



Introduction to Carbon Literacy

Welcome to The Carbon Literacy Project. This pack contains all the information you need to start your Carbon Literacy journey.

Please read the attached documents to understand more about how The Carbon Literacy Project began, what Carbon Literacy is, and an introduction into how to get involved.

Documents enclosed:

1. The Carbon Literacy Project: In a Single Side

An introduction to The Project, its relevance, and the formal definition of Carbon Literacy.

2. Carbon Literacy – a 13-Step Guide

An overview of how to deliver Carbon Literacy to your audience.

3. The Carbon Literacy Standard: Executive Summary

A summary of the Carbon Literacy Standard, highlighting the criteria that a course must include to define it as Carbon Literacy.



1. The Carbon Literacy Project: In a Single Side

Manchester was the world's first industrial city. It therefore shares responsibility for the global dependence on the fuels that generate CO₂. So, it's only fitting that the city should be the first to originate a project like The Carbon Literacy Project, forging a path towards a low carbon culture.

In an ambitious programme, everyone that lives, works or studies in the city is being offered a day's worth of Carbon Literacy training – relevant climate change learning that leads to positivity and action towards reducing carbon emissions. As well as embedding awareness of the climate impacts of everyday actions, the Project lays a foundation for green-collar skills and grows demand for low carbon goods and services.

The Project's internal definition of Carbon Literacy is:

“An awareness of the carbon costs and impacts of everyday activities and the ability and motivation to reduce emissions on an individual, community and organisational basis.”

The Project is based on the key aim that if we are to cut our carbon emissions by the kind of reduction targets demanded of us by science, by 2050, then we will need to **change the culture as well as the technology**. Carbon Literacy is a crucial element in this aim. Carbon Literacy acts to educate, provides relevance and motivation, and also supplies tangible evidence of the growth of that low carbon culture. The Carbon Literacy Project focuses not just on the creation and delivery of training, but on necessary, effective means of public engagement.

Carbon Literacy training is being offered across the United Kingdom and beyond, through workplaces, educational institutions and in communities. The training includes both consistent core materials and adapted content relevant to “where” learners are (geographically and sectorally), all as part of an accredited certification scheme. The Project does not reinvent the “behavioural change wheel” but builds on and enhances existing good practice. Learners are encouraged to develop their own responses to lowering their carbon footprint. Trainers and organisations delivering training are quality assessed or kite-marked, and there is high profile branding for organisations putting their people through a Carbon Literacy programme.



2. Carbon Literacy – a 13-Step Guide

“How do we get started?”

You’re reading this because you want members of your organisation, place of education or community to become Carbon Literate. We are keen to work alongside you to support you as you develop your training materials and evaluate your project.

Here’s a step-by-step guide to what you need to do next:

1. Read the **Carbon Literacy Standard**. The CL Standard is an introduction and explanation of the principles of Carbon Literacy. When designing your piece of training you will need to ensure it aligns to the CL Standard.

Tip: An executive summary of the CL Standard has been included for you in this pack. The full CL Standard can be found in the ‘Getting Started’ Pack [here](#).
2. Roughly assess how well your initiative fits with the CL Standard. Your project can be new, or can be adapted to fit the Carbon Literacy Standard. You may wish to use the Carbon Literacy e-learning course to assist you in the delivery of the climate change science (the ‘Knowledge’ section of the Carbon Literacy Standard). Read more about the CL e-learning course [here](#).
3. Register your initiative with The Carbon Literacy Project. If we know you’re there we can help you. The easiest way is to email info@carbonliteracy.com and tell us briefly what you are planning to do. We’ll say hello, point you in the direction of relevant resources, and raise any issues we can see with the potential match between your project and the Carbon Literacy Standard. We’ll also confirm how much it will cost to have your training initiative criteria checked against the CL Standard.

Tip: The cost of getting the training accredited is based on the type and size of organisation you are – you can find the most up-to-date version of the pricing matrix [here](#).

4. Assuming you wish to proceed, complete a **Criteria Checker**, stating how your training meets the requirements of the CL Standard. Note: a Criteria Checker is a checklist allowing us to match your piece of training with the CL Standard. Carbon Literacy needs to be consistent so that it can be recognised in all the many organisations and communities where it takes place – and ensures that CL learners are all certified as having met the requirements of the CL Standard, gaining a uniquely coded Carbon Literacy certificate to evidence that achievement.

Tip: The most up-to-date version of the Criteria Checker document can be found [here](#).

5. Submit your completed Criteria Checker alongside any training materials, and the appropriate fee, to criteriacheckers@carbonliteracy.com for The Carbon Literacy Project to review. We will then either formally 'approve' your course for roll out, or offer specific feedback for improvements, or of what additional evidence we need.
6. Once your training initiative has been formally approved by The Carbon Literacy Project you are ready to go ahead with training delivery. Although there is no central funding for project delivery, we will work with you to identify any revenue sources that might become available to you by virtue of being involved in a Carbon Literacy initiative.

Tip: We recommend organisations purchase blocks of certificate applications in advance of delivering training to ensure a quick turnaround with certification.

7. Drop us a line at info@carbonliteracy.com at least a week in advance to tell us when you are delivering your training – we like to drop in to observe from time to time, we sometimes have high-profile guests who like to observe training, and we may know of opportunities for you to publicise or fund what you are doing if we have sufficient notice.
8. Deliver your training! Collect the evidence of what your participants have done and make sure you take some photographs for you (and us) to publicise what you have done. Don't forget to get a **Participant Details and Evidence Form** completed and signed for each participant or they won't be able to gain certification.

Tip: The most up-to-date version of the Participant Details and Evidence Form can be found here.

9. Submit the completed Participant Details and Evidence Forms, **Certificate Request Form** and the appropriate certification fees (if not already purchased) for your requested certificates to evidence@carbonliteracy.com, and we'll do the rest. We review evidence daily; assuming we have all the evidence and documentation needed, please allow two weeks for us to get back to you with feedback on any learners who've not yet passed, and the certificates in PDF Format for those who have met the CL Standard. Certificates will always be issued to the trainer. The Project never distributes certificates to individual learners.

Tip: The most up-to-date version of the Certificate Request Form can be found here.

10. Any learners who do not gain certification on their first attempt have 28 days, from our response, in which they can reapply by following the feedback provided to the trainer. All resubmissions should come via the trainer, and we ask that these are submitted as a group alongside a new Certificate Request Form. Resubmissions are classed as new applications, so we strongly recommend that trainers take the time to review evidence with learners in the training to ensure that no silly mistakes, such as not filling in a section, are made; wasting once of your applications.

11. Celebrate! Your participants are now certified as Carbon Literate. Why not hold a mini-graduation or award ceremony within your organisation and celebrate your participants' achievement? Publicise their success within your organisation and to those which you work with; your stakeholders, customers, suppliers, and others. The evidence that others are taking action is an important part of the 'social proof' that motivates us to take action ourselves.

Tip: When referring to the work you're doing with The Carbon Literacy Project in publications, on blogs, on social media, in presentation, or in any other way, please refer to the **Carbon Literacy Brand Guidelines** which can be found here. If you're unsure, get in touch at info@carbonliteracy.com and we'll be happy to fact-check or provide a quote if needed. You can also tag us on social media:

Facebook	@carbonliteracy
Twitter	@carbon_literacy
Instagram	@carbonliteracy

12. We recommend that you keep a record of what you have done in the **Trainer Log**, how many Carbon Literacy 'graduates' you have, and your learners' actions, as this will form the foundation of your application to become an accredited Carbon Literate Organisation, Carbon Literacy Trainer, or Carbon Literacy Training Organisation, should you wish to apply.

Tip: The most up-to-date version of the Trainer Log can be found in the Carbon Literacy Trainer Pack here.

13. And... keep up the good work! The Carbon Literacy Project is continually building skills, awareness and understanding as we move toward our zero-carbon future. You can stay up-to-date with any process or document updates, and trainer events, by subscribing to the Trainer Newsletter here.

We look forward to working with you!

The Carbon Literacy Project

Tip: What Next? Download the 'Getting Started Pack'. This contains all the information and documents you'll need to get your piece of training created and approved as Carbon Literacy.



3. The Carbon Literacy Standard: Executive Summary

The Executive Summary of the Carbon Literacy Standard is a summary of the full CL Standard, aimed to give a concise overview of the main principles that define Carbon Literacy.

The definition of Carbon Literacy is:

“An awareness of the carbon dioxide costs and impacts of everyday activities and the ability and motivation to reduce emissions on an individual, community and organisational basis”.

The full CL Standard consists of: 1.) An introduction to Carbon Literacy and its aims; 2.) The requirements and supporting information for creating a Carbon Literacy training initiative; 3.) Details regarding the evidence required for the certification of your learners; and 4.) FAQs, a glossary and sources of further information for users.

The CL Standard is designed to enable an individual to deliver Carbon Literacy with little or no other support. To complement the CL Standard there is also a Criteria Checker, which allows a trainer to easily match their piece of training against the CL Standard, which will then be checked by The Carbon Literacy Project and must be formally ‘approved’ by The Project before being rolled out.

The CL Standard blends ‘core’ content and approaches (enabling consistent values and quality across all training) with ‘customised’ content and approaches (maximising local and specific relevance to learners).

Knowledge and understanding of both ‘core’ and ‘customised’ content will be demonstrated in the Action section of the CL Standard, whereby all CL learners create their own **‘individual’ and ‘group’ actions** to reduce carbon emissions (required to attain a CL Certificate).

In addition to individual certification of Carbon Literate citizens, The Carbon Literacy Project has created enhanced certification processes for Carbon Literacy Trainers (CLT), Carbon Literate Organisations (CLO), and Carbon Literacy Training Organisations (CLTO). Information on these can be found in the relevant packs here.

All online resources can be found at www.carbonliteracy.com

An Executive Summary of the Full Carbon Literacy Standard

In order for training initiatives to deliver Carbon Literacy, as defined by the Carbon Literacy Standard, training must include all of the elements listed below.

Core Element 1: Learning Method

- **One ‘Days’ Worth’ of Learning:** All individuals that have been certified as Carbon Literate have, as a minimum, undertaken one day’s worth of relevant climate change learning. Learning may be delivered in many forms (face-to-face, self-directed etc.). It does not need to be delivered in a single unit or in isolation from other learning or activity. In fact the opposite is positively advantageous.
- **Local or Social Learning:** The relevance of what is learned to the learner’s own environment is maximised at all times.
- **Delivery by Peers:** Training is most trusted when delivered by someone who is similar to the learner, who ‘feels like themselves’.
- **Group Enquiry:** Carbon Literacy learning takes place in an environment where, with the input of expert knowledge and peer support, learners jointly find their own answers and devise their own solutions.
- **Positivity:** CL learning emphasises the things that *can* be done as opposed to the things that cannot.

Core Element 2: Knowledge

- Greenhouse Gases: what they are, and their relationship to weather and climate.
- How climate here and elsewhere is likely to change, and how we know this.
- How changes in the climate are likely to affect us (in own country), and in other parts of the world.
- How our actions impact on the amount of greenhouse gases produced, and the impact they have.
- What we can do to reduce our impact, and the benefits and disadvantages of taking action.
- What we are already doing locally and nationally.
- Where we can go to get help. What help is available to us.
- How we can motivate others to take action, including gaining the confidence to communicate our Carbon Literacy to others.

The ‘Carbon Literacy: Knowledge’ e-learning package covers the majority of the Knowledge section of the Carbon Literacy Standard. Any trainer can take advantage of the e-learning course to help deliver this section of the Standard - more information can be found here.

Core Element 3: Values

- The action of individuals can and does make a difference.
- We need to work with others to create change.
- Overall, the outcome of the changes we need to see can lead to a better world, and a better way of life.
- Equity and fairness, now and in the future, underlies the changes that we want to see in the UK and globally.

Core Element 4: Action

The focus of Carbon Literacy is about empowering people to take action. By the end of their learning Carbon Literacy learners will:

14. Create at least one significant action to reduce their individual carbon footprint.
15. Create at least one significant action involving other people to reduce the collective footprint of their workplace, community or place of education.

The CL Standard requires the 'creation' of an action, rather than its completion. This is in recognition of what can be realistically achieved with a 'days' worth' of learning.

In judging significance for certification purposes, The Project looks for material action, as judged against the scope for action that each individual possesses within their individual circumstances. A qualifying action must be 'meaningful' - it cannot be 'token'.

Core Element 5: Process

In order to efficiently administer Carbon Literacy, The Project operates some basic principles:

1. For training to be classed as Carbon Literacy, unless it involves some aspect of prior accredited learning, the training intervention needs to be Criteria Checked before delivery.
2. In submitting evidence and feedback, it must be made clear to each learner that the quality of the submitted evidence must match the ability of the learner in question, and is the primary evidence used to judge whether or not they are Carbon Literate.
3. Evidence for participants should be submitted to The Project within 14 days of the completion of training, by the relevant trainer or facilitator.
4. Where the evidence submitted is judged insufficient to certify a participant, The Project will in most cases offer the participant, via the submitting trainer, the option of resubmission.
5. Where evidence is submitted more than 2 months after completion of training, The Project will require supplementary written evidence for each participant, which must be completed by them to demonstrate their 'Carbon Literacy'.
6. The decision to accredit any individual, or to issue or withhold any certificate is completely at the discretion of The Carbon Literacy Trust.