

EcoCounts Mission 2026

Who We Are

EcoCounts is a grassroots movement turning climate anxiety into collective action.

Founded by Adam Hardy, an environmental scientist who left his corporate career in 2018 out of frustration with slow progress on climate change, EcoCounts has grown into a community of like-minded people supporting each other to live more sustainably.

Based in North and Central London, EcoCounts takes a group-based approach to helping residents reduce their carbon footprints together through practical, community-based action.

Many people want to live more sustainably but face barriers of confidence, motivation and social support. EcoCounts removes these barriers by offering an inclusive space, accessible tools and a supportive peer network that makes low-carbon living achievable and rewarding.

Run entirely by volunteers, EcoCounts brings together people from all walks of life — local residents, students, professionals and retirees — united by a belief that fairness and climate action must go hand in hand.

Behind the scenes, a small team of trustees, coordinators and contributors keep things running: from organising meet-ups and campaigns to managing grants, partnerships, websites and research.

Our community is open to everyone, but we particularly aim to include those on lower incomes, people too often left out of the conversation - people who are now living with the impacts, the scale and growth of which we are only beginning to appreciate.

Why We Exist (our mission)

The climate crisis isn't just about carbon emissions. It's about fairness.

Increasingly climate impacts hit people on lower incomes hardest: from heatwaves when you don't have air conditioning, to food price rises, flooding in your local hospital or wildfires in local parks. EcoCounts exists to make sure those voices are heard, and to make practical changes that save money, cut emissions, and create a fairer, more equal society and to make sure climate solutions work for everyone, not just those who can afford them.

We believe small, practical steps by real people in our group at the community level can drive the big systemic change we need.

Our aim is to help people reduce their footprint, save money and build resilience together, while contributing evidence and ideas to shape local and national government policy.

What We Do

Weekly Meet-ups

Our Monday evening sessions are the heart of EcoCounts. Part social, part action, they're where we track carbon footprints, share solutions, and plan campaigns, including petitions, meetings with councils, MPs and businesses.

Micro-Groups and Peer Support

Smaller five-person accountability micro-groups help members track progress, share challenges and support each other to sustain change. This peer-led approach strengthens confidence and long-term behaviour shifts.

Workshops and Practical Support

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Campaigns and Partnerships

We work with councils, MPs, schools, community groups and local businesses to drive change that scales. Our campaigns focus on what communities can do together, from petitioning for greener transport options to housing improvements or joining local energy projects.

EcoCore Collaboration

Through our sister organisation EcoCore, we connect our group action to research and policy, contributing to a wider evidence base on carbon literacy, behaviour change and equitable transition models (EcoCore stands as a separate legal entity to EcoCounts.) While EcoCounts focuses on community engagement and practical climate action, EcoCore supports this mission by leading research collaborations, developing policy insights, and strengthening the credibility of our approach. We work with staff and students at UCL, Imperial and other University of London colleges to ensure our

grassroots work is informed by academic research and contributes effectively to national conversations on climate justice and carbon reduction.

Our Vision (what we are trying to achieve)

We imagine a fair and sustainable world where every household and organisation can see, share and balance their environmental impact – where low-carbon choices are rewarded and people and organisations reduce their carbon and ecological footprints together, not alone.

We envision:

- Every product and service carrying a transparent carbon cost
- People able to trade their carbon surplus or buy extra capacity when needed
- Systems that reward fairness, cooperation and innovation, rather than guilt or exclusion
- Scalable community models that influence national policy on carbon allowances and fair transition

EcoCounts is testing that future at the community level, building the culture, tools and awareness needed to make it real.

Our Purpose

To make climate action fair, achievable and shared.

We exist to:

- Turn climate concern into climate action
- Ensure those most affected by climate change have a voice in shaping solutions
- Build trust and agency through shared responsibility and local action
- Demonstrate economic and social models that make fairness integral to net zero
- Foster wellbeing and belonging through community connection and mutual support

Our Impact and Outcomes

Since launching, EcoCounts has built a grassroots model of community-led climate action that combines emotional support, practical tools, and measurable behaviour change. EcoCounts has:

- Run weekly meet-ups for over three years, constantly expanding networks of participants across North and Central London, with the potential to reach over 1 million people across the boroughs of Islington, Camden, Westminster, Hackney,

and Haringey alone through increased awareness and community outreach campaigns

- Secured National Lottery and local grants to pilot new forms of community carbon tracking and to develop a carbon tracking app.
- Facilitated workshops engaged 88 participants in workshops focused on sustainability, emotional resilience, and climate literacy with many reporting increased confidence and motivation to act.
- Reached diverse communities, including:
 - 27 White British, 10 White Other, 6 Asian, 6 Black, 1 Other ethnic background.
 - 12 young people (17–24), 38 adults (25+), and 1 disabled participant.
- Created safe, inclusive spaces where participants could express climate concerns without judgement, building optimism and a sense of agency.
- Inspired tangible lifestyle changes, such as pledges to switch from air travel to train, reducing food waste, and adopting low-carbon habits.
- Supported households to lower bills, build awareness, and sustain low-carbon behaviours through practical workshops and peer accountability.
- Built strong partnerships with schools, churches, and community centres, including:
 - Stroud Green Primary, Camden School for Girls, St Mary Magdalene Academy.
 - St Luke's Holloway, St Mary's Hornsey, Islington Climate Centre, Sustainable Communities, Castlehaven Community Centre.
- Developed early-stage frameworks for personal carbon budgets and group trading.
- Supported households to lower bills, build awareness and sustain low-carbon behaviours.
- Provided accessible support to households seeking to lower bills and emissions.
- Built partnerships with local councils, researchers and funders exploring how to scale this model nationally.

Short-term outcomes

Participants increase knowledge, confidence and motivation to act; they report improved wellbeing and a greater sense of belonging.

We aim for 70% of participants to report increased confidence in adopting low-carbon behaviours after six months

Achieved by:

- Discovering basic info about their own carbon footprints
- Relief of climate anxiety, powerlessness, sense of inaction
- Build supportive communities around a realistic path to climate action

Medium-term outcomes

Members sustain measurable lifestyle changes, showing consistent carbon reductions across energy, food and transport.

We aim to support 50 residents to reduce their average carbon footprint by 10% in one year.

Achieved by:

- Achieving sustained and measurable reductions in carbon footprints for group as a whole
- Increase % of core participants sustaining low-carbon behaviours after 2+ years

Long-term outcomes

Replicable EcoCounts groups form in new locations using this blueprint, based on the evidence we create and informing national policy on a fair transition with carbon allowances that not only people will support, but businesses and economists too.

We aim to build a scalable model that's fair and inclusive.

Achieved by:

- Number of new EcoCounts groups established using the model
- Citing our evidence base in local and national policy debates
- Replicate the EcoCounts model in other London boroughs, other cities and beyond

Future Outlook

With new funding, we aim to:

- Expand outreach to lower-income and under-represented communities.
- Develop and test the EcoCounts app to make live carbon tracking, carbon budgets and group carbon sharing accessible at scale.
- Train new volunteers to lead local EcoCounts groups across London and beyond.
- Build stronger partnerships with local businesses and councils to embed low-carbon practices.
- Publish group data to demonstrate real impact and inform policy debates.

Our long-term goal is to create sustainable, connected communities living within fair carbon budgets, and to prove that local action, when shared and measured, can shape national change.

Why Support Us

For volunteers

Join a friendly local network tackling the climate crisis together. Learn, take action and gain new skills while saving money and making a difference.

For funders, donors and partners

Support a proven grassroots model that is economically effective, socially equitable, and politically pragmatic, and help us build the bridge between community action and systemic change.