

# CASE STUDY: Project Carbon, Staffordshire Moorlands.



Project Carbon is working with Staffordshire Moorlands District Council to help the region reduce its carbon footprint.

Using a van powered by Pure Plant Oil (PPO), members of the Project Carbon team are visiting residents, businesses, and community buildings in the Ipstones area as well as tourism businesses across the wider Staffordshire Moorlands. By highlighting ways in which buildings can be made more energy efficient, as well as providing low energy light-bulbs, the carbon emissions which result from fuelling buildings in this area can be significantly reduced. The project aims to reduce the carbon footprint of district by almost 900 tonnes in the first year.

Local businesses wishing to minimise their environmental impact can offset their CO<sub>2</sub> through Project Carbon. This not-for-profit service will use the money to fund carbon reduction technologies elsewhere in the community.

The project is government-backed and receiving funding from Advantage West Midlands, Staffordshire Moorlands District Council, Staffordshire County Council, SMDC Village Hall Grants, and the Peak National Park Sustainability Fund.



