group project designed to help us on our journey to being carbon neutral by 2030.

During the project we will explore our carbon footprints and look at ways we can work together to reduce them.

We are asking everyone to take part in a survey at the beginning and end of the project, so we can see how far we have travelled.

The information you share with us may be used by Helston Climate Action Group and the University of Exeter (who are working with us on this project) in our reporting. However this will be anonymous unless you give specific permission for us to use any personal details, for example, in a case study. We respect your privacy and will not pass your personal details on to anyone else without your consent.

The survey takes around 10 minutes to complete. Thank you!

**\* Required**

For those under 16 years - you are very welcome to join the Helston Footprints project! However, we will need an email address for a parent / carer / teacher in order to make contact with you, or to use any information that you share with us here. Please ask permission before sharing details of a parent / carer / teacher below. Please give their name, contact details and relationship to you. Thank you!

Your answer

Please tell us your full name \*

Your answer

What is your postcode? (this is to help us learn which areas we have reached with this project) \*

Your answer

Please tell us which age range you are in \*

- ☐ 13-15
- ☐ 16-19
- ☐ 20-24
- ☐ 25-29
- ☐ 30-39
- ☐ 40-49
- ☐ 50-59
- ☐ 60-69
- ☐ 70-79
- ☐ 80+

What is your email address? \*

Your answer

If you would prefer to be contacted by phone, please leave your number below.

Your answer



## 5.2 Appendix B – Footprints Questionnaire

How did you hear about Helston Footprints? \*

- ☐ Social media
- ☐ Helston Climate Action website
- ☐ Poster in town
- ☐ Flyer through my door
- ☐ Speaking to someone in the Helston Footprints team
- ☐ Family / friend / colleague
- ☐ Other: \_\_\_\_\_

Please tell us why you joined Helston Footprints (tick as many boxes as you want) \*

- ☐ I want to show my children / grandchildren that we can do something positive
- ☐ I want to see nature thriving
- ☐ I have already started reducing my carbon footprint. I would like to find out what other steps I could be taking
- ☐ I want to encourage other people to join in with me
- ☐ I think it will help me save money
- ☐ I have heard that buying things locally is good for the planet
- ☐ I want to do something good for my community
- ☐ I am worried about the future
- ☐ I watched David Attenborough's documentary and I want to do something to help
- ☐ Other: \_\_\_\_\_

In Helston Footprints we are encouraging people to work together and support each other. Is there a group of people that you would like to work with? \*

- ☐ My family
- ☐ My friends
- ☐ My neighbours
- ☐ An organisation that I belong to
- ☐ My work colleagues
- ☐ Please help me find a group to work with
- ☐ Other: \_\_\_\_\_

If you have indicated above that you would like to work with an organisation that you belong to, please tell us the name of this organisation.

Your answer \_\_\_\_\_

How well informed do you feel about climate change? \*

- ☐ I feel very well informed
- ☐ I feel reasonably well informed
- ☐ I know a little
- ☐ I don't know very much

How worried, if at all, are you about climate change? \*

- ☐ Extremely worried
- ☐ Very worried
- ☐ Somewhat worried
- ☐ Not very worried
- ☐ Not at all worried

## 5.2 Appendix B – Footprints Questionnaire

When, if at all, do you think the UK will feel the effects of climate change? \*

- ☐ We are already feeling the effects
- ☐ Don't know
- ☐ Climate change will not affect us in the UK

Were you aware that in early 2019 Helston Town Council and Cornwall Council declared a climate emergency and committed to working towards becoming carbon neutral by 2030? \*

- ☐ Yes, I knew about this
- ☐ No. I didn't know about this before now.

If you answered 'yes' to the previous question, please tell us how you found out about this

- ☐ Local press
- ☐ Social media
- ☐ Local group or group / organisation that I belong to
- ☐ Friend / family member
- ☐ Other: \_\_\_\_\_

Which of the following statements best reflects your view? \*

- ☐ We should focus on global action to protect the environment
- ☐ We should focus on protecting the environment at home
- ☐ We should be doing both
- ☐ Neither of these

What do you see are the potential benefits of addressing climate change? (please tick as many boxes as you want) \*

- ☐ Protecting future generations
- ☐ Creating a healthier society
- ☐ Preserving the beauty of countryside
- ☐ Creating jobs and prosperity
- ☐ Helping the world's poorest
- ☐ Preserving God's creation
- ☐ Creating a fairer society
- ☐ Bringing the country back together
- ☐ Giving me pride in my country
- ☐ There are no benefits
- ☐ Other: \_\_\_\_\_

Have you taken any action to reduce your or your household's carbon footprint before now? \*

- ☐ Yes. I have taken action to reduce my / our carbon footprint
- ☐ No. I haven't taken any action yet but I would like to
- ☐ No. I don't think any action I take will make any difference
- ☐ I don't know what you mean by 'carbon footprint'. Please tell me more!



## 5.3 Appendix C – Footprints Leaflet (Front)



The leaflet features a background image of a town with a church spire. Overlaid on this are several large, stylized footprints. The top footprint is white with a black zigzag pattern. The middle footprint is white with a black zigzag pattern. The bottom footprint is white with a black zigzag pattern. The text is arranged in a central column, with the title 'HELSTON FOOTPRINTS' in large, bold, white letters. Below the title is the tagline 'a step in the right direction'. The main body of text is in a teal color, asking for community help to create a carbon neutral future. At the bottom, there is a list of contact information, a QR code, and a row of logos for the sponsoring organizations.

# HELSTON FOOTPRINTS

a step in the right direction

Do you want to help create a better tomorrow?

Do you want to do something positive for your community?

Make 2021 count!  
Help create a carbon neutral future for our town.

Find out more here:  
<https://bit.ly/footprints-info>  
f HelstonClimateActionGroup  
@Helston2030  
@Helston2030  
helstonclimateaction.earth

Scan me

Supported by:

-  The Rotary Club of Helston
-  HCAG
-  giki zero.
-  CARBON BUDDY PROJECT quietly powerful be part of it
-  UNIVERSITY OF EXETER
-  Climate VISION

## 5.3 Appendix C – Leaflet (Back)

### Welcome to Helston Footprints!

This is a new project for Helston to help us on our journey to being carbon neutral by 2030.

Along the way we will be exploring our carbon footprints and looking at ways that we can work together to reduce them.

If you would like to get involved, get informed and know your impact, fill in the short survey below and one of the team will be in touch!

Completed surveys can be dropped off at the Town Clerk's Office at Helston Guildhall. If you prefer, you can fill this survey in online by scanning the QR code or following this link: <https://bit.ly/footprints-info>

We respect your privacy and will never pass your details on to anyone else.

**Please tell us why you are interested to get involved in Helston Footprints (tick as many as you want)**

- ☐ I want to show my children / grandchildren that we can do something positive
- ☐ I want to see nature thriving
- ☐ I have already started reducing my carbon footprint. I would like to find out what other steps I could be taking
- ☐ I want to encourage other people to join in with me
- ☐ I think it will help me save money
- ☐ I have heard that buying things locally is good for the planet
- ☐ I want to do something good for my community
- ☐ I am worried about the future
- ☐ I watched David Attenborough's documentary and I want to do something to help
- ☐ Other:

**In Helston Footprints we are encouraging people to work together and support each other. Is there a group of people that you would like to work with?**

- ☐ My family
- ☐ My friends
- ☐ My neighbours
- ☐ An organisation that I belong to
- ☐ My work colleagues
- ☐ Please help me find a group to work with!
- ☐ Other:

**Please tell us your details so that we can get in touch. We are asking for your postcode so we know the general area that this project is covering.**

Name .....

Postcode .....

Email address .....

If you would prefer for one of the team to contact you by phone, please leave your number below

.....

## 5.4 Appendix D – Leafleting Blog Post



HOME NEWS PROJECTS RESC

### First steps taken by Helston Footprints!

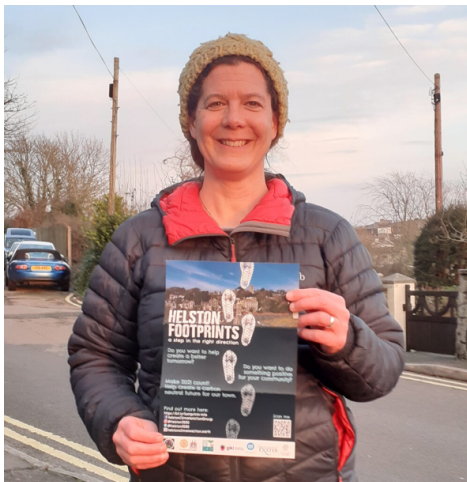
General News, Helston Footprints / By HCAG



Meet Chloe our fabulous placement from the University of Exeter

Hello everyone! My name is Chloe, and I am studying Sustainable Development at the University of Exeter. As part of my course, I have partnered with Helston Footprints to lend a helping hand!

On Monday 4th January, the Helston Climate Action team embarked on a leafleting mission. Our aim was to tell as many Helston residents as possible about our new project to reduce household carbon footprints. We managed to reach a mammoth 900 households in one day! Ideally, we would have loved to reach everyone in Helston however, with the new COVID-19 restrictions and limited time and resources, we thought it best to let our online material take over to tell you all about our work. More information can be found at the bottom of this blog.



Katharine holding up the Helston Footprints leaflet that you may have had through your door

During our travels we lucked upon a hidden gem of Helston who told us a bit about her story. She had been fortunate enough to be able to invest in an electric bike, which she said was a saving grace throughout lockdown. While some people think you don't have to do any exercise on these bikes, this myth was quickly dispelled! We learned that she was able to cycle up the Helston hills, only letting the electric power take over when really needed. This is a great green way to get around town and explore the local area. However, finding places to lock up your bike is not that easy at the moment. If you are looking for spots to park your bike; there are bike racks located at the bottom of Castle Green steps, outside the Old Cattle Market building and at the top of Horse and Jockey Lane. Also at all three of Helston's supermarkets: Tesco, Sainsburys and Lidl.

Although COVID-19 restrictions meant that we couldn't knock on doors as we had hoped, occasionally people came out to ask us questions about the project as we were delivering leaflets. We were happy to answer these from a safe distance but thought to share these here, in case other people were also wondering. One concern was how could you participate in this project during a looming lockdown? Luckily all interaction between us and you, including constant support throughout the project, will be able to take place online. The rest is up to you and many improvements on your carbon footprint can easily be made from your home. If you have any other concerns about participating, please do feel free to get in touch through the contact information below. If you have any further questions or just want to get more of a feel for the project, we are running a series of drop-in sessions which are open to everyone. They start from Wednesday 13 Jan at different times. If you would like to join one of these sessions, please email us for a link at: [helstonfootprints@gmail.com](mailto:helstonfootprints@gmail.com)

We are proud to say that our leaflets were produced by **St Austell Printing Company**, who offset their entire operational carbon footprint, and were kind enough to support us by discounting the printing work. These leaflets are all fully recyclable so please make sure they end up in the right place. (That can be one of the many easy steps you take to reducing your impact on the planet!)



Melissa delivering leaflets

The very same day we dropped round these leaflets we had people signing up to take part, so thank you for everyone who has stepped up to make a difference. We welcome anyone else who would like to take part. We are grateful for any positive change we can make throughout this project – after all we are all in this together! If you would like to sign up you can do so here:

#### Helston Footprints


Welcome to Helston Footprints! This is a new project for Helston to help us on our journey to being carbon neutral by 2030. Along the way we will be exploring our carbon footprints and looking at ways that we can work together to reduce them. If you would like to get involved, get informed and ... [Continue reading](#)

 Helston Climate Action



[← Previous Post](#)

# 5.5 Appendix E – Giki Blog Post

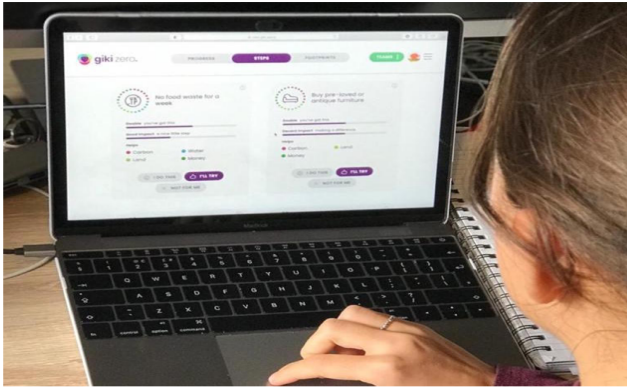


HOME NEWS PROJECTS ▾ RESOURCES ▾

## Getting started with Giki!

General News, Helston Footprints / By Chloe

Signing up to new technology can sometimes be intimidating or tiresome. However, my first experience with GIKI proved to be the complete opposite!



To join, all you have to do is [click here](#) and fill out a quick survey with us, so you can connect with our team. We will then send you an email with suggestions for how to get started and an invitation from GIKI to join the Helston Footprints team.

Once you have signed up to GIKI, all you have to do is join our team! This takes just 2 minutes to do. Simply go to your homepage and click 'teams', then you will have the option to join Helston Footprints. Or you can use the link from the initial invitation.

### Signing up to Giki Zero Pro

Click teams

Accept invite

OR Click on link

GIKI then ask you some quick questions such as 'do you own a car', which you can whizz through quickly and adjust later if you are short of time. This helps GIKI work out your initial carbon footprint and means you can be provided with more personalised suggested first steps to reduce your footprint.


There really is so much you can explore on GIKI. One of our team's favourite things to do is to use a GIKI app called **GIKI Badges**, to scan food items at the supermarket to see the different carbon footprints of food before purchasing!

We are aware that everyone has different time demands, which GIKI is incredibly sensitive to – it even lets you select from quick and easy carbon saving steps to harder ones. Some examples of easy steps include putting a lid on pots when you are cooking; or putting a stop to your junk mail (which I think most of us are guilty of not doing!). If you are feeling hardcore, GIKI has suggestions like 'get a heat pump installed' (a blog about doing that will follow next week!). Basically, GIKI has accessible steps for everyone!

GIKI doesn't bombard your email account with harassing emails either; you will only get the occasional nudge to bring your attention back to the steps you are trying to achieve. GIKI is happy to sit there waiting for whenever you have time to interact with it.


And, if you want more help with GIKI then you could join one of our drop-in sessions every Tuesday evening or Wednesday morning! If you would like a link to one of these sessions, just send an email to [helstonfootprints@gmail.com](mailto:helstonfootprints@gmail.com)

Need more information before jumping onboard? Watch the following GIKI video:

 Giki Zero - How to lighten your footprint on the p...

How to use giki zero.

To lighten your footprint on the planet



Watch later

Share

Or contact us on:

Search ...

Recent Post

Getting start

HCAG 2020

Helston Loca

January New

Oxford Real

Conference

First steps ta

Footprints!

Archives

February 20

January 2021

December 2

October 202

March 2020

21

## 6. References

Business Advice (2018) *A complete guide to DBS checks for employers* [online] UK. Available at: <<https://businessadvice.co.uk/hr/recruitment/guide-to-dbs-checks-for-employers/>> [Accessed 28 February 2021].

Climate Outreach. (n.d) *About climate Outreach* [online] UK. Available at: <<https://climateoutreach.org/about-us/>> [Accessed 28 February 2021].

Facebook. (2020) Helston Climate Action Group [online] UK. Available at: <<https://www.facebook.com/HelstonClimateActionGroup/>> [Accessed 28 February 2021].

Giki Zero. (2021) *Giki Zero Progress* [online] UK. Available at: <<https://zero.giki.earth/organizations/ebfe55d0-454a-4f8d-b279-7f4ece7da3bd/progress>> [Accessed 1 March 2021].

GOV.UK (2021) *England Lockdown: Stay At Home posters* [online] UK. Available at: <<https://www.gov.uk/government/publications/england-lockdown-stay-at-home-posters>> [Accessed 28 February 2021].

Helston Climate Action Group. (2020) *Helston Footprints* [online] UK. Available at: <<https://www.helstonclimateaction.earth/helston-footprints/>> [Accessed 28 February 2021].

Helston Climate Action Group (2021a) *First steps taken by Helston Footprints!* [online] UK. Available at: <<https://www.helstonclimateaction.earth/2021/01/12/first-steps-taken-by-helston-footprints/>> [Accessed 28 February 2021].

Helston Climate Action Group (2021b) *Getting started with Giki!* [online] UK. Available at: <<https://www.helstonclimateaction.earth/2021/02/05/getting-started-with-giki/>> [Accessed 28 February 2021].

Helston Town Council. (n.d) *Welcome to Helston Town Council* [online] UK. Available at: <[https://www.helston-tc.gov.uk/Home\\_1.aspx](https://www.helston-tc.gov.uk/Home_1.aspx)> [Accessed 28 February 2021].

Survey Monkey. (n.d) *10 tips to improve your online surveys* [online] USA. Available at: <<https://www.surveymonkey.com/curiosity/10-online-survey-tips/>> [Accessed 28 February 2021].

The Packet. (2020) *Helston Footprints GIKI Zero scheme reports carbon reductions* [online] UK. Available at: <<https://www.falmouthpacket.co.uk/news/19093170.helston-footprints-giki-zero-carbon-footprint-scheme-reports-reductions/>> [Accessed 28 February 2021].

Wang, S., Corner, A. and Nicholls, J. (2020) *Britain Talks Climate: A toolkit for engaging the British public on climate change*, Oxford, Climate Outreach.

YouTube. (2020) *Giki Zero – How to lighten your footprint on the planet* [online] UK. Available at: <<https://www.youtube.com/watch?v=NZmLQacR6cE>> [Accessed 26 February 2021].

