



EcoCounts Impact Report 2025

Building the blueprint for community-led carbon action

A Year of Foundations

2025 was a year of consolidation and growth for EcoCounts. Now in our fourth year, we deepened our carbon footprint recording programme, expanded our volunteer team, launched new community events, and laid the organisational foundations needed for growth. While the EcoCounts group remains deliberately local, rooted in North and Central London, the work we are doing is pointing toward a replicable model that can scale.

Our vision remains unchanged: a world in control of CO₂ emissions via fair social and economic means, motivating and supporting people and businesses to reduce their carbon footprints.

2025 at a glance

- ~40 participants in the carbon footprint recording group
- 8 events and workshops
- 27 EcoTips and articles published
- 25 volunteer team members
- 2 new academic partnerships with UCL

A Year in Action

Carbon Footprint Recording

Our core programme continued with approximately 40 participants actively recording their carbon footprints in the 2025 cohort. Based on prior experience, we expect around 25 complete datasets – a realistic yield that reflects our focus on data quality over recruitment volume. Rather than pursue high headcount, EcoCounts prioritises committed, local participants whose sustained recording generates the reliable longitudinal data that makes our methodology credible.

Our catchment remains the London boroughs of Hackney, Haringey, Islington, Camden, Westminster and the City. We continue to receive interest from outside this area but hold to local boundaries to ensure data comparability.

Events and Workshops

In 2025 EcoCounts ran eight events across two regular venues – the Islington Angel Climate Centre and, for the first time, St Luke's Church in North London:

- **8 Eco Film Nights:** monthly screenings with approximately 20 attendees each, combining film with group discussion on climate themes
- **1 Carbon Data Introduction Workshop:** 6 participants, introducing the methodology and tools used in the recording programme
- **1 Climate Fresk Workshop:** 6 participants, using the collaborative card-based learning game to explore the causes and consequences of climate change
- **1 Fundraising Planning Workshop:** 6 participants, an internal strategic session to develop EcoCounts' funding approach

St Luke's Church became a new community venue for EcoCounts in 2025, expanding our reach beyond the Islington Climate Centre which has been our primary base.

Summer Eco Fair

EcoCounts took part in the St Luke's summer eco fair where between 30 and 50 people engaged with the stall, made climate pledges, and expressed interest in joining the programme. This was one of our most effective outreach moments of the year, generating new participant interest in a community setting.

Content and Communications

EcoCounts published approximately 27 articles on <https://ecocounts.community> across 2025, including EcoTips on topics ranging from home energy and food to transport, nature and sustainable consumption, as well as workshop recaps and opinion pieces. These weekly resources serve both our existing participants and a wider audience, and several members use them to share practical advice with family members.

Real People, Real Change

Our programmes consistently produce outcomes across three areas: knowledge and carbon literacy, confidence and motivation to act, and real behaviour change. The data from our 2024 cohort – our most complete dataset to date – shows what this looks like in practice.

Carbon Footprint Data: 2024 Cohort

The EcoCounts group mean footprint for 2024 was 5,171 kg CO₂e, against a London average of 6,890 kg – 25% lower. The median was 4,386 kg, 36% below the London average. These figures reflect both the self-selecting character of our group and the impact of active, supported tracking.

The breakdown by category shows the group performing below the London average in every area:

Category	EcoCounts Mean	London Average	Difference
Transport	2,402 kg (47.2%)	2,998 kg (45.0%)	-20%
Home Energy	1,257 kg (24.7%)	1,807 kg (27.2%)	-30%
Food & Drink	1,036 kg (20.4%)	1,316 kg (19.8%)	-21%
Purchases	392 kg (7.7%)	531 kg (8.0%)	-26%
Total (mean)	5,171 kg CO₂e	6,890 kg CO₂e	-25%

Home energy shows the largest proportional reduction: 30% below the London average, suggesting that the recording process and community peer support are prompting meaningful changes at home as well as in transport and food choices.

Participant Voices

"Seeing my carbon footprint results had a profound impact. Compared to others, you see how your lifestyle could change – and also the things you can continue doing, which is great. I was apprehensive at first, but when I saw I was only 200 kilos away from Greta Thunberg, I had to pat myself on the back. It was amazing to see it quantified. It's still a little elusive, but I do think it is important for all of us to know."

– Ola Atishe, EcoCounts participant

"The EcoCounts group has kept me focused on what I can do, rather than getting into a pit of despair. It has helped me take practical steps through the weekly tips to make gradual changes – and the ongoing monitoring keeps me revisiting decisions and actions. The monthly feedback sheets have made recording much easier. I even send the weekly tips to my children at university."

– Rosie Sheldon, EcoCounts participant

"We know carbon footprints are important – but why don't more people engage with them? It's because they don't understand how much it's going to benefit them, their communities, and the people they care about. We want to build up our community, get people together, and let them realise how important it is."

– Marlon Opigo, EcoCounts participant

"It raised more questions than answers – which is a good thing. It put into perspective everything I'd been doing, thinking I was already a green person. Realising there are things you can improve on, and being able to share that with others, is genuinely valuable."

– Joana Ventura, EcoCounts participant

Our Volunteer Team

One of the most significant developments of 2025 has been the growth of a skilled, committed volunteer team. The EcoCounts trustees and director now have the privilege to work with approximately 25 volunteers across a wide range of disciplines:

- Business and start-up strategy (1 entrepreneur/executive)
- Fundraising and grant strategy (2 fundraising professionals, including 1 freelance)
- Marketing and communications (3 professionals)
- Carbon data expertise (2 specialists)
- Workshop facilitation (3 trained facilitators)
- Food growing and campaigning (2 volunteers)
- UX/UI design (1 expert)

- Student project management (1 student project manager)
- Sixth form volunteers (5)
- University students (5)

This mix of professional expertise and student energy gives EcoCounts a capabilities base that would be impossible to fund commercially. The diversity of the team also reflects the broad appeal of the organisation's mission across age groups and professional backgrounds.

Partnerships and Research

UCL Students Union Community Research Programme

In 2025 EcoCounts began a new academic partnership with University College London via the UCL Students Union community research programme. The initial project is a carbon footprint literature review, supporting the evidential foundations of our methodology. Both this and EcoCore's economic modelling project with Prof. Steve Keen are in early stages, with further outputs expected in 2026.

App Development

The EcoCounts carbon footprint app remains in design phase. In 2025 we made meaningful progress: user intentions have been mapped, flow diagrams produced, screen mock-ups developed, and early technical experimentation has begun to identify the right technology stack – including SQL database architecture, reporting modules, and input form design. The next step is moving from prototyping into confirmed build. The app is a prerequisite for scaling the programme beyond its current spreadsheet-based methodology.

What We Learned and Where We Struggled

2025 confirmed several things we already knew and surfaced some new challenges.

- **Data quality over quantity:** our 25% completion rate may appear low, but sustained, accurate recording from committed local participants is more valuable than large incomplete datasets. Our energy is better spent supporting those already engaged than recruiting at scale.
- **Governance takes time and resources:** a significant focus in 2025 was putting foundational policies, strategies and governance structures in place. This is unglamorous work but essential for EcoCounts to grow responsibly. New trustees recruited in early 2026 through our recruitment campaign begun in 2025 are continuing this work.
- **Emotional barriers remain significant:** participants continue to arrive carrying climate anxiety, a sense of futility, and fear of judgement. Creating space for those feelings before asking people to change their behaviour remains central to what makes EcoCounts work.
- **Outreach beyond existing networks is still a challenge:** the eco fair showed what is possible when we go out into the community, but our regular events still tend to attract people already inclined to engage. Reaching new audiences requires deliberate effort and resource.

Building the Blueprint: 2026 and Beyond

2026 is our year of transition from foundations to action. Key priorities include:

- **App development:** moving from design and prototyping into active build, with a confirmed technology stack and development team. The app is the single most important enabler of scale for EcoCounts.
- **Carbon data:** continuing to support the committed core of the participant group to generate high-quality longitudinal data, targeting around 25 complete datasets from a pool of approximately 100 engaged people.
- **Fundraising:** a new and growing fundraising team with two experienced volunteers is now actively identifying and applying for grants, primarily in the £1,000–£25,000 range.
- **Policy engagement:** the updated EcoCore Manifesto 2026 is due for publication imminently. Immediately after the upcoming local elections, EcoCounts and EcoCore will begin direct engagement with local politicians. A new graphic designer has joined to support this work.
- **Replication:** scaling to new locations remains a medium-term goal, to follow once the app is operational and the blueprint is fully documented. It is not a 2026 priority.

Our Finances in Brief

EcoCounts (charity number 1196590) operates on a budget heavily dependent on the amount and success of fundraising – in 2025 we started the year with low reserves and plans to sustain only activities with little funding requirements. The organisation remains financially stable, with Charity Commission filings fully up to date.

Running an EcoCounts group with paid staff would cost approximately £750 per participant per year, covering programme coordination, carbon tracking tools, community support, and data management. This figure provides a basis for replication planning and grant applications.

EcoCounts has been funded by the National Lottery, the Cripplegate Foundation, Groundworks Trust, the People's Postcode Lottery, Islington Council, and a community of individual donors. Full accounts are available at <https://ecocounts.community>

Join Us

EcoCounts' strength comes from its community. There are several ways to get involved:

- **As a participant:** join the carbon footprint recording programme if you are based in North or Central London
- **As a volunteer:** we welcome facilitators, data specialists, communications professionals, and student volunteers – see our “Get Involved” [page on the website](#)
- **As a partner:** schools, community centres, local organisations and businesses can collaborate with us on workshops, carbon labelling, and engagement programmes
- **As a funder:** contact us at <https://ecocounts.community/contact-us> to discuss grant opportunities or individual giving

With Thanks

None of this work would be possible without our volunteers, participants, community partners, and funders. In particular we thank the National Lottery, the Cripplegate Foundation, Groundworks Trust, the People's Postcode Lottery, and Islington Council for their continued support, and every individual who has given their time, data, and energy to EcoCounts in 2025.

<https://ecocounts.community> – Charity number 1196590

