



Centre for Alternative Technology
Canolfan y Dechnoleg Amgen

ZERO CARBON BRITAIN

HUB & LAB STRATEGY

EXECUTIVE SUMMARY



Introduction

For the past 13 years, the Centre for Alternative Technology's (CAT's) Zero Carbon Britain (ZCB) project has been building on the charity's 45 years of experience of developing and sharing positive solutions for a sustainable future. As of 1st July 2020, 274 of 408 (67%) of District, County, Unitary & Metropolitan Councils and 8 Combined Authorities/City Regions have declared a Climate Emergency. However, only 36 councils of various sizes have adopted some form of a climate emergency action plan, whether this be to reduce their own emissions or that in their jurisdiction more broadly. Increasing numbers of active citizens, councils and businesses are contacting CAT asking for information, training and presentations on our practical, holistic vision of a zero carbon Britain.

Thanks to a significant donation, CAT is now better resourced to respond to these requests and share good examples of what works, build new alliances, offer training and tackle the key unanswered questions. CAT's new Zero Carbon Britain Hub and Innovation Lab aims to increase the confidence, knowledge, skills and tools of councils and communities to turn climate emergency declarations into action.

1. Our purpose

1.1 CAT's Mission, Vision and Values

The ZCB Hub and Lab is integral to CAT. The project's goal, mission, vision and values are aligned with CAT's and our work helps deliver against the wider charity's mission, vision and values. With this, the ZCB Hub and Lab team has developed a project goal, mission, vision and values to guide its strategy.

1.2 Overarching project goal

Build on the legacy of CAT and ZCB work to date to make a distinctive contribution to the UK reaching net zero by 2040.

1.3 Project Mission

Support councils, communities and other organisations to act on climate emergency declarations, with a view to reducing carbon emissions and increasing resilience to climate change.

Promote and build upon CAT's ZCB end point vision, using this to inspire people that a healthier, happier, and comfortable zero carbon future is possible and preferable.

1.4 Project Vision

Councils, communities and organisations across the UK have the knowledge, skills and tools to unlock challenges in the journey to net zero; enabling them to develop and deliver their climate action plans through co-creative partnerships with local people and businesses at the speed and scale required.





1.5 Project Values

INNOVATIVE We are brave, creative and radical. We embody new leadership and allow time for creative thought and ideas to flow and connect to help find ways around problems and barriers.

COLLABORATIVE We have collaboration at our core and adopt co-creative practices within our team, when working with other organisations and across the wider Centre for Alternative Technology.

PEOPLE CENTRED We believe in and promote the power of people to make a positive difference to our planet and its future through regenerative and humanitarian approaches. We respect and listen to each other and those we work with, actively supporting and promoting physical and mental wellbeing.

AMBITIOUS We offer a positive and practical vision of the future. We are strategic and efficient. We aim high and always look for the best solutions. We imagine success, seeing a zero carbon Britain as both possible and achievable within the timescale required.

INTEGRITY We are neutral, honest and ethical. We are open and consistent in everything we do. We are true to our values, the goals of our project and the mission of the Centre for Alternative Technology.

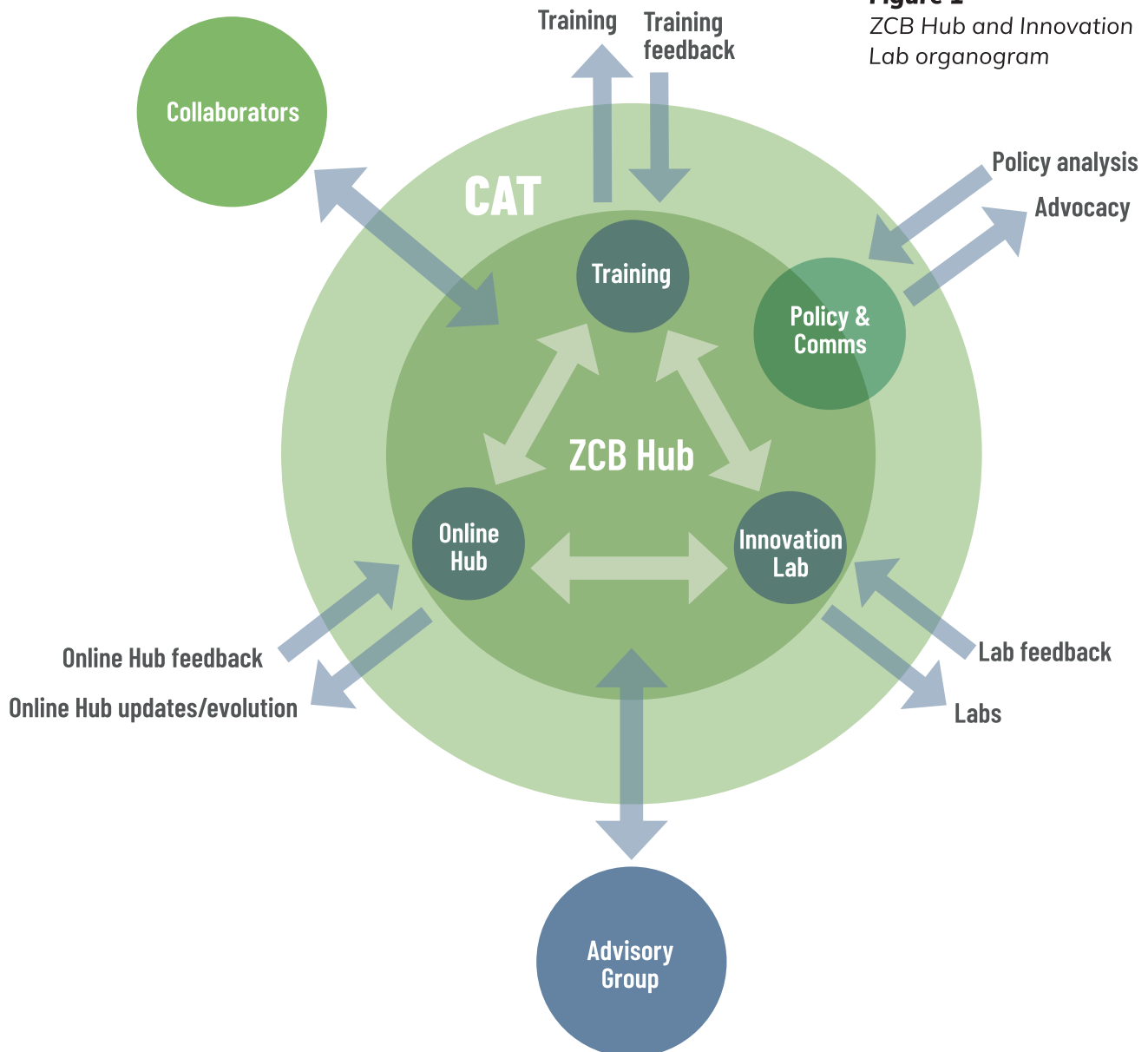
1.6 How we will work

CAT has brought together a highly experienced team of five people to deliver this project. The team are committed to co-creative processes for effectively addressing the climate and ecological emergency and recognise that partnerships and collaborations with key stakeholders will be essential. Through our respective networks and experience as well as those of CAT itself, we have already started building invaluable partnerships in order to amplify the impact of our work and affect systemic change at the scale and speed required.

As part of this, and to ensure that the services we offer are effective, relevant and maximise impact we are developing an advisory group, made up of key representatives from a range of sectors that will act as our critical friends; to challenge, question, advise and support us over the lifetime of the project. We are adopting a co-creative approach to integrate multiple stakeholders' needs, expectations, creativity and ideas, ensuring effective project development and delivery with maximum impact.

Our work will be delivered via an online resource hub, training and innovation labs, all mutually beneficial and interrelated through exchange of ideas and information gained through interactions with the stakeholders and systems we aim to impact (Figure 1). We sit within the wider CAT family and share policy and communications support as appropriate.

Figure 1
ZCB Hub and Innovation Lab organogram



2. Strategic Aims, Objectives & Outcomes

The Hub's aims, objectives and interventions have been developed through a comprehensive theory of change process, mapping our inputs (team and available resources) through to our desired outcomes.

2.1 Overarching aim

To improve the capacity of councils, communities¹ and organisations² to act on the climate and ecological emergency, create systemic change³ and increase resilience to climate change.

2.2 Key aims

1. Increase (direct and indirect) beneficiaries' confidence, knowledge, skills and tools to increase the speed and scale of climate action plan development and delivery;
2. Identify and help overcome barriers to net zero transition;
3. Contribute to policy change and programmes at multiple levels of government;
4. Extend the lifetime of the project;
5. Support growth and development of CAT's influence.

2.3 Key strategic objectives

1. Provide a user-friendly online platform for accessing diverse resources, peer learning and enabling coordinated local climate action.
2. Deliver training and other events which increase the confidence, knowledge, skills and capacity of councils, communities and organisations to collaboratively develop and deliver on climate action plans.
3. Use social innovation labs to identify key barriers and solutions to achieving net zero.
4. Collaborate to inform policy making at multiple levels, from local councils to national governments
5. Identify and secure further grant funding and establish income streams which support hub and lab activity beyond 2023.
6. Support CAT's organisational strategy and contribute towards the delivery of its mission.

¹ Communities are social units with something in common - geography, norms, religion, values, customs or identity. The communities we are considering here are those which share a sense of place in a geographical area, which may be composed of smaller communities and comprise larger communities (e.g. a neighbourhood, village, town, city, county or country). People within these geographical communities will also be members of diverse other communities which act and exchange information and provide links between geographical communities. We expect to be able to interact with many levels and types of communities but aim to impact geographical communities at county level and smaller.

² Organisations could be commercial or non-commercial of any size. There is an important role for organisations in the journey to net zero, including helping councils and

communities to decarbonise, in part through developing new business models. Organisations also need to decarbonise their own activities. The challenge of this will vary significantly between organisations depending on the carbon intensity of their existing activity.

³ Systems change is about addressing the root causes of social problems, which are often embedded in networks of cause and effect. It is an intentional process designed to fundamentally alter the components and structures that cause the system to behave in a certain way. By definition the term systemic change can refer to change in any system: for example, the whole national school system, the global food system, the local waste system etc. Systemic change means that change has to be fundamental and affects how the whole system functions, i.e. the whole system needs to be transformed for systemic change to have occurred.

2.4 Key Outcomes

- 1 A step change in the development and delivery of climate action plans amongst those interacting with the project
- 2 A step change in collaborative action on the climate and biodiversity emergency amongst those interacting with the project
- 3 Barriers to achieving net zero are clearer and reduced
- 4 National, regional and local policy and budgets better support climate action
- 5 The project is extended by at least a further 3 years.
- 6 CAT is in a stronger position to support the transition to net zero.



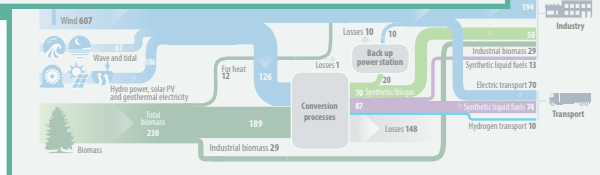
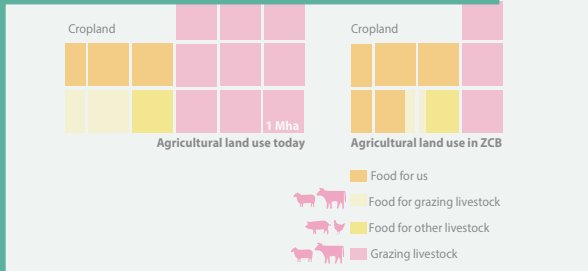
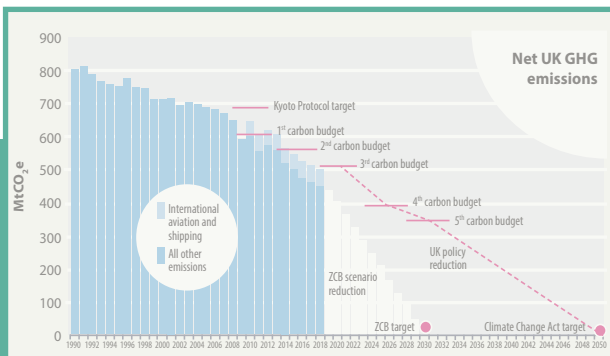
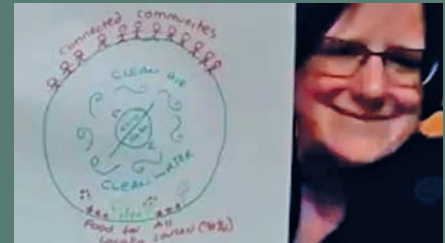
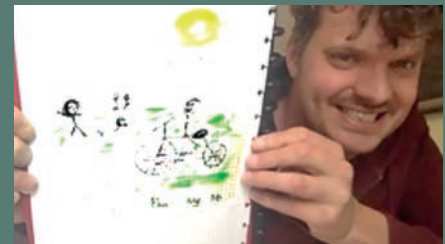
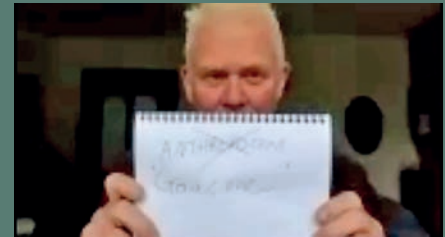
3. Methods of delivery

The project will employ three primary methods of intervention: an online resource hub, training courses and social innovation labs:

ONLINE RESOURCE HUB - We are developing an online hub to inspire and provide diverse action-oriented resources, tools and peer learning opportunities to actors on the climate emergency. This will provide a mechanism for hosting and interacting online with users to constantly improve and source material and suggestions from users themselves.

TRAINING COURSES - We will apply our extensive educational expertise and experience to develop training programmes which increase the confidence, knowledge and skills required for the transition to net zero. The direct link with innovation labs and the online hub will ensure that the training is effective, relevant and topical. Training will be delivered online and in-person where possible according to evolving COVID-19 restrictions.

SOCIAL INNOVATION LABS - The innovation labs will involve a highly structured and expert facilitated process that supports multi-stakeholder groups to unlock sustainable solutions to specific challenges, contributing to efforts to avert the most dangerous levels of climate change. The innovation lab will take a 'living lab' co-creative approach; it will open up opportunities for researchers, entrepreneurs, business, government and foundations to work together to co-create innovative, proven, effective climate solutions.





Centre for Alternative Technology
Canolfan y Dechnoleg Amgen

ZERO CARBON BRITAIN

HUB & LAB

[https://www.cat.org.uk/
info-resources/zero-carbon-britain/](https://www.cat.org.uk/info-resources/zero-carbon-britain/)

Contacts

Sarah Jenkinson

Head of Policy and Communications

01654 705980 • sarah.jenkinson@cat.org.uk

Dr Anthony Hurford

Project Manager

01654 704993 • anthony.hurford@cat.org.uk

Dr Anna Bullen

Innovation Lab Manager

01654 704991 • anna.bullen@cat.org.uk

Amanda Smith

Training Manager

01654 705963 • amanda.smith@cat.org.uk

Paul Allen

Knowledge and Outreach Coordinator

01654 705958 • paul.allen@cat.org.uk