

REGISTERED COMPANY NUMBER: 12315756 (England and Wales)
REGISTERED CHARITY NUMBER: 1187420

Report of the Trustees and
Unaudited Financial Statements for the Year Ended 30 November 2024
for
Carbon Copy Network

Two Rivers Accountancy
38 Eton Wick Road
Eton Wick
Windsor
Berkshire
SL4 6JL

Chair's Introduction

Our big challenge - one that Carbon Copy shares with many different organisations in our collaborative work - is how do we contribute to tipping the scales towards sustainability in the UK? How do we not only lessen the negative trends (on carbon emissions and biodiversity loss, water and air pollution, excessive consumption and waste) but reverse them? Carbon Copy has been working on a new narrative that will get us closer.

To reach this point, we have to move beyond a committed minority to an engaged majority of the population. While others have made vital progress by communicating the science-led facts and consequences of climate change, and by campaigning for a more positive policy environment, collectively we have still fallen behind our climate and nature targets. I would argue that one of the reasons for this is because we have not sufficiently engaged the broader population; because communication has been more about rising temperatures and missed targets, and less about meeting needs.

Transitioning to low-carbon living and regenerating our nature-depleted surroundings are a boon, not a threat, to local economies and to everyone's wellbeing; creating more jobs, improving our physical and mental health, taking more people into a new era of mobility and life quality. At Carbon Copy, we strive to tell the narrative of how such a transition can improve our daily lives and address everyday needs; to reframe collective action as an opportunity we can all grab right now, where we live.

But we are running out of time. Nonetheless, there is still reason for optimism. Despite some political headwinds and the significant risk of alienating people through poor implementation of good policies, we already have most of the solutions. There is overwhelming evidence of huge potential gains - that could be enjoyed by the majority of the population - by transitioning to circular, zero-carbon, ecosystem-conserving, economic development.

The transition is happening: it's a matter of speed and scale to reach the tipping point. The future is here, it's just not evenly distributed. As we can see from the climate action stories people share on Carbon Copy, the things that will be normal in the future already exist in places around the UK today. Most of what will constitute large-scale change, at least in the near term, is the replication of what's working and the spread of these existing niches to become country wide.

We have a window of opportunity to communicate a different narrative, about big-thinking local action for climate and nature, to a receptive and climate-concerned majority. We've worked tirelessly this year to develop more compelling stories and to be more inventive in how we reach our intended audience. I am incredibly grateful for all the hard work and dedication of our core team and Board of Trustees, as well as for the guidance from our advisory board. In the popular words of Margaret Mead, "Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it's the only thing that ever has".

Ric Casale
Chair

OBJECTIVES AND ACTIVITIES

Mission

Carbon Copy's mission is to inspire and empower more people to take local climate action, to accelerate our collective response to the climate and biodiversity crises.

Our work is dedicated to speeding up progress towards a carbon zero and nature positive future through organisations working together. We bring together the ideas and initiatives needed to accelerate climate action; connecting local communities, councils and companies who share the goal of a sustainable future.

Activities

The charity achieves its objectives through a wide range of activities, including:

- Developing and promoting a national collection of high-impact, low-carbon stories;
- Publicising and maintaining local area resources that include climate action plans and progress, local warming stripes, and local emissions.
- Publishing information and advice;
- Publishing a newsletter for subscribers;
- Hosting talks and podcasts;
- Activating high-impact events.

Objects and Public benefit

Carbon Copy's founding object, as set out in the charity's governing document, is:

The promotion for the benefit of the public of the conservation, protection and improvement of the physical and natural environment, in particular by raising awareness of the causes and impact of climate change; and encouraging practical steps to reduce atmospheric carbon dioxide levels and mitigate the effects of climate change.

ACHIEVEMENT AND PERFORMANCE

Achievements and Performance

1000 Climate Action Stories Carbon Copy is now one of the largest searchable collections of climate action success stories in the UK, a vital free resource not just for local communities, councils and businesses, but increasingly for researchers and central government departments compiling evidence of the breadth and impact of local climate initiatives.

As a result of our ongoing work with project leaders and collaborations with different organisations, around a thousand organisations have now published their climate action initiatives with Carbon Copy and we've made over 100,000 connections between different people. We continue to manage and invest in this national self-publishing platform; to make it more easily accessible and searchable, so these stories build a groundswell of collective local action through the inspiring example of others.

Placemaking Carbon Copy's interactive map of the UK, with 380 local area pages, is a unique tool that provides easy access to key information about local ambition and action plans that address the climate emergency. By connecting people with the places they love, we encourage groups and organisations to work together in shaping the world around them.

We expanded this local area resource this year, by co-creating the latest local climate warming stripes; by publishing all publicly-available climate and biodiversity action plans; and by sharing 380 Council Climate Action Scorecards. To date, we've had around 50,000 visitors and 2,500 direct actions from people visiting this Carbon Copy placemaking hub.

Carbon Copy Podcast From its early days as an exciting collaboration with Planet Pod, the Carbon Copy Podcast has grown in audience and established itself as a voice of big-thinking local action for climate and nature in the UK. Through powerful stories from the people behind the projects, the pod inspires, moves and motivates listeners to take action in their own local communities.

This year was particularly important for the Carbon Copy Podcast, as we provided a contrasting narrative to the faltering progress of national climate policy. Our monthly average of 400 podcast downloads took off in 2024. According to the latest figures, we are now in the top 25% of all podcasts worldwide, based on the number of downloads achieved for several episodes within the first week of release.

Campaigns Carbon Copy launched a full calendar of campaigns in 2024, building on the successes and partnerships from previous years and promoted across Carbon Copy media and social channels, in order to connect with a wider audience on climate and nature through different topics and themes that matter most to them. Together, these campaigns have supported the ongoing refresh of our national collection of climate action stories, nearly 4,000 podcast downloads and over 200,000 social video views.

Running Out of Time Over the last three years, Carbon Copy has been raising awareness and engaging different people in local climate action through culture - with a particular focus on sport and on a mass participation event called 'Running Out of Time' - and has enjoyed an incredible and high-impact partnership with The World Relay.

Carbon Copy Network

Report of the Trustees for the Year Ended 30 November 2024

As the official podcast of Running Out of Time in 2024, Carbon Copy covered the entire event during June and early July. Over 20,000 relay participants covered different parts of the 2,400km journey, cheered on by large crowds at each stage; highlighting amazing climate action projects along the route in Scotland, Wales and England. Over 80% of participants claimed that Running Out of Time wanted to make them do more to address the climate crisis, and two-fifths pledged to take a local community action for climate and nature.

FINANCIAL REVIEW

Financial review

Despite the tough economic environment in the UK, Carbon Copy enjoyed another successful year of operations with total income of £200,901 (2023 - £160,231) derived primarily from grant income.

Total expenditure for the year was £202,271 - an increase of £32,226 versus prior year. This increase was due in most part to investment in the Carbon Copy Podcast, with 40 new episodes released in 2024. We maintained a core staff of two full-time employees and worked with agencies and partner organisations to amplify Carbon Copy's impact whilst offsetting further operating costs.

Cash flows and cash flow forecasts are closely monitored by the Trustees to ensure that the charity always has enough funds to meet its liabilities as they become due. At the year end, unrestricted funds stood at £52,929 and £50,554 was held as working capital in the charity's bank account.

Building on our unique publishing platform, synergies with partners and the growing momentum behind local climate action, we believe the range of opportunities will continue to expand, strengthening our charity's potential cash flows and future revenue mix. On this basis, the Trustees are confident that Carbon Copy remains a going concern.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Governing document

The charity is controlled by its governing document, the Memorandum and Articles of Association, and constitutes a limited company, limited by guarantee, as defined by the Companies Act 2006. The Board of Trustees are directors for the purposes of company law and Trustees for the purposes of charity law.

Under the Memorandum and Articles of Association, the term in office of each Trustee expires after three years and they may offer themselves for re-election. New Trustees are appointed under special resolution by a Board meeting. During 2024, the Board re-elected one of the previous Trustees whose term had expired and recruited a new trustee to the board.

The team structure has been appropriate for the activities undertaken by the charity this year and will be adjusted as needed, in line with future plans.

In 2024, the Trustees consulted Carbon Copy advisors when needed, to provide input and advice on selected programmes implemented by the Trustees and other team members.

Risk assessment and management is managed under the charity's Risk Management Policy and reviewed regularly at meetings of the Board of Trustees.

Charity constitution

The charity is a charitable company limited by guarantee. It was incorporated on November 14, 2019 and changed its name to Carbon Copy Network (with trading name, Carbon Copy) on January 16, 2020. It is governed by its Memorandum and Articles of Association.

Carbon Copy Network

Report of the Trustees for the Year Ended 30 November 2024

Carbon Copy places great importance on the security of data and personal information. For information on how the charity uses and protects personal data, please see our privacy policy. <https://carboncopy.eco/privacy-policy>

REFERENCE AND ADMINISTRATIVE DETAILS

Registered Company number

12315756 (England and Wales)

Registered Charity number

1187420

Registered office

38 Eton Wick Road
Eton Wick
Windsor
Berkshire
SL4 6JL

Trustees

R Casale
H B Allen
A D Knott
R E C Gerrard (appointed 1.10.24)
C M Jaksch

The Trustees who are also directors of the charity for the purposes of the Companies Act 2006, present their report with the financial statements of the charity for the period December 1, 2023 to November 30, 2024.

The Trustees serving since the end of the prior year and during the year were as follows:

- Riccardo Casale (Chair of Board of Trustees)
- Andy Knott (Chair of Advisory Board)
- Heather Allen
- Ruth Gerrard
- Claudia Jaksch

Key team members since the end of the prior year and during the year were as follows:

- Isabelle Sparrow
- Yasmin Redfern

Independent Examiner

Two Rivers Accountancy
38 Eton Wick Road
Eton Wick
Windsor
Berkshire
SL4 6JL

Carbon Copy Network

Report of the Trustees
for the Year Ended 30 November 2024

REFERENCE AND ADMINISTRATIVE DETAILS

Principal Bankers

Starling Bank
2 Finsbury Ave
London
EC2M 2PP

Approved by order of the board of trustees on 31 January 2025 and signed on its behalf by:

R Casale - Trustee

Independent Examiner's Report to the Trustees of
Carbon Copy Network

Independent examiner's report to the trustees of Carbon Copy Network ('the Company')

I report to the charity trustees on my examination of the accounts of the Company for the year ended 30 November 2024.

Responsibilities and basis of report

As the charity's trustees of the Company (and also its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under Section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under Section 145(5) (b) of the 2011 Act.

Independent examiner's statement

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Company as required by Section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of Section 396 of the 2006 Act other than any requirement that the accounts give a true and fair view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities (applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Delia Allott

Two Rivers Accountancy
38 Eton Wick Road
Eton Wick
Windsor
Berkshire
SL4 6JL

31 January 2025

Carbon Copy Network

Statement of Financial Activities
for the Year Ended 30 November 2024

	Notes	30.11.24 Unrestricted fund £	30.11.23 Total funds £
INCOME AND ENDOWMENTS FROM			
Donations and legacies		200,801	160,231
Other income		<u>100</u>	<u>-</u>
Total		<u>200,901</u>	<u>160,231</u>
 EXPENDITURE ON			
Charitable activities			
Accelerating knowledge transfer and momentum on local climate action		188,574	145,224
Other		<u>13,697</u>	<u>24,821</u>
Total		<u>202,271</u>	<u>170,045</u>
 NET INCOME/(EXPENDITURE)		(1,370)	(9,814)
 RECONCILIATION OF FUNDS			
Total funds brought forward		<u>54,299</u>	<u>64,113</u>
 TOTAL FUNDS CARRIED FORWARD		<u>52,929</u>	<u>54,299</u>

The notes form part of these financial statements

Carbon Copy Network

Balance Sheet
30 November 2024

	Notes	30.11.24 Unrestricted fund £	30.11.23 Total funds £
FIXED ASSETS			
Intangible assets	6		
Tangible assets	7	3,202 <u>872</u>	16,624 <u>993</u>
		4,074	17,617
CURRENT ASSETS			
Debtors	8	-	357
Cash at bank		<u>50,554</u>	<u>36,926</u>
		50,554	37,283
CREDITORS			
Amounts falling due within one year	9	(1,699)	(601)
NET CURRENT ASSETS		<u>48,855</u>	<u>36,682</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		52,929	54,299
NET ASSETS		<u>52,929</u>	<u>54,299</u>
FUNDS	10		
Unrestricted funds		<u>52,929</u>	<u>54,299</u>
TOTAL FUNDS		<u>52,929</u>	<u>54,299</u>

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30 November 2024.

The members have not required the company to obtain an audit of its financial statements for the year ended 30 November 2024 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for

- (a) ensuring that the charitable company keeps accounting records that comply with Sections 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance with the requirements of Sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

The notes form part of these financial statements

Carbon Copy Network

Balance Sheet - continued
30 November 2024

These financial statements have been prepared in accordance with the provisions applicable to charitable companies subject to the small companies regime.

The financial statements were approved by the Board of Trustees and authorised for issue on 31 January 2025 and were signed on its behalf by:

R Casale - Trustee

The notes form part of these financial statements

Notes to the Financial Statements
for the Year Ended 30 November 2024

1. ACCOUNTING POLICIES

Basis of preparing the financial statements

The financial statements of the charitable company, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Companies Act 2006. The financial statements have been prepared under the historical cost convention.

Income

All income is recognised in the Statement of Financial Activities once the charity has entitlement to the funds, it is probable that the income will be received and the amount can be measured reliably.

Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to that expenditure, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all cost related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with the use of resources.

Intangible assets

Patents and licences include IP rights and are being amortised over 10 years.

Computer software includes the costs of developing the charities website and virtual hub. These costs are being amortised over 5 years.

Tangible fixed assets

Depreciation is provided at the following annual rates in order to write off each asset over its estimated useful life.

Fixtures and fittings - 20% on cost

Taxation

The charity is exempt from corporation tax on its charitable activities.

Fund accounting

Unrestricted funds can be used in accordance with the charitable objectives at the discretion of the trustees.

Restricted funds can only be used for particular restricted purposes within the objects of the charity. Restrictions arise when specified by the donor or when funds are raised for particular restricted purposes.

Pension costs and other post-retirement benefits

The charitable company operates a defined contribution pension scheme. Contributions payable to the charitable company's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

Notes to the Financial Statements - continued
for the Year Ended 30 November 2024

2. NET INCOME/(EXPENDITURE)

Net income/(expenditure) is stated after charging/(crediting):

	30.11.24	30.11.23
	£	£
Depreciation - owned assets	274	248
Patents and licences amortisation	294	295
Computer software amortisation	<u>13,128</u>	<u>13,127</u>

3. TRUSTEES' REMUNERATION AND BENEFITS

There were no trustees' remuneration or other benefits for the year ended 30 November 2024 nor for the year ended 30 November 2023.

Trustees' expenses

Trustees expenses consisted of expenses incurred carrying out charitable activities, such as travelling, and were not material in terms of the amounts involved.

4. STAFF COSTS

The average monthly number of employees during the year was as follows:

	30.11.24	30.11.23
Management	<u>2</u>	<u>2</u>

No employees received emoluments in excess of £60,000.

carboncopy

IMPACT REPORT 2024





COPY THE FUTURE



Our big challenge – one that we share with many different organisations in our collaborative work – is how do we contribute to tipping the scales towards sustainability in the UK? How do we not only lessen the negative trends (on carbon emissions and biodiversity loss, water and air pollution, excessive consumption and waste) but reverse them? Carbon Copy is working hard on a new narrative that will get us closer.

To reach this point, we have to move beyond a committed minority to an engaged majority of the population. While others have made vital progress by communicating the science-led facts and consequences of climate change, and by campaigning for a more positive policy environment, collectively we have still fallen behind our climate and nature targets. I would argue that one of the reasons for this is because we have not sufficiently engaged the broader population; because communication has been more about rising temperatures and missed targets, and less about meeting needs.

Transitioning to low-carbon living and regenerating our nature-depleted surroundings are opportunities, not threats, to local economies and to everyone's wellbeing; creating more jobs, improving our physical and mental health, taking more people into a new era of mobility and life quality. At Carbon Copy, we strive to convey a narrative that shows how this transition can improve daily lives and address everyday needs, to reframe collective action as the best approach for people, nature and climate, wherever we live in the UK.

We are running out of time. Nonetheless, there is still reason for optimism. Despite some political headwinds and the significant risk of alienating people through poor implementation of good policies, we already have most of the solutions. There is overwhelming evidence of huge potential gains – that could be enjoyed by the majority of the population – by transitioning to circular, zero-carbon, ecosystem-conserving, economic development.

The transition is happening; it's a matter of speed and scale. The future is already here, it's just not evenly distributed. As we can see from the climate action stories people share on Carbon Copy, the things that will be normal in the future exist in places around the UK today. Most of what will constitute large-scale change, at least in the near term, is the replication of what's working and the spread of these existing niches to become country wide.

We have a window of opportunity to communicate a different narrative, about big-thinking local action for climate and nature, to a receptive and climate-concerned majority. We've worked tirelessly this year to develop compelling stories and be more inventive in how we reach our intended audience; in this report, we share the five big Carbon Copy themes.

I am incredibly grateful for all the hard work and dedication of our core team and Board of Trustees, as well as for the guidance from our advisory board. In the popular words of Margaret Mead, "Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it's the only thing that ever has".

Ric Casale

Chair of Trustees
December 2024



1000 CLIMATE ACTION STORIES



Carbon Copy is now one of the largest searchable collections of climate action success stories in the UK, a vital free resource not just for local communities, councils and businesses, but increasingly for researchers and central government departments compiling evidence of the breadth and impact of local climate initiatives.

Our hub of carbon stories has grown into an increasingly useful source of real world, low-carbon initiatives. Conceived as a space for people to publish their stories – as a way to increase the visibility and appreciation of place-based action – the Carbon Copy platform continues to expand organically as people from different organisations share their lived experiences and inspiring projects, for others to copy and adapt.

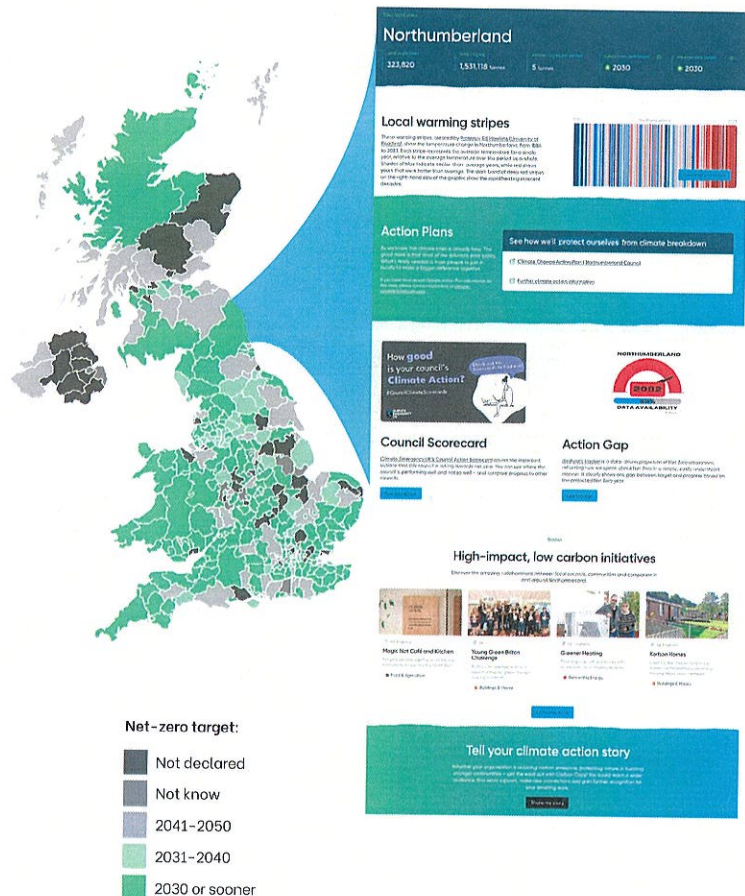
As this national collection has grown, we have introduced different pathways for visitors to find more easily what matters most to them. The first cut, and perhaps the most obvious, has been to look through these stories by the type of climate action. In seeding this hub, we deliberately covered six broad themes: buildings and places, circular economies, food and agriculture, nature, renewable energy and transport. In the ever-widening discussion about what constitutes action for climate and nature, there's something here for everyone.

Another really important perspective for our target audience is to look at the positive benefits. From taking these kinds of actions, local action doesn't need to focus on reducing greenhouse gas emissions to have a positive impact on the climate: the possibilities, and the motivation, for getting involved are often more varied, with the protection of the environment sometimes a secondary benefit. With this in mind, we have enabled people to sort by different kinds of positive impacts (such as greater fairness, stronger communities, increased affordability, cleaner air, less waste, improved health and wellbeing).

There is enormous diversity across the organisations and groups who've shared their stories with Carbon Copy: we welcome initiatives in different stages of development, from pilot projects to full-scale implementation. The initiatives may be big or small in reach, but there's always something in what they're doing that is (or could be) transformational.

Our publishing platform is proven and purpose-built for local. It's free to use, open access and non-commercial. Before any story submitted to us is published, we complete a quality control audit to avoid potential pitfalls, such as greenwashing or projects that are promoting proprietary products. As we have seen, the hub works really well for companies, community groups and councils looking to share their high-impact, low-carbon initiatives as well as for those who want to copy great ideas.

As a result of our ongoing work with project leaders and collaborations with different organisations, around a thousand organisations have now published their climate action initiatives with Carbon Copy and we've made over 100,000 connections between different people. We continue to manage and invest in this national self-publishing platform, to make it more easily accessible and searchable, so these stories build a groundswell of collective local action through the inspiring example of others.



PLACEMAKING



Carbon Copy's interactive map of the UK, with 380 local area pages, is a unique tool that provides easy access to key information about local ambition and action plans that address the climate emergency. By connecting people with the places they love, we encourage groups and organisations to work together in shaping the world around them.

We know that human habitat – that comprises our neighbourhoods, villages, towns and cities – is every bit as important to the environment as natural habitat. There is no sustainability without places that limit their environmental impacts. Guided by this insight, Carbon Copy's placemaking tool encourages people to engage in collective action for climate and nature, by appealing to their sense of belonging to the place where they live – which is something that all of us can relate to.

When we launched this map, we crunched the authoritative data published by the UK government's Department for Energy Security and Net Zero (formerly BEIS) related to local greenhouse gas emissions and produced simple illustrations to make these local emissions highly visible to people locally. At the same time, we gathered all publicly-available climate action plans that had been published by local authorities in the UK, so people could see what was being done – locally and collectively – to reduce these harmful carbon emissions.

This year we went further, by co-creating the latest local climate warming stripes; by publishing all publicly-available climate and biodiversity action plans; and by sharing 380 Council Climate Action Scorecards.

Climate Warming Stripes

Teaming up with Prof Hawkins and the University of Reading, Carbon Copy gathered local Met Office data for every UK county and developed striking new warming stripes graphics that represent the pattern of climate change for each local area. These stripes are a powerful, visual way of starting bigger conversations locally and connecting people with the reality of what is happening where they live.

Local Action Plans

Collaborating with mySociety, Carbon Copy automated the publication of all the latest local climate action plans that are in the public domain. At the same time – recognising climate and biodiversity are interwoven – we automated the publishing of all new local plans for nature. Addressing the loss of biodiversity is no less urgent than the climate crisis, and sharing these collective plans encourages us all to think differently about how we treat nature and its role within our lives.

Action Scorecards

Working with Climate Emergency UK, we connected the plans we publish to their evaluations, so it's easier for people to check how their local council is performing in tackling the climate and ecological emergencies. We have seen councillors, council officers and campaigners use these scorecards to demand and win further support for climate action, and we hope others will be inspired to follow their example.

To date, we've had around 50,000 visitors and 2,500 direct actions from people visiting this Carbon Copy placemaking resource.

Original artwork by Ritchie Xavier

carboncopy podcast

CARBON COPY PODCAST



From its early days as an exciting collaboration with Planet Pod, the Carbon Copy Podcast has grown in audience and established itself as a voice of big-thinking local action for climate and nature in the UK. Through powerful stories from the people behind the projects, the pod inspires, moves and motivates listeners to take action in their own local communities.

There is a real power in words and Carbon Copy's decision to reach out to people in a more direct way, by expanding from written to spoken word through podcasting, reflects the challenge (and opportunity) of connecting with people who are busy with daily life. Delivering content through audio means we can reach those who are on the go and often doing something else – travelling, commuting, exercising, working etc – and the longer form (compared to social media video, for example) enables us to deliver more high-quality, detailed and useful information.

We have learned first-hand about the accessibility, authenticity and effectiveness of the written climate action stories that people have shared on Carbon Copy, when told in their own words. Given the richness of our national collection of stories, there is a lot of potential for us to bring these stories to life and build stronger connections between our audience and some of the amazing individuals and their organisations who are leading the way on climate and nature.

To reach the many varied segments of the audience, we mixed up the content between our recent series of the Carbon Copy Podcast – from hosting a mini audiobook-style series about civic power to providing the official, month-long coverage of Britain's biggest sporting celebration of climate action and nature this year.

During the first half of 2024, our Head of Communications, Isabelle, hosted a new podcast series (People, Places, Progress) showcasing local residents doing brilliant, brave, big-thinking things to protect their communities, livelihoods and loved ones from the impacts of climate breakdown. Stories told by concerned parents shaping low-traffic neighbourhoods; by communities going plastic-free; by groups who are green social prescribing; by council members making big changes; and by ordinary people in an extraordinary People's Assembly for Nature.

In the second half, the Carbon Copy Podcast returned with another series (All Nature) that tapped into everyone's passion for nature and the incredible ambition local communities have, to create nature-rich rewilding areas in every UK county; to build the UK's first 'pollinator capital'; to protect coastal communities by sowing our shores with seagrass; to grow ideas that will ensure more representation within the environmental sector.

This year was particularly important for the Carbon Copy Podcast, as we provided a contrasting narrative to the faltering progress of national climate policy. We showed, through real-life examples, that the answers lie in the communities where we live. These stories make bigger, positive changes feel within reach, encouraging our listeners to take the next step towards collective action.

Our monthly average of 400 podcast downloads took off in 2024. According to the latest figures, we are now in the top 25% of all podcasts worldwide, based on the number of downloads achieved for several episodes within the first week of release.



CAMPAIGNS



Carbon Copy launched a full calendar of campaigns in 2024, building on the successes and partnerships from previous years and promoted across CC media and social channels, in order to connect with a wider audience on climate and nature through different topics and themes that matter most to them.

In January, we supported the annual State of the Nation report by the Green Jobs Foundation with a Carbon Copy green jobs campaign, highlighting the increase in green jobs available and the benefits for both jobseekers and career changers. We also took a look at the importance of training and education to ensure more of these positions are filled, signposting interested people to qualified training organisations and service providers.

We joined The Climate Coalition 'Show the Love' campaign in February, which called for people to share on social media their heartfelt action stories and the things they wanted to see protected from climate breakdown. By sharing many of the stories published on Carbon Copy, we were able to show the scale of support for action to protect climate and nature, and help spark more actions.

Our 'Leap into Spring' campaign gave a boost to our refreshed publishing platform and the new content that people could access. We highlighted all the latest local-area climate and biodiversity action plans in the UK, for people to read and download, as well as evaluations of these plans through our partnership with Climate Emergency UK, following the release of Met Office data of UK temperatures in 2023, and working with Prof Ed Hawkins and University of Reading, we were also able to publish striking climate warning stripes for every local area.

Recognising that three-quarters of people in the UK are concerned about climate change, and the threat this crisis causes to our mental health, we participated in Mental Health Awareness week in May and showcased some of the organisations that are helping alleviate this stress through green social prescribing. We also supported Plastic Free July to reduce single-use plastic waste – at work, school and in our communities – by promoting many of the amazing, real-world initiatives shared by people on Carbon Copy, for others to replicate.

Our 'All Nature' campaign in the autumn was a response to the huge appetite from our audience to hear about and potentially get involved in nature-related projects. Carbon Copy was well placed to run this campaign, with over 500 published stories relating to either nature or food and agriculture, and we shone a spotlight on the wide range of opportunities as well as the diversity of people and groups involved.

Wrapping up the year, we joined the Warm This Winter coalition in its efforts to ensure the most vulnerable have access to heating. We highlighted the public mandate for better home insulation in the UK that would reduce expensive energy bills and improve wellbeing, promoting local solutions that have been shared on our platform.

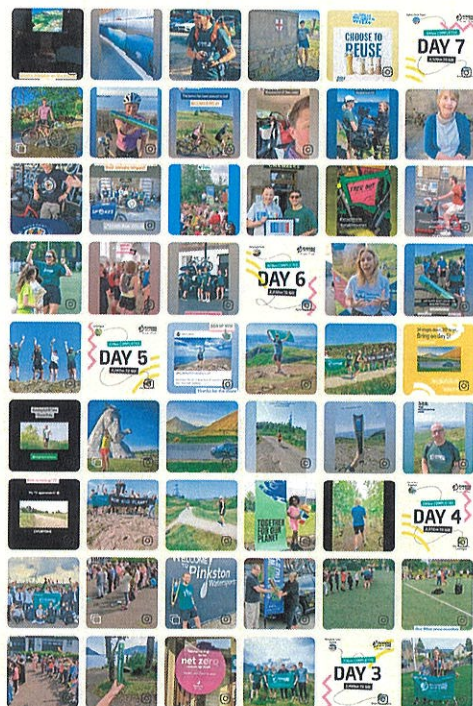
Together, these campaigns have supported the ongoing refresh of our national collection of climate action stories, nearly 4,000 podcast downloads and over 200,000 social video views.

Carry the baton in Britain's biggest sporting celebration of climate action and nature!

Join the Running Out of Time Relay and help pass the baton from Ben Nevis to Big Ben.

There are 366 stages along the 2,661km route so, whether you're a walker, wheeler, runner or cyclist, there's a stage for everyone!

10th June - 11th July



Credit: The World Relay

RUNNING OUT OF TIME



Over the last three years, Carbon Copy has been raising awareness and engaging different people in local climate action through culture – with a particular focus on sport and on mass participation events – and has enjoyed an incredible and high-impact partnership with The World Relay.

Approached by The World Relay in January 2022, Carbon Copy teamed up to organise the longest non-stop relay ever attempted. Over 7700km from Glasgow (COP26 host city) to Sham El-Sheikh (COP27 host city), in the name of climate action. No one had done anything this big before – that's why it's now a world record. We called it 'Running Out of Time'.

The route was a bright green thread that showcased the awesome potential of collective local action and brought together an amazing set of ambitious projects. In the UK alone, Carbon Copy identified 27 inspiring ideas in action, from one of south Scotland's largest community land buyouts to the world's first large-scale, youth-led nature recovery project, in Wales; from the world's largest community bridge network to community-owned renewable energy.

The examples were chosen carefully to be representative of the different kinds of local climate action on our platform and were made known to the broadest possible audience through the huge media attention we generated by this world record-breaking event. Across the entire route, all of the initiatives highlighted were characterised by big thinking, collaboration and the ability for people to copy them.

As a result of this successful event, we partnered with The World Relay the following year for another first, supporting Britain's biggest sporting celebration of climate action and nature. From Ben Nevis to Big Ben ('Ben to Ben'), more than 5,000 people participated over 32 days, carrying a climate action baton and delivering a message to UK government, drawing attention to our local and national net-zero targets and how we are running out of time to achieve them unless we do more together.

This mass participation event was covered throughout by ITV, highlighting ambitious local initiatives and their impact, and was shortlisted for Campaign of the Year at the Sustainable Sports Awards. Carbon Copy also co-hosted two flagship climate action events, in Edinburgh and Cardiff, as part of this outreach programme to bring more people on board.

The GB event broke through to new audiences and we continued our partnership in 2024 with a new route from Ben to Ben, engaging more local community groups, councils and schools. As the official podcast of Running Out of Time, Carbon Copy covered the entire event during June and early July. Over 20,000 relay participants ran, walked, wheeled, swam, paddled, cycled, skied, parafreed and suited different parts of the 2,400km journey. They were cheered on by large crowds of enthusiastic local residents at each stage, highlighting amazing projects in Scotland, Wales and England, and carrying the baton for a cause we all believe in.

Over 80% of participants claimed that Running Out of Time wanted to make them do more to address the climate crisis, and two-fifths pledged to take a local community action for climate and nature.

A group of approximately 15 people, mostly men, are standing on a large green lawn. They are all wearing bright green t-shirts and have their arms raised in the air, some with open palms and others with clenched fists, suggesting a celebratory or enthusiastic gesture. They are arranged in a loose, slightly curved line across the middle of the frame. The background is a vast, uniform green field under a clear sky.

**Carbon Copy is a UK charity inspiring more
big-thinking local action for climate and nature.**



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