



Well-Being Initiative
Climate ACTION
Project

INTRODUCING GIKI

GET INFORMED KNOW YOUR IMPACT

«Title» «Christian» «Name»
«Parish» [«District»]

Dear «Christian»

This is without doubt the most important tip we have sent you so far.

We all know that Climate Change is with us and we must prevent it getting worse as well as trying to mitigate the effects. But in order to do that we must involve as many of our residents in the effort as possible.



That is why we have teamed up with GIKI. This is because, not only does it work extremely well, but it is also fun to use, free to use, and bursting with tips and innovative ways to reduce our footprint. Most importantly, it pro-actively encourages us to monitor our progress in reducing our CO₂e emissions because it builds a relationship with each of its users. **It shows us all in an easy to understand manner, how we can reduce our own carbon footprint, monitor our progress, and save ourselves money as we do so.**

There are four other reasons why we have chosen this carbon footprint calculator:

1. The company is in this for the long haul and intends to keep the product up to date and working until at least 2050
2. The company has agreed to work with us to enhance its product
3. It should be possible in the near future to push back consolidated information to parish councils on how the total parish footprint is changing.
4. It has many levels at which it can be used from a simple approach to major areas, right down to extremely fine detail of almost everything.

We are therefore hoping that all parish councils will encourage their residents to use this absolutely fantastic tool.

As James Hand (one of the co-founders of GIKI) says below, many people want to do something to combat climate change but have been unsure of what is the best and most reliable way to go about it. We are confident that GIKI will point us all in the right direction and provide massive help along the way.

So, we welcome James to explain more.

Introduction to GIKI by James Hand

I grew up in Bungay and after 20 years in finance, I set up Giki, which stands for Get Informed Know your Impact, with my wife Jo in 2017. Our reasons were simple: we were worried about climate change and we'd recently had children which suddenly meant that the impacts of climate change felt very real. We were also struck by just how many people wanted to do the right thing but were not sure what "right" was. Almost no one wants global warming, animals to be endangered or plastic pollution but the reality is that it's a consequence of the lives that many of us lead in the UK.

So, we set up Giki to provide people with easy to use, evidence based tools that allowed them to make the decisions which were right for them, their lifestyle, and their budget. Having launched **Giki Badges**, an app that rates supermarket products in 2018 we then launched **Giki Zero** in 2020. It's a step by step guide to a lighter footprint on the planet which will help people understand, track, and reduce their carbon footprint with personalised steps to help them plan out a path to Net Zero. If that sounds like something you're interested in then it's free, quick to get started and we'd love people in Norfolk to start signing up.

HERE ARE SOME WAYS IT CAN HELP

Learn about personal carbon footprints

Giki Zero helps people understand their personal footprint which is an important first step in discovering how to reduce it. It does this by guiding people through a series of easy to understand questions that will estimate their overall impact. After that individuals can either chose to enter loads more information, to get a more personalised footprint, or start finding steps that will help them live more sustainably. It's totally up to each person but by being flexible and easy to understand we hope it's a tool for everyone in the community.

Take steps to lighten your footprint

When people have better information about their footprints they can choose the steps which suit their lifestyle and budget to help lighten it. Decide on the steps, which are rated on impact and ease, and Giki Zero will help turn those commitments into climate positive changes.

Share with others

Residents can add other people in their household because there are some things that are for the individual and some need to be shared.

Who's it for?

Everyone! Giki Zero helps anyone wondering what they can do about environmental issues such as climate change, animal conservation and pollution but who don't know where to start. It's also designed for people who are already making changes to live more sustainably but who want more ideas to help them go further.

By signing up people in Norfolk will be able to start doing whatever they can, as soon as they can, to help protect the environment and animals.

Why do it?

There's no sugar coating this one. Global carbon emissions are still rising, the world is getting hotter, animals are under threat and people around the world are already being affected by floods, droughts, fires and rising sea levels. We all need to live more sustainably which in the UK means reducing our average footprints from 9 tonnes to around 2.5 tonnes this decade.

However, there is so much we can all do! Giki Zero can help you cut your carbon footprint by up to 50% compared to the UK average. It will take time, and it will take effort, but you can change to a more sustainable life. Alternatively begin with easy to do actions and know that you've started on the right path. It's your choice.

Get started today

We're really excited that Norfolk is going to be the first county to use Giki Zero. We've started working with schools, universities, and companies but you'll be the first parish led movement in the UK. Please do get in touch at contact.giki@giki.earth if you have any questions at all.

James Hand – August 2020

Your step by step guide to a lighter footprint on the planet

So, what should you do next?

Pass this on to all your councillors and put this on the agenda for your next Council Meeting

Pass this on to any activist groups in your parish

Have a look at this video : <https://www.youtube.com/watch?v=riD0zwFpGt8> which explains some features in more detail

Read the FAQs here : <https://zero.giki.earth/faqs> which give you more information

Then explore the Giki Zero web site here : <https://zero.giki.earth/>

Our suggestion is that you explore it first, before filling out any details.

Tell us what you would like us to do to help you spread the word to your residents e.g.

- do you want us to prepare a leaflet for you to distribute?
- do you want to attend a webinar?

The Well-Being Initiative of Norfolk ALC hopes that all town and parish councils in Norfolk will adopt GIKI and persuade as many of their residents to take it up as is possible. We will do all we can to help you follow GIKI because we firmly believe this will kick start a move across the whole of Norfolk towards meeting our legal obligations to reach net zero by 2050.

With kind regards

John W Pennell

John W Pennell – Chairman: Norfolk ALC Well-being Task & Finish Group

Our data protection policy can be found here <https://www.norfolcalc.gov.uk/uploads/privacy-policy---norfolk-alc.pdf>

Norfolk ALC represents the interests of all the 500 or so Town & Parish Councils (and Parish Meetings) in Norfolk as well as providing advice and service which enables them to perform their role as the first tier of local government.