

Fancy a change of career? Why not try Carbon Coaching?

What is a carbon coach?

In July 2005 I left a near perfect job, Director of a successful consultancy (ABS consulting) to set up in business as The Carbon Coach. My mission (and it is mission possible!) is to coach celebs and influential individuals: to help them prosper and feel good by shrinking their lifestyle carbon footprint for real (the tonnage of carbon dioxide emissions that their households travel and energy is responsible for.) I hold their hand while they change a (energy efficient) light bulb!

How does it work?

I aim to rapidly raise peoples awareness of their direct carbon impacts on the environment. The people I coach actively want to change, but are busy and dont know where to start. I usually arrange to meet them at their home, and quickly assess their carbon footprint from energy bills, travel data - a few simple questions. Then I will discuss with them the ways they have considered reducing it - at this initial stage its very broad-brush stuff.

Who is using a carbon coach?

There are plenty of chief executives, company directors, politicians, celebs, neighbours even, who want to know their carbon footprint - their tonnage. I also provide this same carbon advice for a business, and for its employees.

When individuals commit to making a difference in their home lifestyle, and experience the joy of shedding a tonne or two, first hand, they go on to positively influence their corporate situation..

What size should somebody's carbon footprint be?

Wherever you start is ok. After all, most of us are living in ignorance of the number. The top-down average carbon footprint for each of us in the UK is about 11 tonnes per year. (Total UK tonnes divided by population.) The 50 % of the footprint that I focus on is home energy and home travel. This bit averages around 5 tonnes p.a. per person. The lifestyle of a captain of industry however, is such that a footprint as high as 60 tonnes is perfectly common.

Outcomes can be simple, such as a change of car or switching to a green electricity tariff that guarantees the electricity comes from renewable sources, or they can be a bit trickier. But changes get to happen. Part of what I bring is urgency and tenacity. The problem (climate change) isnt going to go away - so why should !!

Have you changed your lifestyle?

Yea, but compared to some Im a late developer. I didnt take my personal impact on the environment anywhere near seriously enough until about five years ago. Now my five-bedroom house in Marlow has a solar panel (thermal and PV, so totally autonomous), a light-pipe, super-insulation, whole house MVHR ventilation, passive-solar conservatory and a wood-burning stove. My family of six has a combined carbon footprint of 9 tonnes - including our two cars and all holiday travel. 1.5 tonnes each.

Carbon Coaching is a huge opportunity. Basically, by 2050 every UK citizen needs to have slimmed down from 5 tonnes a year to around 0.5 tonne - or were stuffed. So we need a lot of coaches, and a lot of coaching. And the best way to learn is to practice on yourself!

Kinda neat huh?!

Source: <http://www.articlecircle.com>

About the Author

This is an interview between the [eco directory](#) and the [Carbon Coach](#) Dave Hampton. Do you fancy an [Eco and Green Job](#)?