



Impact Report 2024

1. EcoCounts

Our vision is for a world in control of CO₂ emissions - a fair social and economic approach that motivates and supports people and organisations to reduce their carbon footprints.

2. What We Delivered So Far

Across three funded programmes, EcoCounts delivered a mix of workshops, peer-learning activities and community outreach.

We delivered:

- A new series of climate-engagement workshops in Islington
- Interactive sessions supported by the National Lottery
- A grassroots climate and nature assembly through the Make It Happen grant
- New learning tools, including a custom-designed climate card game
- Multilingual outreach, translating material into Bengali to widen inclusion
- School workshops and partnerships with Stroud Green Primary School, St Mary Magdalene Academy and Camden School for Girls
- Engagement in community and faith spaces, including St Luke's West Holloway, St Mary's Hornsey Rise
- Expansion of volunteer-led delivery, strengthening organisational capacity
- Collaborations with Islington Climate Centre, Camden Think and Do, Climate Fresk

We reached 275 participants in total, with many returning for follow-on sessions and further support.

We recorded 25 full carbon footprints, after creating the most accurate database of personal carbon emissions with student and graduate volunteers.

3. Who We Reached

Our work brought together a diverse group of participants, particularly through the Islington Community Chest programme – 50 of the 88 participants were local residents, spanning a wide range of ethnic and age groups.

The diversity of participants demonstrates that climate concerns are shared across communities but are often unspoken due to fear of judgement or lack of accessible opportunities to engage. Our workshops helped create those opportunities.

4. What Changed for Participants

Our programmes consistently delivered outcomes across three dimensions: knowledge, confidence and emotional wellbeing.

→ Increased understanding and awareness

Participants told us they left with a clearer grasp of climate science, the drivers of carbon emissions, and the actions most within their control.

→ Greater confidence and motivation

Many reported a feeling of empowerment after realising that their choices do matter – especially when made collectively.

→ Real behaviour change

Feedback included changes to travel habits, food choices, and home-energy behaviours. One participant pledged to take the train to France instead of flying. Others began monitoring their footprints for the first time.

→ Reduced isolation and climate anxiety

The emotional impact was striking. Workshops gave people space to speak openly about fear, uncertainty and frustration – often for the first time in a non-judgemental setting.

These shifts matter because they lay the groundwork for long-term habit change.

5. Our Impact in Numbers

Across all programmes:

- 88 participants engaged
- 64 local Islington residents
- 24 attendees through the Make It Happen grant
- 275 attendees via Eventbrite sign-ups for National Lottery sessions
- 80 newsletter subscribers, 258 Twitter followers, 151 LinkedIn followers
- Multiple partnerships and community-network connections

These figures show both the reach and the potential for scale as capacity grows.

6. Case study: “Together for the Planet” – Building a Local Climate Movement

National Lottery Together for the Planet Grant

EcoCounts began with a simple but powerful idea: that sustainability should feel possible, personal and shared. With support from the National Lottery's Together for the Planet fund, EcoCounts brought residents together to explore climate change in ways that were human, accessible and emotionally resonant.

Through interactive workshops, school outreach, church partnerships and multilingual materials, the team created spaces where people could learn, deliberate and take their first steps towards meaningful action. Participants repeatedly said they had never been asked how climate change made them feel, nor been given a safe place to discuss their fears.

The workshops revealed something important. Many residents felt their contribution did not matter unless government acted first, creating a deep sense of futility. EcoCounts tackled this directly, helping people understand that action becomes easier, more hopeful and more effective when taken together.

As one attendee put it, "Thanks for last week's event. I learnt a lot." Others described the sessions as thought-provoking, motivating and confidence-building. What EcoCounts created was not just an educational series—it was a community shift. People left feeling seen, heard, supported, and part of something with momentum.

7. Case Study: "Make It Happen" – Sparking Climate Conversations in North London

£500 Make It Happen Grant

With just £500, EcoCounts ran a workshop that reached 24 local residents and opened the door to some unexpectedly powerful human moments.

The sessions combined practical information with deep listening, creating a calm and non-judgemental space for people to talk openly about their worries, hopes and habits. A member of Extinction Rebellion attended with a sense of emotional heaviness and fear of being dismissed. Instead, she found understanding. "I was grateful for the chance to express my fears and not be considered radical or childish," she shared.

Another participant—a retiree who regularly travelled to France by plane—made a personal pledge to take the train next time.

The power of these workshops came from their simplicity: people talking to people about what matters most to them. The feedback was warm, genuine and grounded. Participants described the sessions as engaging, positive and eye-opening. One commented, "You should be advising—no, TELLING—our government what to do."

This small grant didn't just fund an event. It enabled moments of reflection that led to real shifts—proof that local climate action does not require elaborate programmes or significant budgets to make an impact.

8. Case Study: “Climate Engagement Workshops” – From Isolation to Connection

Islington Council Community Chest Grant

With a £3,400 grant, EcoCounts delivered a series of climate engagement workshops that reached 64 people—50 of them local residents from diverse backgrounds.

The workshops were intentionally designed to counter feelings of powerlessness and disconnection, which were commonly expressed by participants. Through conversation, a new card-based learning game, and personalised guidance, EcoCounts helped people understand the climate crisis in relatable, practical terms.

One participant told the team, “It really helped me to do the workshop again following the previous session,” highlighting the value of repeated exposure and ongoing support.

Beyond knowledge, the workshops created belonging. People met neighbours they had never spoken to. They shared fears and hopes that they had never voiced. Many expressed relief at finally having a space where climate anxiety could be discussed with empathy, not judgement.

The programme also laid groundwork for deeper community partnerships, including collaboration with the Islington Climate Centre and conversations about youth engagement with Sustainable Communities.

For many who attended, something shifted. They left feeling connected—to the issue, to each other, and to the possibility of change.

9. What We Learned

- People need repeated engagement; one-off workshops spark interest but do not sustain change.
- Emotional barriers – powerlessness, isolation, confusion – are as significant as practical ones.
- Facilitator confidence and consistency directly affect participant experience.
- Stronger marketing and outreach are needed to reach beyond personal networks.
- A clear organisational narrative strengthens both engagement and funding applications.
- Measurement and evaluation must continue to mature to reflect long-term behaviour change.

These insights will shape our priorities for the year ahead.

10. Challenges We Faced

EcoCounts is still a small organisation with limited resources. Key challenges included:

- Limited volunteer capacity and the need for dedicated facilitation skills

- Difficulty reaching audiences beyond existing networks
- Time-intensive social media and promotion
- Need for clearer positioning between EcoCounts (action) and EcoCore (research)
- Restricted funding for operational infrastructure

Despite these challenges, community response has been strong and demand for more structured, ongoing support is growing.

11. Looking Ahead: Our Plans 2025 and Beyond

Our work so far has created the foundations for deeper, more structured impact. Next year we will:

- Expand peer-led carbon-tracking micro-groups
- Strengthen facilitator training and volunteer onboarding
- Improve monitoring to track carbon reductions more accurately
- Scale partnerships with community centres, schools and businesses
- Develop the EcoCounts app to support real-time footprint tracking
- Explore pilots for community-level carbon trading
- Build clearer pathways for residents to move from first engagement to long-term involvement

We will also strengthen our communications and digital presence so that EcoCounts becomes easier to discover, understand and support.

12. Financial Summary

EcoCounts (charity number 1196590) closed 2024 with its Charity Commission filings fully up to date and a healthy operational footing, having converted an initial government grant of around £20k in 2022-23 into two further years of sustained activity drawn from reserves held specifically for enduring charity operations. Over the past year spending was focused on community-facing work: workshops, volunteer meals, printed materials for card-game sessions, event marketing, and annual web hosting through EcoCore. Looking back on 2024, the charity delivered a continuing programme of public engagement, education and environmental data monitoring, carrying good momentum into 2025.

13. How People Can Get Involved

EcoCounts' strength comes from its community. In the coming year we will invite more people to:

- Join a weekly group
- Volunteer as facilitators, storytellers or engagement leads
- Partner with us as a school, community centre or local organisation
- Support the work financially through donations or grants

14. Thank You

EcoCounts' work over the past year has been made possible by our volunteers, participants, community partners and funders. Their commitment, time and trust have allowed us to build something meaningful: a model of climate action that is local, human and grounded in real change.