



Carbon Speed Dating

how does it work?

2010 is the year where we need to crack climate change, but it doesn't have to be all doom and gloom. That's why Go Green Week 2010 is all about feeling the love for your climate – just in time for Valentine's Day. People & Planet groups and student unions all over the country are getting ready to hold Carbon Speed Dating events. It's a simple concept – you'll help people find love and get clued up on low-carbon lifestyles in the process.

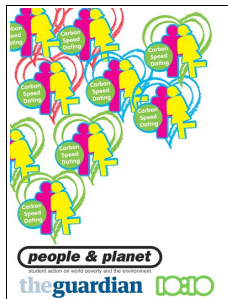
We've teamed up with the Guardian, 10:10 (the campaign to cut UK emissions by 10% in 2010) and our [Degrees Cooler](#) partners to make a massive splash this Go Green Week. Check out the guide below to help you plan an amazing event and feel free to contact Alys or Andrew 01865 245678 or gogreenweek@peopleandplanet.org if you want any advice. And don't forget to let us know if you're planning an event!

All the resources you need to organise Carbon Speed Dating are downloadable at: peopleandplanet.org/gogreenweek/resources

Step 1: Book a Venue

It works really well if you can incorporate the carbon speed dating event into a club night that's already happening at your union (you may even be able to negotiate a deal where people who come to your event get free entry into the club night after). If this isn't possible, don't worry too much – Speed Dating events are always popular, especially close to Valentine's Day so you should get a good crowd!

Step 2: Publicise!



Sounds obvious, but if you want people to come along to your event, they need to know that it's happening! Print off posters from our website or design your own, create a Facebook event, let your student paper know about it, and get your union to help create a buzz. Try and attract people who might not normally think about coming to an event run by your P&P group – the idea is that it's a fun night which everybody can enjoy, and they might just learn some things about climate change along the way!

Step 3: Get calculating!

We've teamed up with the Guardian to provide you with a **Quick Carbon Calculator**. You'll be matching people up for a series of speed-dates with their potential 'Sole'mates according to their carbon footprints. Try and encourage people to find out their footprint before the event. If you're selling tickets through an online box office you can direct people straight to our Carbon Speed Dating website, or you can just put the web address (on tickets and posters.

If you're selling tickets on the door, you could have a couple of **laptops** set up so people can find out their carbon footprint when they arrive. We've also made a **paper version** of the calculator so you can give it people that and let them do the maths themselves!

Step 4: What you'll need

Print out and give each participant one of the carbon footprint cards. **On the front** they'll find prompts to kickstart their conversations. **On the back** they'll find a pledge form for signing up to 10:10 and noting down who they want to go on further dates with.

You should also print off a sheet of carbon footprint stickers (using sheets of 8 stickers). Get every participant to fill in their name, carbon footprint and their unique Carbon 'Solemate number'. Make sure everyone wears their stickers throughout the night, as that's how you'll match people up. Prepare a box to collect them in at the end of the evening too.

Download everything you need at: peopleandplanet.org/gogreenweek/resources

Step 5: Match 'em up

Once everyone has their carbon footprint card and sticker, it's time to match people up for some carbon speed dating! You can do this in whichever way suits your evening best, but we recommend:

- dividing everyone into high, low or average (see below)
- Everyone has 3 dates during the evening (eg. if you are have a low footprint, you'll have a date with a high, a medium and another low carbon solemate)

You will most likely be using a mixture of online and paper carbon scores at your event. Because they are calculated in different ways you will need to convert people's scores into low, average and high for their stickers. For online calculations:

4 – 12	=	LOW
12 – 17	=	AVERAGE
17 +	=	HIGH

For paper calculations:

1 – 3	=	LOW
3 – 7	=	AVERAGE
7 +	=	HIGH

Don't worry if you don't have even numbers of people. The important thing is to get people meeting each other and thinking about their carbon emissions.

You'll probably need group members to volunteer for the following roles to make things run smoothly: an MC (perhaps with a mic if it's a big event), someone to time the dates, a few people to help with carbon footprinting and registration and people to give your venue a low-carbon romantic vibe!

Step 6: Find your 'sole'mate!

Encourage everyone to look at the prompt subjects on the cards to talk about how they could reduce their carbon footprint. At the end of the night, ask people to fill in their carbon footprint cards and return them to you. They need to fill in their chosen partners and the

optional pledge to reduce their carbon footprint by 10%. You can use them to let people know if their partner liked them too in time for Valentine's Day.

Simply send the cards back to People & Planet after you've finished with them, along with any money you raised. We'll be adding up all the carbon cutting pledges from around the country and signing up all those who want to take part in the 10:10 challenge in 2010.

Please return all completed carbon footprint cards by 28th February 2010 to:

People & Planet, 51 Union Street, Oxford, OX4 1JP

Step 7: Party!

If you've managed to hook up with your student union or another club night, you can finish the night by sending people off to boogie the night away together. If not, then why not use the end of your event to advertise other events happening during Go Green Week – especially if they have a romantic theme. For example, if you're screening any films or having a [Can Film Festival](#) encourage people to make a date to come together.

Fancy something a little different?



Why not set up a laptop and projector and have a live twitter feed? You can make your own hashtag and people can (anonymously, of course!) tweet their thoughts about their date, their night, or their carbon footprint!

Cut the carbon, raise some cash

A big event like carbon speed dating is a great way to raise some much-needed funds for People & Planet's Going Greener campaign. Why not charge on the door (or ask for a 'suggested CO£2 donation' if your union won't let you charge), hold a raffle, serve a veggie meal, run a cake stall or even just have a good old-fashioned CO£2 donation tin!

Email our fundraiser Louise:

louise.cobb@peopleandplanet.org if you want some tips on making the most of your event! Our fundraising target for each group is **£100**

Shout about it!

Make sure everyone knows about your event! The Go Green Week Media guide has some sample press releases (one for before, so everyone knows it's happening and one for after, so everyone knows how great it was!), as well as loads of great tips for getting into student, local and national media.

Remember to take loads of photos throughout the night, or even make a film. Your event will be brilliant, so make sure you get some credit for it!



Get your uni to join 10:10

If Carbon Speed Dating inspires lots of students to cut their carbon footprints by 10%, shouldn't the uni commit to the do the same? **Lobby your VC asking them to sign up to the 10:10 uni challenge:**

peopleandplanet.org/1010

Finally, remember....

Please let us know about your event! We love hearing about all the great things you're doing for Go Green Week and if you tell us what you have planned, we can link your event up with our online calculator and map of Go Green Week events to let even more people know about it! Email Alys or Andrew today: gogreenweek@peopleandplanet.org