## Exploring how to make a difference: action research on how to reduce environmental impact

### What is the research about?

Previous research has found that many ‘environmental’ projects tend to only attract a small number of people. Yet we know that huge numbers of people in the UK care deeply about the world around them; and demonstrate this through their participation in conservation, allotments and outdoor sport groups amongst many other activities. This research is hoping to find ways in which people with an interest in the environment are better supported to consider their personal environmental impact in their everyday lives.

### How are we recruiting the participants?

We are getting in touch with potential participants through relevant charities and community groups who support our research. Interested group members will be asked to complete a short survey. Places on the workshops are limited; it is possible that not all those completing the survey will be invited to participate in the workshops.

### What does the research entail?

If you are interested in this research we would ask you to attend two, two-hour workshops in Cambridge, run by experienced facilitators from the Carbon Conversations project. We will also interview participants before and after they have attended the workshops.

### What are the benefits of getting involved in the research?

Everyone that completes the survey will have the option to be entered into a prize draw to win a £20 voucher for John Lewis.

Workshop participants will benefit from an opportunity to learn more about environmental issues in a supportive atmosphere. As a thank you, we will give workshop participants a vegetable box from the Cambridge Organic Food Company to the value of up to £21, provide you with a workshop handbook and refreshments at the workshops, and pay your travel expenses.

### What will happen to the research?

The research findings will be shared with you, published as free-to-access TSRC Working Papers. It will also be published in peer-reviewed journals.

### What else do I need to know?

The identity of all participants in the research will remain anonymous. You are free to withdraw from the research at any time.

### How can I find out more information?

If you wish to learn more about the project, please contact one of our researchers:

Dr Milena Buchs on 023 8059 7547 or m.buchs@tsrc.ac.uk

Dr Emma Hinton on 023 8059 5859 or e.d.hinton@soton.ac.uk

Alternatively, you can learn more about the TSRC at [www.tsrc.ac.uk](http://www.tsrc.ac.uk) and Carbon Conversations at <http://carbonconversations.org/>