



Accelerate climate solutions

Impact prospectus 2023

Possible.

Inspiring climate action



The problem

Much of the low hanging fruit of decarbonisation has been picked. The road to a zero carbon world will increasingly travel through the day to day lives of us all. How we get around. How we heat our homes. What we put in our shopping baskets. That means we'll need to bring people along that road with us. Climate solutions must be seen to be fair and improve the lives of most people. If we get this wrong, we won't reach our destination. People will refuse to participate. Politicians will fail to act. Neither will move first. Nothing changes fast enough.

The public must be involved – over half the emissions reductions we identified to reach net zero actively involve people.

The Climate Change Committee;
official UK government advisor on climate change.

Our solution

Possible breaks this gridlock between the public and policy makers. We engage ordinary people in new models of creative climate action that expand the collective imagination and turn barriers to change into opportunities for scaling action. We don't shy away from awkward areas – instead we roll up our sleeves and bring to life solutions people can really get behind – proving they work. This gives politicians and businesses the courage to scale climate solutions, knowing the public wants more of them. Both the public and politicians go further and faster. Everything changes faster.

Possible is that rare beast which applies a true campaigning spirit to achieving positive climate outcomes. They consistently punch above their weight and are creative, inspiring and innovative.

Baroness Bryony Worthington, Climate Change Act 2008 lead author

Our proudest achievements

- **2009–10: The original 10:10 campaign.** We rallied over 100,000 people and 7,000 organisations to cut their emissions by 10% in 2010. Countering the post-Copenhagen climate summit doom, together we cut nearly a million tonnes of carbon.
- **2011–16: Solar Schools.** Our pioneering campaign worked with 80 schools across the country to crowdfund for bill-busting, carbon-cutting power rooftop solar panels. 2,500+ were installed, saving 40,000 tonnes of carbon – and the model continues to be replicated around the world.
- **2013–16: Back Balcombe.** Balcome, a sleepy Sussex village, woke up in 2013 to the first fracking drilling in the UK. Local residents decided they wanted clean energy instead – so we teamed up to help the 'fracking village' go solar with community energy. When the dust settled, a 5MW solar farm – and not a single fracking well – was left.
- **2019: The election Climate Debate.** We sprang into action to ensure the climate crisis wasn't forgotten in late 2019's snap election. Demanding a dedicated party leaders' TV climate debate we rallied the sector, recruited party leaders, lobbied broadcasters and presented a 200,000+ strong petition – and we won! With 1 in 4 people seeing it and 1 in 2 hearing about it, we put climate front and centre amidst the political chaos.
- **2021 onwards: Climate Perks.** Our trailblazing employee benefits scheme helps people swap planes for trains. Participating employers offer staff additional paid 'journey days' when they choose low carbon holiday travel. Climate Perks is taking off: 4,000 employees are covered already, the government's Climate Change Committee has joined, and we've had coverage from every major media outlet in the UK – and we're only just getting started.

Our audiences

Our goal is climate justice. We focus on inspiring those able – and required – to cut carbon fast and first; and on empowering those most at risk of being left out of the transition to shape, and benefit from, climate action. Everything we do has the power to improve lives now, not just in the distant future.

Excess: People with high carbon lifestyles and the means to reduce them

Many of this group register high levels of public concern about the climate crisis, despite their disproportionate responsibility for lifestyle consumption emissions. This group enjoys disproportionate levels of agency over solutions, having greater means to act, and scope to leverage their financial and social capital for the collective interest. By acting first this group cuts excess carbon, while bringing down the cost of solutions for everyone else. Possible excites, guides and convenes members of this audience in this role, and creates opportunities for their political and economic influence to help win needed policy change.

Access: People under-represented in the climate movement

This broad and varied audience includes many communities in the UK whose voices are seldom heard in public climate debate, and who may also be at higher risk of negative impacts of poorly designed policies. The cost of living crisis is likely to dominate public concerns over the coming years, and the enemies of climate action will be using every trick in the book to conscript these concerns into opposition to climate policies. In fact, climate action offers solutions to the cost of living if we get it right – a once in a generation opportunity we cannot afford to miss. We collaborate directly with people poorly represented in the movement to ensure social justice is at the heart of the transition, and to guard against climate backlash.

Strategic focus to 2025

We match areas where people can have the greatest impact to those where we must cut carbon fast:

- **Getting around:** Private car dependence cannot dominate the UK's urban areas if we hope to meet climate goals. The evidence shows swapping cars for walking, cycling and public transport creates huge benefits for everyone, so we see the redesign of street spaces nationwide as one the biggest, and most contested, opportunities of the transition.
- **Getting away:** For the foreseeable future the only effective way to reduce emissions from air travel will be to do less of it. Holidays hold a special place in British hearts, but aviation remains artificially cheap. Through practice and policy advocacy we reshape both incentives and social norms around air travel and its lower carbon alternatives.
- **What we buy:** The UK's relatively high consumption levels are a key factor in global carbon inequality. Fortunately, swapping high carbon habits for low carbon alternatives, learning how to fix and mend, and deepening relationships with what we own is very often good for us. We design and test social innovations to drive this forward.
- **Homes:** The UK has the leakiest homes in Europe, 90% heated by fossil gas. We popularise and collectivise the move to low carbon homes that are warm, cosy, well-insulated - heated by electricity and heat networks.

We work across each of these strands on **access to climate action**. We design projects with groups and communities outside the green bubble to build practical entry points to climate action for excluded audiences, and to provide platforms for people we need to hear more from to build lasting solutions.

Our impact

Highlights from the last 12 months include:

Directly engaged
60,000 people
in climate action
indirectly engaged 500,000 people.

Secured
1157 pieces
of media coverage
in 12 months including 223 pieces
in national press/broadcasters.

Led 8,000 targeted actions
from the public to politicians
across a range of climate action demands.

Supported
1,000 people
to go car free for one month
in a successful trial.

Planted over
20,000 trees
with 5,000 hours
of volunteer climate action.

Impact spotlight: Fixing Factories

Strategic focus: What we buy

Audiences: Access & Excess

In August 2022 we launched our pilot high street community fixing hub – the [Fixing Factory](#) – located at the heart of a racially diverse, working class community in north London. The Fixing Factory enables local people to learn fixing skills, get their electronic items fixed for free, and volunteer to help others – addressing the cost of living, cutting carbon and upskilling the community.

Outcomes so far:

- Hundreds of free community repairs – driving financial and carbon savings
- Derelict highstreet shop front revived into active and welcomed community space
- Local volunteer cohort taking ownership of operations and increased employability for young people through training
- Huge media interest – BBC News, BBC London News, multiple interviews on BBC Radio 5 Live and BBC Breakfast segments, and a total reach of over 17 million.

FIXING FACTORY

Queen's Crescent

A man with glasses and a red apron with the 'Fixing Factory' logo stands next to a woman with glasses who is holding a white appliance. They are in front of an orange building with 'FIXING FACTORY Queen's Crescent' signage. The woman is pointing upwards.

The Fixing Factory will be a great opportunity for our local community to learn more about climate change while also providing a much-needed service.

Nasim Ali, Mayor of Camden, October 2022

Impact spotlight: Climate Perks

Strategic focus: Getting away

Audience: Excess

[Climate Perks](#) is our workplace benefit scheme that enables employees of member organisations to choose clean holiday travel through paid 'journey days', on top of annual leave. For staff, Climate Perks means the decision to choose climate-friendly holiday travel does not result in any lost leisure time. For employers, Climate Perks is a way to demonstrate climate leadership, and empower teams to live their values. Having decisively achieved proof of concept, we are now full-throttle scaling and mapping out a value proposition for members to underpin a fees-based revenue model.

Outcomes so far:

- 67 member companies from architects to lawyers to engineers
- 4,000 employees covered
- Coverage in every major media outlet in the UK, and many international platforms
- Adoption by the Climate Change Committee - the UK government's statutory climate advisors
- Pro bono support from Deloitte and the Financial Times



**This was the first time I had been
abroad without flying, and I
wouldn't have done it without
Climate Perks.**

Climate Perks member employee, independent impact study,
January 2023

Impact spotlight: Car Free Cities


Strategic focus: Getting around

Audiences: Excess & Access

Private car dominance of cities, for which higher income households are disproportionately responsible, hits hardest those on lower incomes, people of colour, older people, disabled people and children. We help people reimagine their own neighbourhoods beyond car dependency; deliver practical grassroots solutions; and bring people together to pressure decision makers to ensure fair, safe, healthy and climate conscious cities are just around the corner.

Outcomes so far:

- 5,000 London ULEZ expansion consultation responses from Possible supporters were credited by decision makers for helping secure agreement to rollout
- 98% of 1,000 'Going Car Free' pilot participants plan to permanently reduce their car use - and we plan to scale up the campaign
- Our parklets campaigning inspired Lambeth Council to introduce ambitious kerbside parking space reductions, returning public space to public use and increasing urban green space

A woman and a child are standing with a blue bicycle on a city street. The woman, on the right, is wearing a black quilted jacket and black boots, looking towards the camera. The child, on the left, is wearing a grey helmet, a pink scarf, a light-colored jacket, and a colorful backpack, looking towards the woman. The bicycle is blue with black tires and a black seat. In the background, there is a residential building with a mix of grey and red brick, white window frames, and a green trash bin. A black metal fence runs along the sidewalk.

Thank you for the work that Possible does to inspire climate action. It has been invaluable...you have played an important role in the positive change that the city has undergone in recent years.

Sadiq Khan, Mayor of London, June 2022

What next?

The 2020s *really* matter. There is so much we want to do to accelerate public climate action in the UK. Here's some of what we're most excited about.

Getting around

- Supercharge the **parklets** movement across the country as the vanguard of streetspace reallocation away from cars, and build the political conditions needed to implement game-changing **smart road user charging**, first in London and then beyond.
- Innovate and popularise **new models for EV financing** for low-income, high mileage demographics, such as rural carers – and pioneer **national park car free weeks**, freeing access to our beauty spots from car dependency.

Getting away

- Grow **Climate Perks** to cover **10% of the UK workforce** and recruit household name corporate employers; implement a membership fees model to secure financial sustainability and onward growth.
- Achieve a **frequent flyer levy in law**. Our sector leading sister-campaign to Climate Perks has wide political, expert and public support – and would implement the world's first rising tax on frequent flyers: the 15% of people who take 70% of UK flights.



Possible's work on the Frequent Flyer Levy and the Climate Perks initiative bring much-needed fresh thinking to one of the most challenging areas of climate policy.

James Beard, Senior associate, European Climate Foundation,
February 2023

What we buy

- Use the infectious enthusiasm for our **Fixing Factory** pilot to go big – supporting communities around the country set up their own. We dream of a Fixing Factory **on every high street**.

Homes

- Power up the UK's heat pump industry. Our **Gasbusters** pilot will trial temporary installations of on-loan boilers, coupled with tailored advice, to give people more time to **make the jump to a heat pump** when their old boiler breaks – with the potential to unlock thousands of new installations.

Access

- Secure funding to **resource community groups** to produce campaigns with us right from the start – combining their priorities with our expertise to build unexpected, powerful solutions with climate justice at their core.
- Build, train and resource a growing network of **media climate spokespeople** – recruiting people from our practical projects who represent different segments of UK society and are passionate about climate action, able to persuade new audiences with their perspectives.

Growing our impact

Possible is different. We don't just advocate for solutions, we demonstrate that they work. Our colour is pink, not green, because we speak outside the climate bubble. We inspire people to get involved. We create the conditions for solutions to take deep roots and flourish at scale. We make real climate action possible.

If you're interested in helping support our work, please get in touch - we'd love to hear your questions and tell you a bit more about what we do.

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