

2022

The Carbon Literacy Project



IMPACT REPORT

**Carbon Literacy
Project**





the Whitworth

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Founding Sponsor

Westford
Mill

Carbon Literacy
Project



Introduction



“The Carbon Literacy Project is a low-carbon culture change project, working with everyone where they live, work and study. It is founded on a day-long experience that leaves participants informed, empowered, inspired and taking their own actions to help resolve the climate emergency.

2022 has seen unprecedented growth in levels of Carbon Literacy, both nationally and internationally. In the 10th anniversary year of the Project, the number of learners certified is equivalent to the whole of the previous nine years combined, with the Project almost doubling in size in only 12 months. The significance lies not only in the numbers but in the positive impact these learners have on our climate and the changes that this work represents.

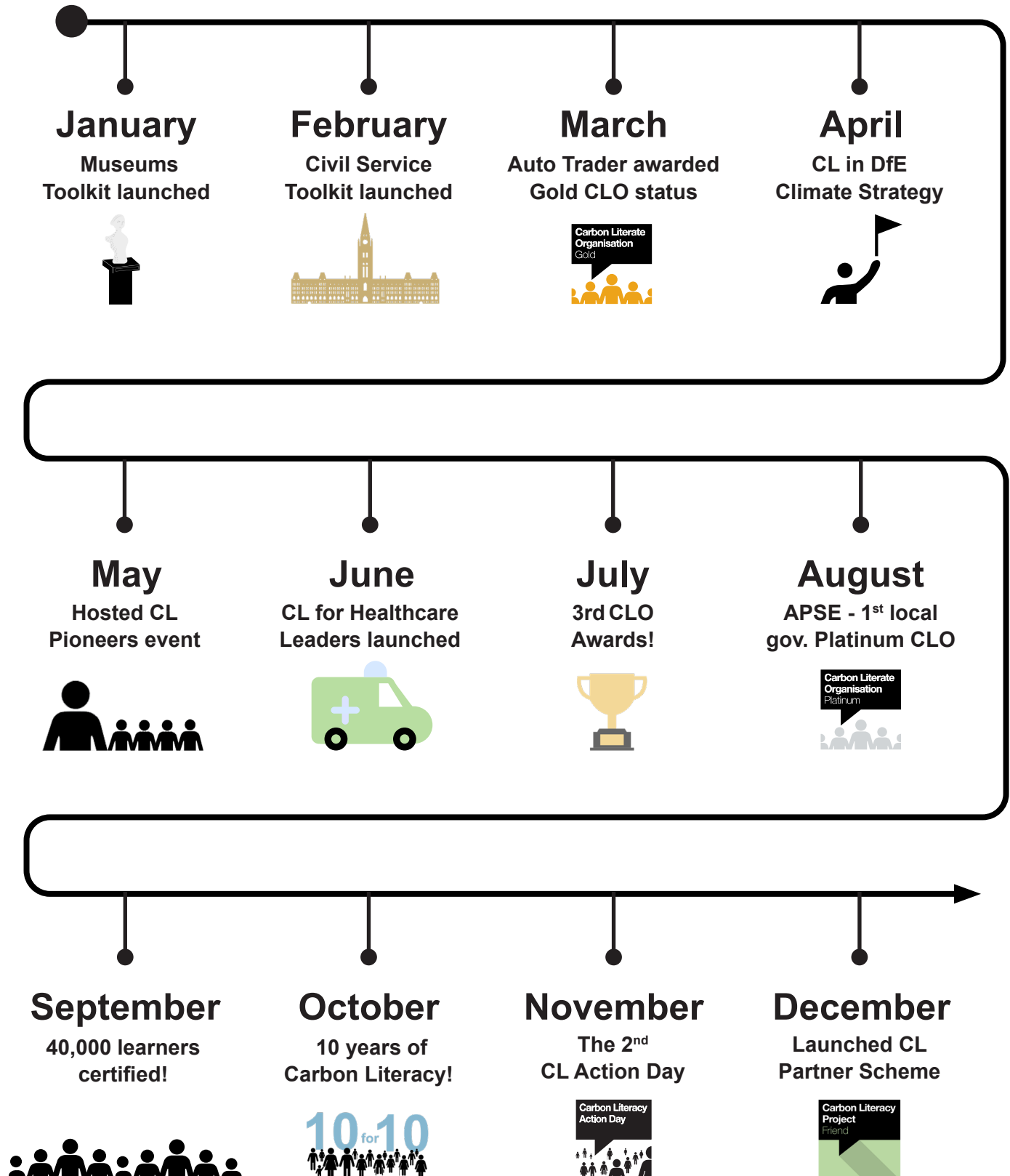
Over the past decade, our staff and volunteers’ creative and coordinating work has enabled hundreds of trainers, working in thousands of organisations, to educate tens of thousands of participants to become Carbon Literate, driving immediate carbon reduction actions and cultural transformation.

In these pages, we lay out a few of the key facts and figures about The Carbon Literacy Project, and a little about the impacts that it has already had. We hope you find it an inspiring read.”



Dave Coleman
Co-Founder & Managing Director

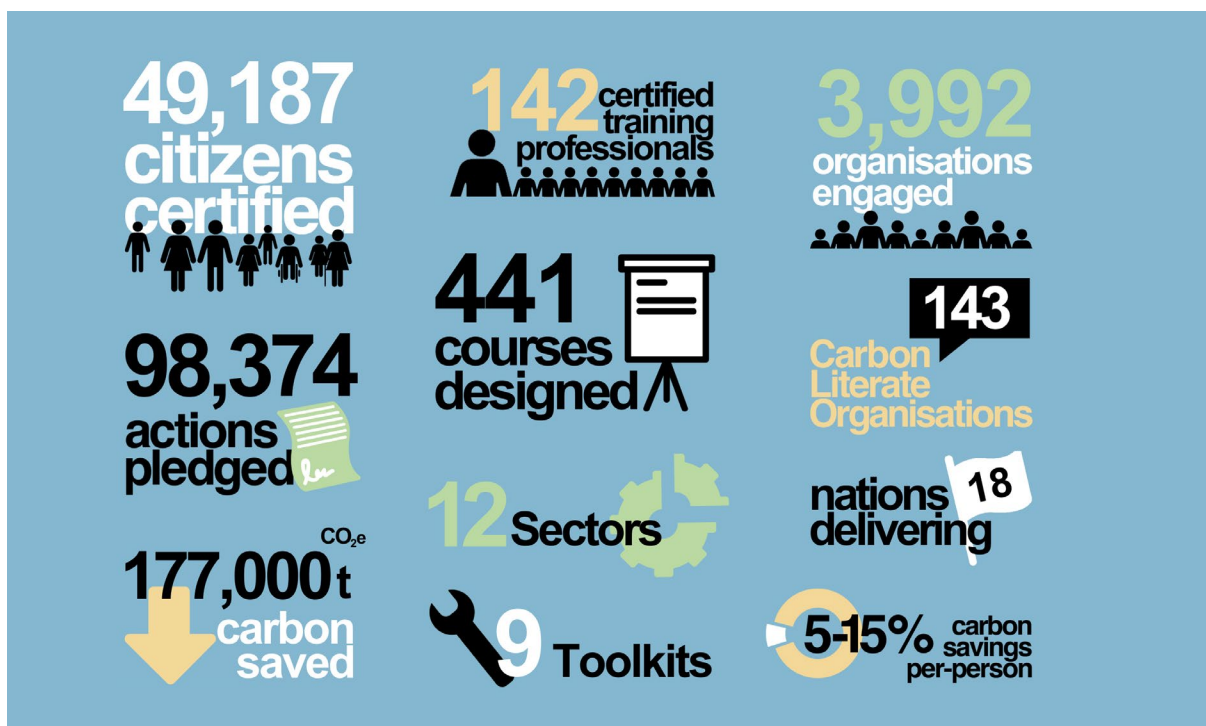
2022 Timeline



2022 in Figures

Cumulative Numbers

This infographic displays key statistics tracked since The Carbon Literacy Project began in October 2012. These figures represent the cumulative totals as of the end of 2022. Notably, in our 10th anniversary year, we achieved in a single year what had previously taken nine years to accomplish, showcasing our rapid growth trajectory.



Project Growth

The growth of The Carbon Literacy Project throughout 2022 massively exceeded that of 2021, across all the key statistics tracked.

Citizens certified

24,368

Individuals successfully completed Carbon Literacy learning.

98%

Actions Pledged

48,736

Individual and group actions pledged by learners as a result of their Carbon Literacy training.



98%

Carbon Saved

87,584t^{co₂e}

Estimated carbon savings as a result of the actions pledged by Carbon Literacy learners.



98%

Certified Training Professionals

76

Certified Carbon Literacy Facilitators, Trainers and Consultants.



115%

Courses Designed

165

Accredited Carbon Literacy courses.



60%

Carbon Literate Organisations

73

Organisations that have gained Carbon Literate Organisation accreditation.



105%

Nations Delivering

3

Nations where an accredited Carbon Literacy training programme has been developed and delivered.



20%

Pledgends

What is a Pledgend?



A 'pledgend' is a learner who has displayed exceptional commitment to reducing their carbon footprint within their work, place of education or community. These actions are particularly significant and impactful in comparison to what the Certification Team usually expect from those undertaking Carbon Literacy training.

Pledgends go above and beyond to drive down emissions and create low-carbon culture change in the context of their training – in short, they're legendary!

The following are some #pledgends from different sectors who stood out throughout 2022.

Community

"I have established the campaign group South West on Pensions (SWAP) and lead the Dorset Action on Pension campaign. These campaigns seek to persuade Local Government Pension Schemes (LGPS) to divest from fossil fuel companies and related investments and redirect funds towards future-thinking alternatives that support the green economy."

- Anonymous

Colleges

"I commit to establishing a remote work policy for my team, with office and campus visits only when essential. I will look at low-carbon travel and invest in electric vehicles for team members commuting between campuses. By January 2023, I'm committed to providing Carbon Literacy training to all 36 team members. Additionally, I'm committed to the college achieving enhanced energy-efficiency, low-carbon heating, increased plant-based food and the integration of sustainability throughout the curriculum."

- Ian Allen Rowe, Coleg Gwent

Civil Service

"In my professional role, I have the potential to drive substantial emissions reductions, such as advocating for energy management systems in government schemes. As a manager, I lead a team working directly with government departments to achieve the UK's net-zero commitment. Working with the Environment Agency and industrial partners, our efforts could result in the removal of millions of tons of carbon dioxide. Ultimately, our goal is to reduce emissions, share knowledge, and drive positive change."

- Anonymous

* 'Anonymous' quotes are from individuals who permit us to share their action, but have asked not to be identified.

Museums

"I will offer a discount in the shop providing customers can demonstrate that they walked or used public transport to visit to The Box that day. This is to encourage people to seek less carbon contributing transport when visiting."

- Ben Bullman, Media Technician, The Box Museum

Universities

"I will introduce a new teaching series on the topic of sustainable nutrition. Content will cover the impact of food production on carbon emissions, consuming a diet which reduces emissions and the impact this may have on diet quality/nutrient intake. I will formally introduce Carbon Literacy training onto the BSc (Hons) Nutrition programme."

- Kate Earl, University of Hertfordshire Lecturer

Local Authorities

"As Environmental Health Manager, I will ensure that our council's new taxi licensing policy, which is due for renewal, is written in such a way that it commits to reducing carbon emissions. Taxis undertake thousands of journeys across the borough and therefore significantly contribute to the borough's carbon emissions. By reducing the taxi trade's carbon footprint, this would make a significant contribution to reducing carbon emissions."

- Anonymous

Healthcare

"I've ordered thermally lined curtains for the conservatory, draught excluders for doors, and monitors for windows and lights. I've also replaced old bulbs with low-wattage eco bulbs and LED downlighter bulbs. We're minimising food waste by planning menus ahead. A fund has been allocated for Carbon Reduction Targets, prompting the idea of an electric minibus to replace the diesel one, while investigating solar PV installation on the garage roof to power the minibus with stored energy."

- Sam Auckland, GM of Glade Care Home, Southport

Social Housing

"My group pledge is to help 'induct', 'educate' and explain to our tenants the new technologies and way of life that is required to achieve net-zero. We need to adopt these principles as a Landlord organisation / RSL [registered social landlord], otherwise, we will not be taken seriously."

- Anonymous

Automotive

"I am looking to remove three of our current fleet of courtesy vehicles and replace them with E-bikes. This change could potentially eliminate around 150 daily road miles, leading to a reduction of approximately 60,600 tonnes daily CO₂ emissions."

- Steve Dunn, Marshall Motor Group

Training Professionals

The remarkable growth of the Project can be attributed to the dedicated trainers who have played a pivotal role in driving expansion. The Carbon Literacy Trainer accreditation scheme showcases an individual as:

1. Carbon Literate & familiar with the Carbon Literacy Standard
2. Experienced at a specific level of Carbon Literacy course administration, design and delivery



“ Being a certified Carbon Literacy Trainer and helping people and organisations become Carbon Literate has been so rewarding! It is so empowering to be able to share my knowledge and enthusiasm with others, but also to learn from them, explore ideas together and get mutually inspired. Witnessing their passion about the topic translating into actions by the end of the course has been invaluable!

Magdalena Trifonova
KSB



“ One thing I love about being a Carbon Literacy trainer is seeing the kinship develop between participants. People share their experiences of climate action, lessons learned, and encourage each other in their own mission to shrink emissions. It's a wonderful feeling to be part of!

Kate Whitfield
Zeroverse



“ Introducing Carbon Literacy training to the courses and resources I offer has transformed my business and reinvigorated me! I love delivering the training, and the fact that each participant needs to create two pledges for certification really helps me to see the impact of the training and resulting positive actions.

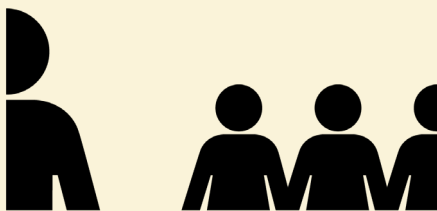
Jen Gale
Sustainable(ish)



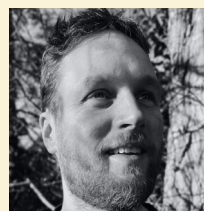
“ Delivering Carbon Literacy training for my second year at the University of Queensland in 2022 allowed me to become Australia's first certified Carbon Literacy Trainer. The experience has inspired me to continue my work and research in effective sustainability interventions. PhD, here I come!

Neil Taylor
Sustainability Strategy

29 Trainers Certified



Christiane Startin-Lorent
Lorent Training



Peter Watkins
Speak Carbon



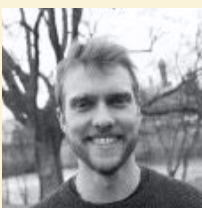
Jamie Joyce
ACT



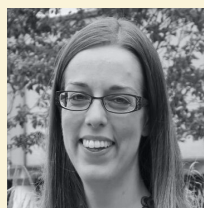
Emma Burlow
Lighthouse Sustainability



Bethan Harvey
Cynnal Cymru



Matt Woodthorpe
EAUC



Rebecca Petford
EAUC



Kaye Hardyman
Museum Development
North-West



Sally Chan
Leeds University



Alexandra Woodford
University of Leeds



James Dove
Climate EQ



Alison Tomlin
Speak Carbon



Jennifer Taillefer
Freelance Theatre Artist



Matthew Greenhill
WRM Sustainability



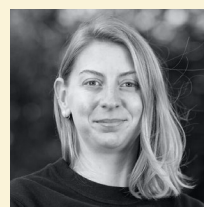
Ed Gommon
Zero Carbon Liverpool



Cameron Whiteley
MMU



Marla King
We are Sail



Emily Hirst
The Hive in the Forest



Alan Peddie
Practical Sustainability



**Chi Cheng
(Zoe) Vong**
MMU



Aoife Hutton
Sniffer



Alex Eburne
Winchester City Council



Lucy Patterson
EAUC

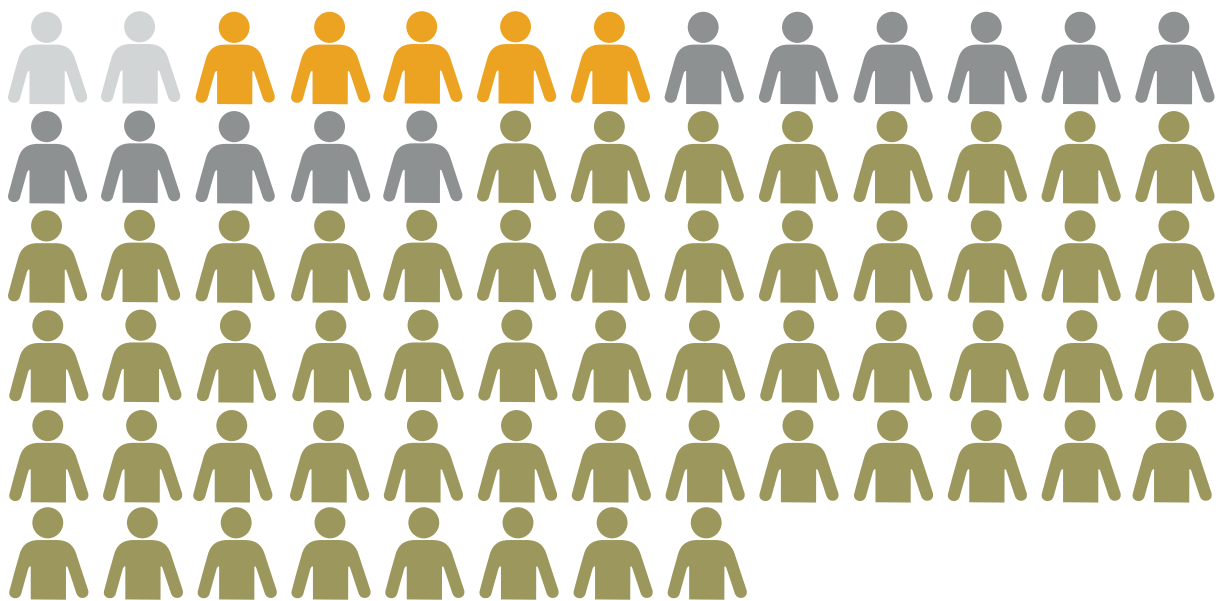
Thank you to our dedicated trainer community for their unwavering support!

Carbon Literate Organisations

2022 marked the most significant increase in Carbon Literate Organisations (CLOs) to date, with an impressive 105% growth from the previous year.

This surge can be attributed to several factors, including the resumption of the CLO Awards Ceremony after a two-year hiatus due to the pandemic. Furthermore, it is also a result of the overall expansion of Carbon Literacy. More organisations wanted to get involved as addressing climate change has become increasingly important to consumers, and the CLO badge serves as a tangible representation of the organisation's commitment to climate action.

CLO offers accreditation at four distinct levels – Bronze, Silver, Gold, and Platinum – each symbolising escalating levels of commitment and accomplishment in Carbon Literacy.



2

Carbon Literate Organisation
Platinum



5

Carbon Literate Organisation
Gold



11

Carbon Literate Organisation
Silver



55

Carbon Literate Organisation
Bronze



Platinum

**Carbon Literate
Organisation**
Platinum



**SPEAK
CARBON**



“ Achieving Platinum CLO accreditation is a big boost for our expanding collective of trainers. We hope that it will increase awareness of the climate education we deliver and inspire others to get on board or take action themselves.

– Speak Carbon

Gold

**Carbon Literate
Organisation**
Gold



**Environment
Agency**

AutoTrader

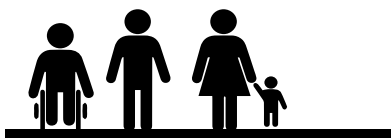


**Fife
COUNCIL**



“ The EA is one of the first government bodies to roll out its own, bespoke Carbon Literacy course. The training will help educate, inform and inspire us to make better decisions and change our behaviours, and influence others to do the same.

– Environment Agency

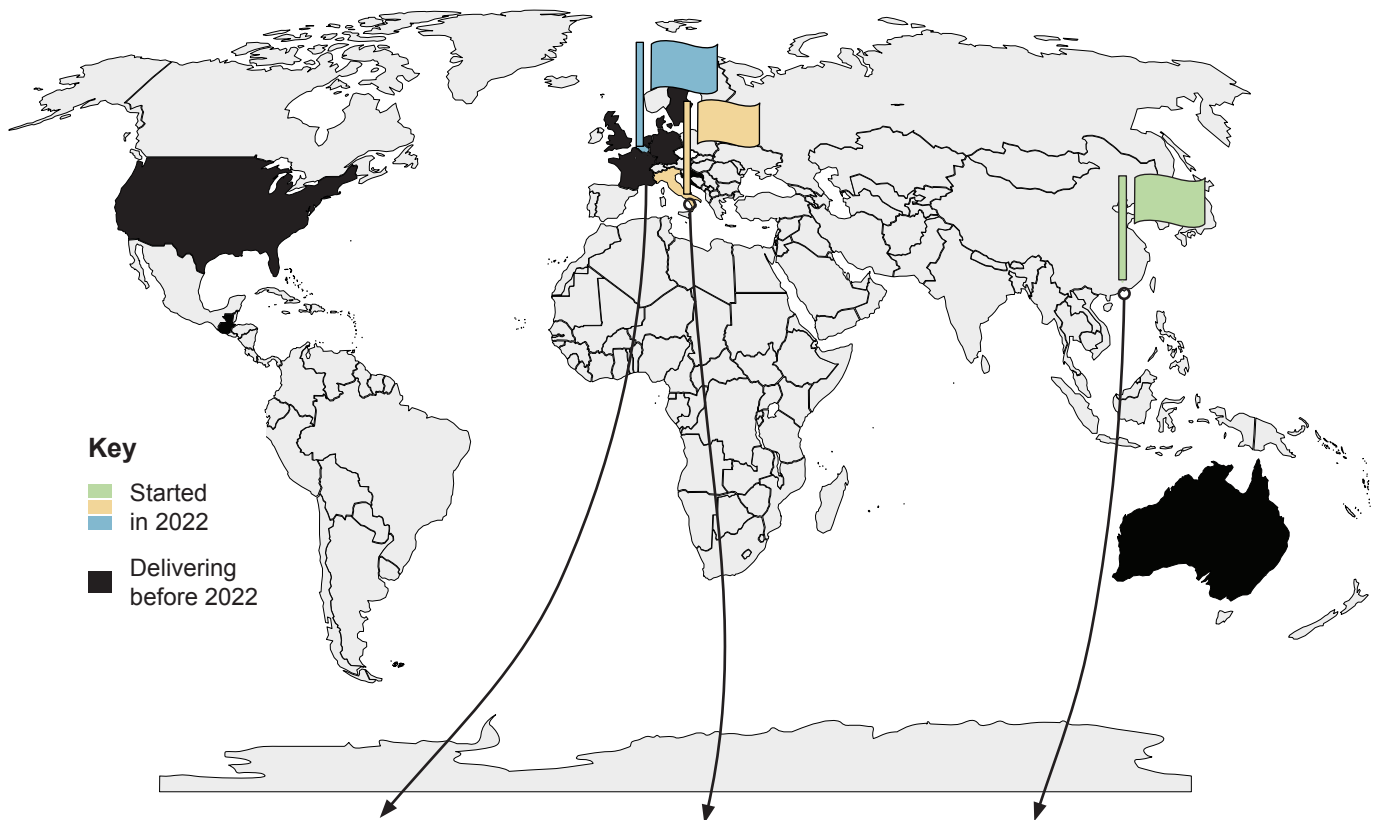


Joining the 69 organisations that were Carbon Literate before 2022

Discover further details about Carbon Literate Organisations and access the complete list via the [website](#).

International Growth

The global spread of Carbon Literacy expanded even further in 2021. Training courses were developed and began to be delivered in three new nations, adding to the 12 already delivering Carbon Literacy prior to this year. All these nations are indicated on the map.



Belgium

Course: Solvay Lifelong Learning
Organisation: Brussels School of Economics and Management
Lead trainer: Julia Jadin



Italy

Course: CL for Chemical Industry
Organisation: BASF Italia S.p.A.
Lead trainer: Astrid Palmieri



Hong Kong (SAR)

Course: CL for Schools
Organisation: Metanoia in APAC and the Middle East
Lead trainer: Emma Brady



Total Carbon Literate Citizens



Carbon Literate
Organisation



Your
climate
made

Effective
change
for

www.carbonliteracy.com

Sectoral Impact



“2022 saw the addition of new Toolkits in the Civil Service and Museums sectors. New courses were added to pre-existing Toolkits, such as the Leadership course within healthcare, the Colleges course within Education, with many more in development to be launched in 2023. We have really seen certification grow in sectors where Toolkits are present, as the team worked hard to collaborate with these sectors and push climate education forward. We have witnessed the importance of working with networking partners to share the message far and wide; that they can be a powerful tool for reducing organisational emissions and creating the low carbon culture change that we all want to see, at the same time.”



Natalia Phipps
Head of Advocacy

Automotive



Toolkit Highlights

2022 marked substantial growth for the Automotive Toolkit, starting with a significant achievement:

- Auto Trader's attainment of Gold CLO status showcased their remarkable Carbon Literacy commitment.
- An open training session in London drew participants from organisations like BMW, Toyota and the National Franchised Dealers Association.
- The event's success significantly increased interest in the Toolkit.

“ Carbon Literacy has helped make sustainability a key part of our company culture. It has created awareness and people are much more motivated to take action. We think about the impact our operations have on our carbon footprint, and sustainability is no longer an afterthought at Auto Trader but a key consideration, which is really important especially when you're changing a company's culture.

Christos Tsaprounis,
Head of People & Culture

 **AutoTrader**

982

Learners certified
across the sector

824

Learners certified
using the Toolkit

101

Organisations with
certified learners

37



New organisations
requested the Toolkit

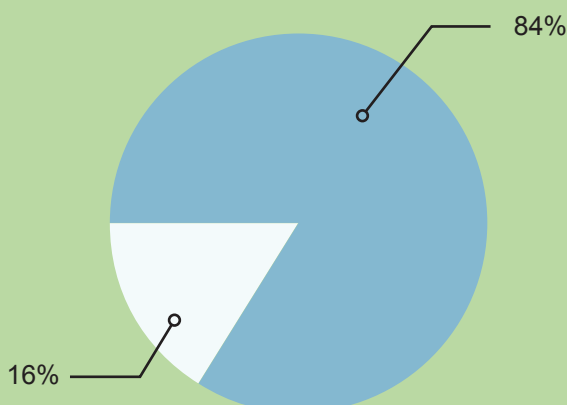
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New CLOs in the sector

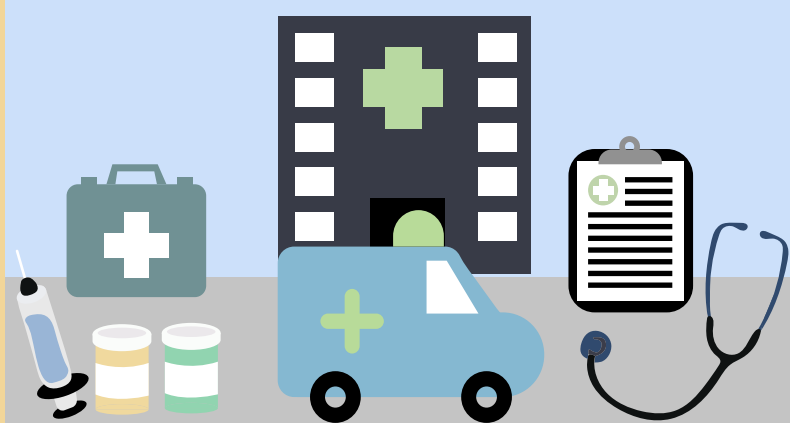
Learners Certified

% of all automotive learners certified in 2022

-  Automotive Toolkit
-  Other courses within the sector



Healthcare



Toolkit Highlights

In 2022, the Healthcare Toolkit gained momentum as the NHS embraced an educational pathway to bridge the gap between NHS net zero goals and staff engagement and action.

- Monthly healthcare-focused open training sessions were conducted in partnership with WRM to enhance Carbon Literacy adoption.
- Introduced a leadership pathway and initiated development of our elearning pathway to enhance accessibility and Carbon Literacy training options in the healthcare sector.

“ I like this project, I like the resources, and I like the structure of it. We need to start understanding impacts. Doing that quantification, or becoming Carbon Literate, and understanding the scale of the problem from a health perspective - and being consistent across health - really gets everyone on the same page. And you can't underestimate that.

Peter Waddingham,
Programme Manager



Health Innovation
Yorkshire & Humber

509

Learners certified
across the sector

433

Learners certified
using the Toolkit

11

Organisations using the
Healthcare Toolkit

7

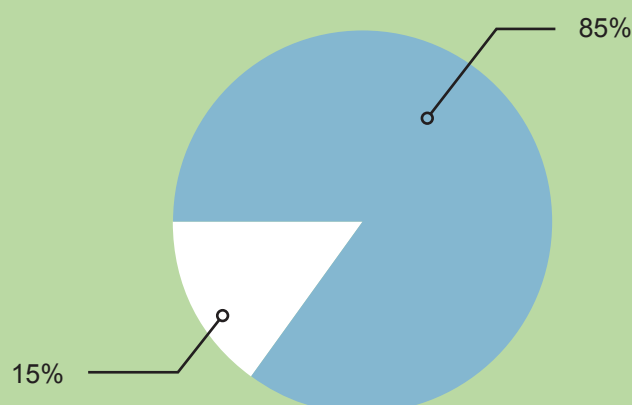
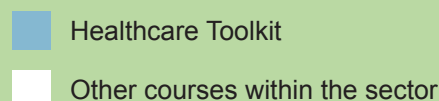
New organisations
delivering Carbon Literacy

1

New CLO in the sector

Learners Certified

% of all healthcare learners certified in 2022



Local Authorities



Toolkit Highlights

Two years after launching the Local Authorities Toolkit, Carbon Literacy has become a vital tool for UK local authorities in reaching their net zero goals.

- In 2022, West Midlands Combined Authority achieved CLO status, expanding CLP's involvement with Combined Authorities.
- 162 learners from local authorities were certified during Carbon Literacy Action Day.
- A Climate 101 workshop was delivered to Labour Councillors and MPs at the UK100 and LGA Net Zero Conference in London.

“ This training will help us identify solutions and opportunities for our businesses, social enterprises and communities, including the renewable energy and natural capital advantages we have in the South which we believe can attract significant inward investment. This in turn will improve our service and will help us amplify the voice of the South of Scotland as a Net Zero leader in Scotland.

Jane Morrison-Ross,
Chief Executive Officer



4,085

Learners certified across the sector

2,487

Learners certified using the Toolkit

235

Organisations with access to the Toolkit

107

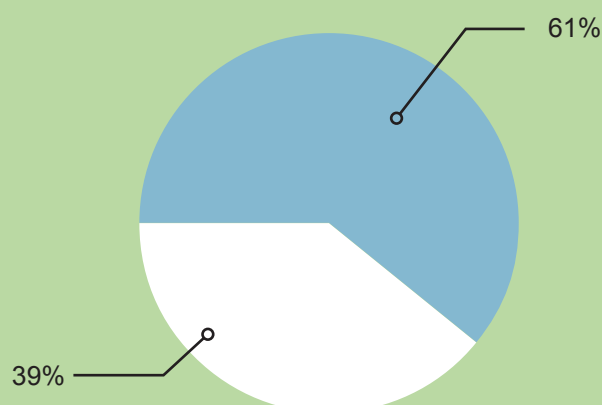
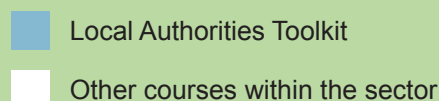
New organisations requested the Toolkit

21

New CLOs in the sector

Learners Certified

% of all local authorities learners certified in 2022



Universities & Colleges



Toolkit Highlights

- The UK Government funded a pilot for Brighton, Hove & Sussex Sixth Form College.
- The Education Toolkit course was adapted in Spanish and Chinese.
- The Open University developed its own course for delivery to staff and students.
- Materials from The University of Queensland became accessible to Australian institutes.
- Edith Cowan University School of Business and Law in Perth received a CLAction Day Catalyst Award.

“ The trainees’ action pledges were outstanding and it was especially humbling to see teams collaborating not only within the Faculty, but across the University with purchasing and supply departments sharing their expertise more widely.

Sally Chan,
Staff Sustainability Champion
& Lecturer in Marketing



UNIVERSITY OF LEEDS

4,719

Learners certified
across the sector

2,754

Learners certified
using the Toolkit

16

New organisations
delivering Carbon Literacy

36

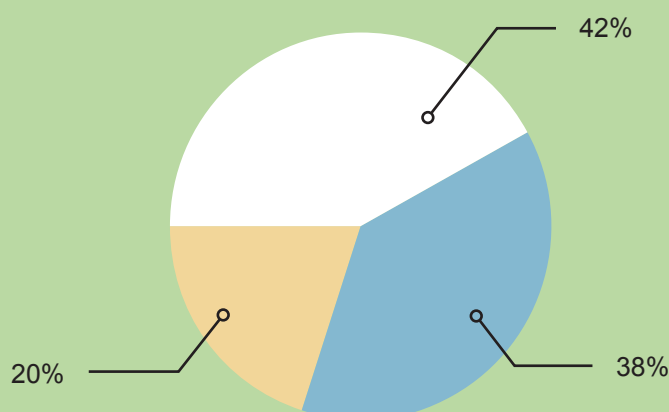
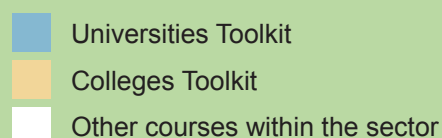
New organisations
requested the Toolkit

7

New CLO in the sector

Learners Certified

% of all universities & colleges learners certified in 2022



Social Housing



Toolkit Highlights

Social housing serves those priced out of the private rental market or unable to afford homes, leading to limitations in accessing climate solutions (e.g. insulations, heat pumps, skills and training).

- 2022 saw a variety of new organisations accessing, creating delivering CL.
- UK-wide focus groups were convened, consisting of social tenants, housing providers, and experienced CL trainers. The focus groups laid the groundwork for the 2023 mission, which involves direct engagement with households and communities to enhance climate action.

“ It’s a worthwhile session to attend. We hear a lot about net [zero] carbon targets in the media and this session explains the science behind the target and brings it to life, helping you understand your role in tackling the problem.

Louise,
Head of Finance
(Capital)



975

Learners certified
across the sector

460

Learners certified
using the Toolkit

100

New organisations
delivering Carbon Literacy

17

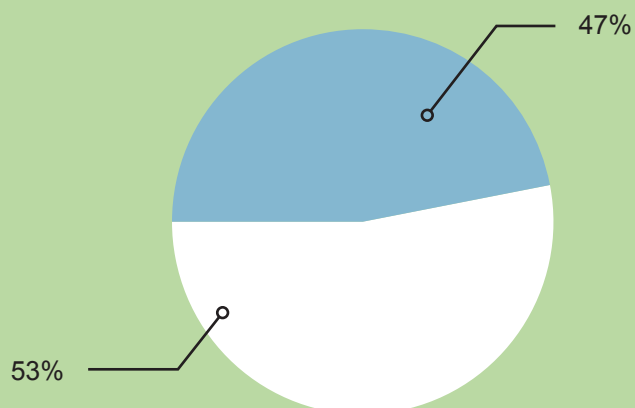
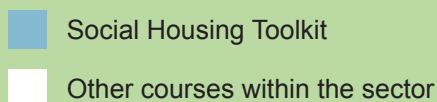
New organisations
requested the Toolkit

3

New CLO in the sector

Learners Certified

% of all social housing learners certified in 2022



Civil Service



Toolkit Highlights

The Civil Service Toolkit was successfully launched in February 2022.

- Course development was funded by the Department for Business, Energy and Industrial Strategy (BEIS) via the Greater Manchester Combined Authority.
- Materials were co-written and piloted by BEIS and the Office of Government Property.
- Sector pioneers, the Environment Agency trained 5,082 learners in 2022, achieving Gold Carbon Literate Organisation accreditation.
- British Embassy Zagreb trained all their staff, including the world's first Carbon Literate Ambassador, alongside colleagues from Central Europe.

“The training encourages you to do what you can, not focus on what you can't – eliminate, reduce, focus on the actions that make a big difference, and tell others about it to inspire them to action.”

Jennifer Howard,
Asset Performance Advisor in
Flood and Coastal Risk Management



5,349

Learners certified
across the sector

257

Learners certified
using the Toolkit

55

Organisations with access
to the Toolkit

41

New organisations
requested the Toolkit

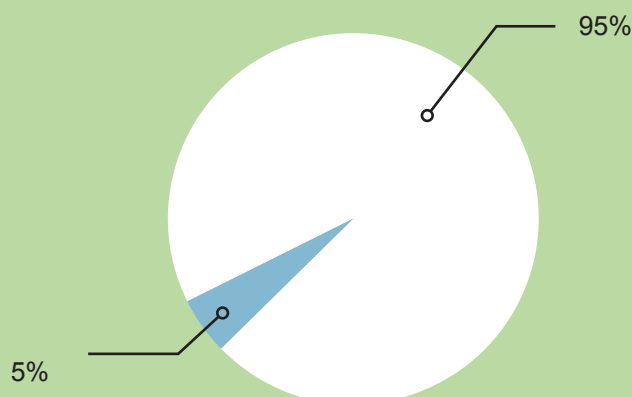
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New CLO in the sector

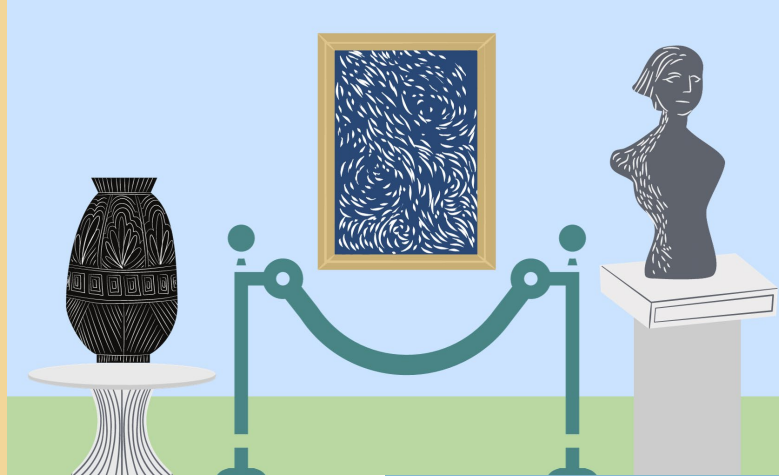
Learners Certified

% of all civil service learners certified in 2022

- Civil Service Toolkit
- Other courses within the sector



Museums



Toolkit Highlights

The Museums Toolkit is a part of the Roots and Branches project, a partnership between Museum Development North West, The Carbon Literacy Project and Manchester Museum. 2022 saw:

- A successful online launch event with over 100 attendees.
- Strong engagement from the Scottish Museums sector, leading to the creation of a local adaptation of the Toolkit by Museums Galleries Scotland.
- CL integrated into Art Fund's 'The Wild Escape' project.
- Roots & Branches project received the Best Promotion of Environmental Sustainability Initiative award at the 2022 Manchester Culture Awards.

“The response from the staff has been absolutely amazing with diverse pledges made, including addressing digital carbon footprints, sustainable travel policies, energy efficiency, and developing workshops and social media campaigns to raise awareness about climate change and inspire action.

Katie Mortimer-Jones,
Senior Curator of Natural Sciences
(National Wales Museum)

AMGUEDDFA
CYMRU

361

Learners certified
across the sector

259

Learners certified
using the Toolkit

170

Organisations with staff
trained using the Toolkit

43

New organisations
requested the Toolkit

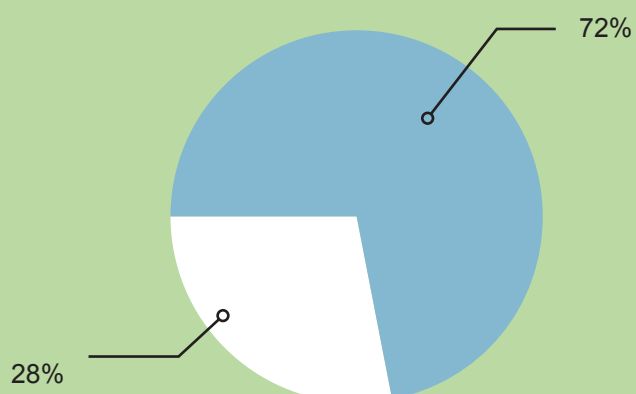
5

Organisations delivered
Carbon Literacy internally

Learners Certified

% of all museums learners certified in 2022

- Museums Toolkit
- Other courses within the sector



10th Anniversary

2022 was always going to be a particularly exciting year for us, as it marked the 10th anniversary of The Carbon Literacy Project.

The anniversary provided an opportunity to look back at where we've come from and look forward to where we're going. Carbon Literacy was initially conceived in Manchester as part of the city's climate change action plan, but it is now recognised and delivered globally.

To mark the official anniversary of The Carbon Literacy Project, in October, we hosted events for our team and broader community to celebrate ten years of Carbon Literacy.

Team Walk

On the 27th of October the team took the afternoon to do some walking and bonding in Hebden Bridge, Yorkshire, culminating in a well-deserved pub lunch.



10th Birthday Party!



On the 1st of November, longstanding partners of The Carbon Literacy Project were invited to join us at Manchester Metropolitan University to reflect on and celebrate the success of Carbon Literacy so far.



Recognising the key individuals and organisations involved in getting The Carbon Literacy Project to where it is today, we thanked them for their continued support in working towards a Carbon Literate future, now, into the next ten years and beyond.



10 Stories for 10 Years



#01 — **2012**
The launch of The Carbon Literacy Project



#03 — **2014**
Formation of the Carbon Literacy for Registered Providers (CL4RPs) Consortium



#05 — **2016**
HOME becomes the world's first Carbon Literate arts and culture venue



#07 — **2018**
Castlefield becomes the world's first Carbon Literate financial advisor



#09 — **2020**
Cumbria Action for Sustainability make CL key in plans for a Zero Carbon Cumbria

2013 — **#02**

Manchester Metropolitan University pioneers peer-to-peer and Train-the-Trainer training models



2015 — **#04**

Carbon Literacy Project is recognised by the United Nations at COP21 as a TAP100



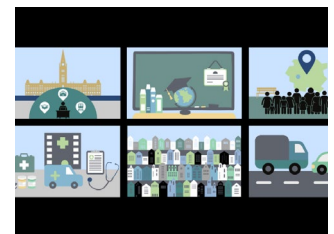
2017 — **#06**

Carbon Literacy Project becomes a 1% for the Planet non-profit partner



2019 — **#08**

Department for Business, Energy & Industrial Strategy fund five CL Toolkits for the public sector



2021 — **#10**

COP26 as a stage for Carbon Literacy





10 for 10 Accelerator

To commemorate this landmark year, we launched our first-ever major fundraising campaign, the Carbon Literacy 10 for 10 Accelerator, to help us grow and accelerate the delivery of Carbon Literacy at a much greater scale.

£53,185 raised

By 155 supporters



#FindYour10

As well as asking for direct donations of a suggested amount of £10 – equivalent to the cost of a Carbon Literacy certificate – donors were encouraged to find a way to support the 10 for 10 Accelerator, around the number 10, in a way that was meaningful to them and their experience with Carbon Literacy.

Carbon Literate Organisations



Auto Trader **£5,000**

Gold CLO and FTSE 100 company Auto Trader donated the equivalent of £10 for all 500 certified learners within the Auto Trader team – as a way to pay it forward for 500 more individuals to become Carbon Literate.

“We feel that the 10 for 10 Accelerator is a brilliant example of the ethos of The Carbon Literacy Project. We loved the idea that every learner can, in a way, pay-it-forward by making a contribution which allows someone else to do the training, and get involved in spreading the word about Carbon Literacy.”

Christos Tsaprounis,
Head of People & Culture, Auto Trader

BASF **£500**

The Carbon Literacy 10 for 10 Accelerator seemed “a natural choice”, when colleagues at Silver CLO BASF’s Stockport office were asked to nominate a charity that has a “personal significance to them” to donate to in 2022.



“We have been working with Carbon Literacy for three years, yet many of our employees are not aware that it is a charity and operates on a not-for-profit basis. We hope that by making this donation, we go a little way in supporting The Project to enable others to begin their Carbon Literacy journey.”

Tony Heslop,
Senior Sustainability Manager at BASF

Personal Fundraisers



Catherine's 10-Peak Challenge

£1,155

From June until October, Catherine climbed 10 famous mountains across Ireland – North and South – raising significant funds for Carbon Literacy with every step.

Artist Donates 5% of Show Profits

£300

Manchester-based artist Jessica Owen demonstrated how art can be a positive tool for climate action when she donated 5% of her profits from 10 paintings at her Manchester Art Fair show to the 10 for 10 Accelerator.



Vydune's 10-day 500km Cycle

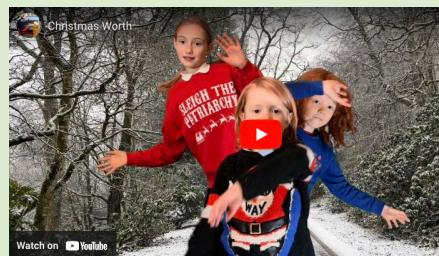
£394

Vydune, cycled 500km from her home in Northern Spain to Porto in Portugal, all in the name of Carbon Literacy. On her journey, Vydune did everything as low-carbon as possible; using second-hand gear, and wild camping along the way.

The Rush Family's Christmas Song

£411

When asked "If you could have anything for Christmas, for the whole world...", the Rush children, Emiliana, Joseph and Theo answered, "A solution to climate change". So, they wrote and performed a meaningful song about their hopes for a better future, raising money for the 10 for 10 Accelerator in the process.



Thank you to our community!

The money raised from the 10 for 10 Accelerator has been invested directly back into The Carbon Literacy Project – enabling us to grow our team and expand into new sectors and geographies – ultimately inspiring more people and organisations to take action to cut carbon and turn the tide on climate change. Without such an engaged and generous community of Carbon Literate citizens and organisations, this would not be possible. Thank you for the unwavering support!

Carbon Literacy Action Day

2nd Carbon Literacy Action Day

With the momentum of last year's event still pushing us forward, the Project held the second Carbon Literacy Action Day (CLAD) on the 7th of November 2022, a mass climate education training event, on the first day of COP27!

The first-ever CLAD Catalyst Awards were presented to organisations who maximised their impact to the greatest extent through their Carbon Literacy training.

441

individuals trained as part of the
**Carbon Literacy
Action Day**

Participating Nations:

- Australia
- Brazil
- China
- England
- Mexico
- Northern Ireland
- Philippines
- Scotland
- UAE
- USA
- Wales

441

Individuals
trained

38

Courses
delivered

11

Nations delivering
training

11

Sectors of society
represented

31

Organisations
delivering

Maximise Impact
for the **Carbon Literacy**
Action Day

The CLAD Catalyst Award

The CLAD Catalyst Award was launched to recognise organisations that implement exceptionally impactful Carbon Literacy initiatives. The theme 'maximising impact' was introduced, where organisations were asked to consider how their training can have the maximum impact, to make a significant difference in combating climate change.

**Carbon Literacy
Action Day**
Catalyst 2022



Doncaster Council



**Doncaster
Council**

Doncaster Council's sheer quantity of training (6 trainers, 6 individual courses, to 66 learners, simultaneously!), as well as their delivery to influential members of the council and other influential organisations, led to them receiving an award.

Edith Cowan University



Edith Cowan University delivered to a cohort of great influence; a collaboration of higher education and government, enabling 25 members of staff to complete their CL training, and the very first CL training delivered to a State Government Department in the whole of Australia.

SYNETIQ



SYNETIQ used their influence as part of CLAD to deliver on their low carbon agenda, running 3 CL courses aimed at various audiences, including their parent company, IAA Inc.

Social Media Growth

In 2022, increased efforts were made to build and maintain an engaged Carbon Literacy community on social media. As a result, considerable improvements in the growth and engagement of the audience were seen across all social media platforms.

Aims

- Increase awareness of The Carbon Literacy Project
- Foster a more engaged Carbon Literate community
- Encourage more learners to undertake Carbon Literacy training

Results

A snapshot across all platforms from January 2022 to December 2022

20,710

Cumulative followers by the end of the year

8,324

Followers gained

67.20%

Audience growth rate



Platforms



LinkedIn

The Carbon Literacy Project



Twitter

@carbon_literacy



Instagram

@carbonliteracy



Facebook

The Carbon Literacy Project



Youtube

@carbonliteracy

Social Media Performance

LinkedIn



449

Posts



20,766

Page views



382,868

Total post impressions



127.29%

Audience growth rate



4.80%

Average click through rate



5.71%

Average engagement rate

Twitter



968

Tweets



101,419

Profile visits



324,800

Total tweet impressions



27.30%

Audience growth rate



0.35%

Average click through rate



2.67%

Average engagement rate

Instagram



62

Posts



653

Stories



149,700

Profile visits



33,724

Total reach



49.06%

Audience growth rate

Facebook



341

Posts



2,628

Page visits



14,984

Total reach



31.51%

Audience growth rate

Top Performing Posts

LinkedIn

55.11% engagement

The Carbon Literacy Project
22,723 followers
1yr · 🌐

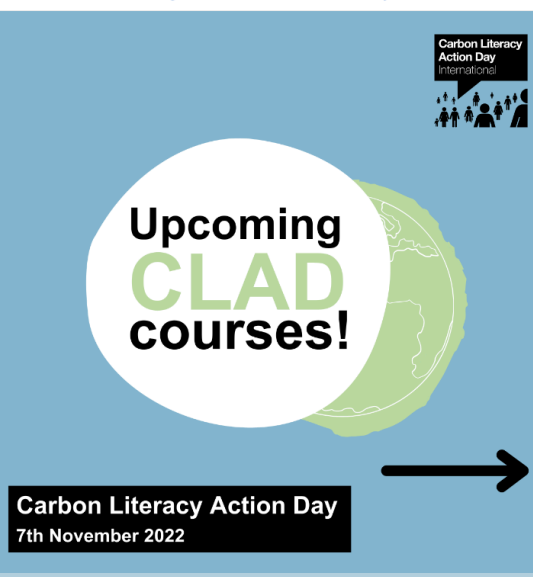
Upcoming courses for the Carbon Literacy Action Day!

Over the last few weeks, we have seen even more courses confirmed and added to the schedule for CLAD '22 - swipe to see what courses are running for the largest #climateaction training day of the year.

See a course you're interested in? Click the link below and secure your place. ☑️

<https://bit.ly/3TcJsUG>

#CarbonLiteracy #ClimateEducation #CLAD #COP27 #CarbonNeutral #NetZero #ClimateChange #Environment #Sustainability



Twitter

10.60% engagement

The Carbon Literacy Project
@Carbon_Literacy

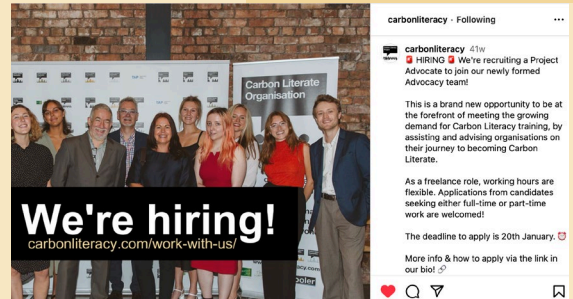
@BBCNews you wouldn't illustrate a story about a tsunami with a surfer, so why a killer heat bomb w sun bathers (or ice cream w the UK heat wave)? FFS! This is not just Carbon illiteracy it's poor journalism - again!



11:29 PM · Jul 22, 2022

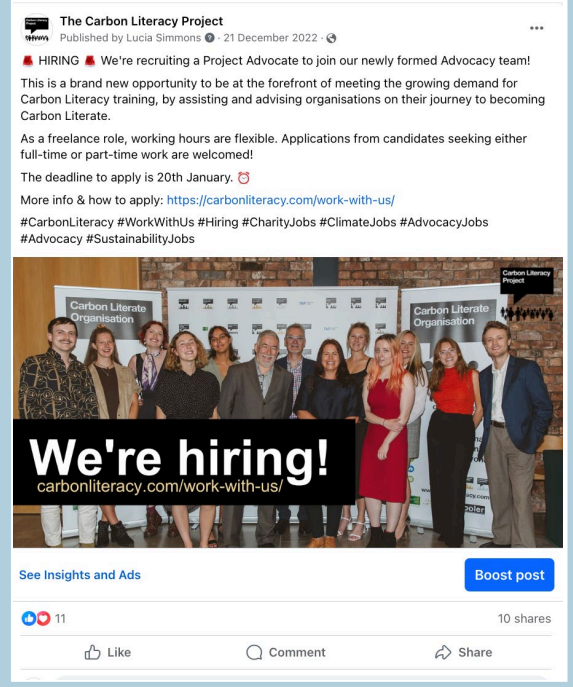
Instagram

1,637 reach



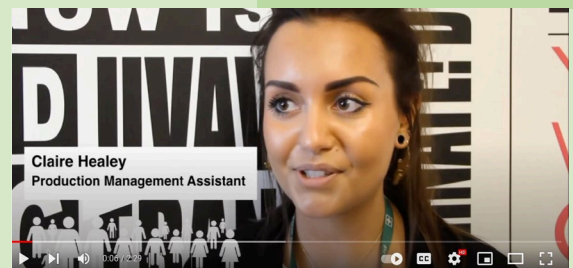
Facebook

1,236 reach



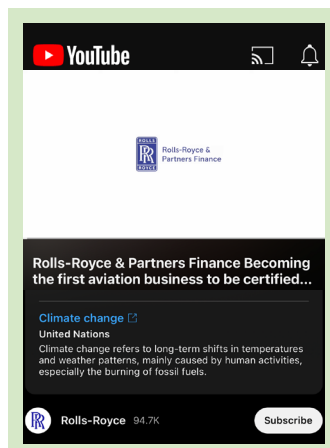
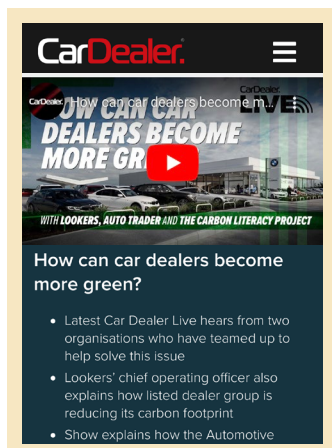
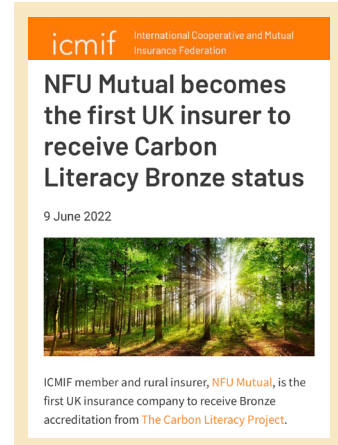
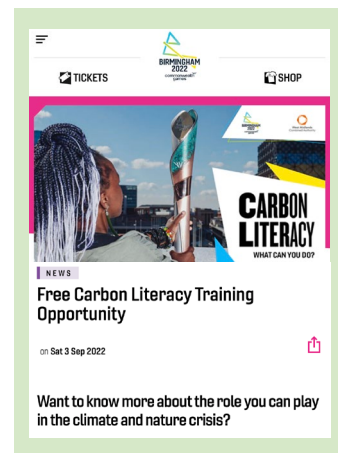
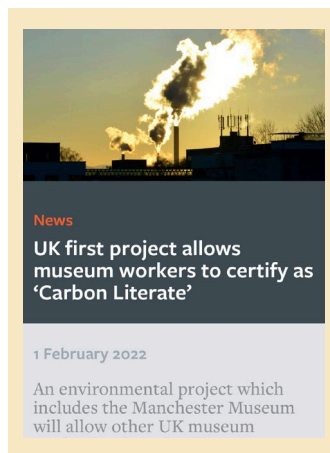
Youtube

428 views



Carbon Literacy in the Press & Media

In 2022, the Project experienced remarkable growth, expanding both reach and impact. This expansion naturally resulted in increased coverage across various press and media outlets, shining a spotlight on the significant achievements and their far-reaching impact.

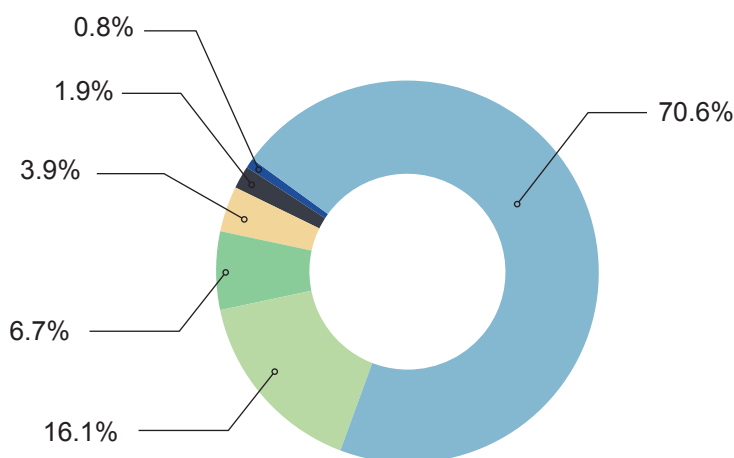


Income Streams

In the 2022 calendar year, the project's income increased by over 175%, from £288,009 in 2021 to £795,820 in 2022. The main income streams that contributed towards this are our various accreditations, though these have grown proportionally to our other revenue streams.

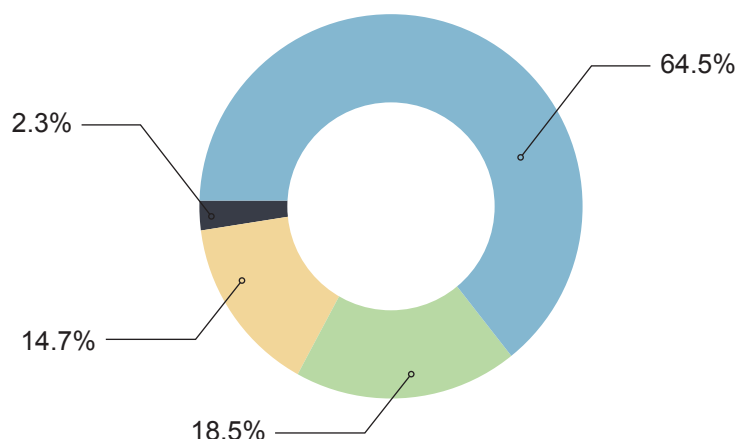
Revenue Breakdown

- Accreditations
- Grants
- Donations
- Other Incomes
- Toolkits
- E-Learning



Accreditation Revenue Breakdown

- Individual Certification
- Organisation Accreditation
- Course Accreditation
- Trainer Accreditation



With thanks to our...

Grant funders



Donors





Team Growth

In 2022, we welcomed 8 new staff members and placement students and 18 volunteers, all crucial in supporting the unprecedented growth we experienced.

We extend our heartfelt thanks to our volunteers for their generous contribution to our work. They play a pivotal role in the success of our initiatives, contributing their unique skills and passion to various projects.



Ashley Cutt,
Enquiries & Office
Coordinator



Christopher Low,
Criteria Checker
Coordinator



Lucas Nabarro
Project Intern



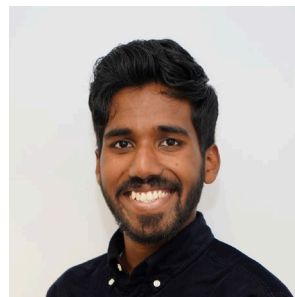
Oghenetega Efemini,
Project Intern



Saaniya Sharma,
Communications Officer



Sarah Davies,
Education Coordinator



Sojan Johny,
Healthcare Intern



Ted Mulcauley,
Project Advocate



As always, we thank our team for their unwavering support and hard work to creating a zero carbon world.

Looking forward to 2023




“As we reflect on a year of remarkable growth, 2023 represents a period of introspection and structure building. We aim to continue our rapid upward trajectory of learners certified and carbon saved into the years to come. This momentum shows no sign of waning, given the increasing urgency of the climate crisis each year. We know that we need to do more, more quickly, if we are to rise to the challenge. To sustain or exceed our current growth trajectory of more than 50% per year requires our organisational processes and structures to be enhanced and strengthened to maintain our high standards whilst withstanding the projected increase in demand. In 2023 we’ll be reviewing our Standards, processes, technology, support structures, ways of working, and theory to ensure that Carbon Literacy and our associated services continue to meet the needs of our community, now and into the future.”



Emma Richards
Head of Development

2022

The Carbon Literacy Project 

IMPACT REPORT

Carbon Literacy
Project

