

# Carbon Literacy Action Day

Carbon Literacy  
Action Day  
International



## Communications Guide 2024



# Introduction

## Getting started

**Thank you** for taking part in the International Carbon Literacy Action Day 2024!

The CLAD Communications Pack provides all of the tools and resources for training providers to run an effective communications campaign promoting their involvement in the Carbon Literacy Action Day.

Using these resources, you can share information about the courses and activities you are running, in the run-up to and following November 14th 2024, to showcase your CLAD commitments and journey, and engage your online community.

## Impact

Communication is one of the **most powerful tools** we can use to engage people with climate change.

Effective communication can enable climate messages to reach a broader audience, inspiring people to play their part in tackling climate change and **accelerating essential climate action.**



# Campaign **aims**

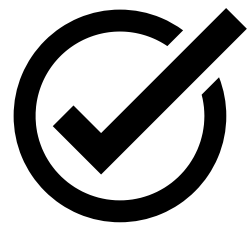
**The CLAD communications campaign aims to provide you with:**



An opportunity to share your involvement in the fourth annual Carbon Literacy Action Day, and the world's largest climate education-and-action training event.



A chance to use the Action Day as a catalyst to generate increased levels of involvement and Carbon Literacy within your community, organisation or way of life.



An opportunity to highlight what positive actions you are taking - as part, and as a result of, COP29 - to mitigate climate change where you are.





**“Saving the planet is now a communications challenge.”**

**Sir David Attenborough**

# What is **Carbon Literacy**?

## Official definition of **Carbon Literacy**<sup>®</sup>:

“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.”

## Official tagline:

“Carbon Literacy is climate action where you are.”

## Other definitions:

“Carbon Literacy is the knowledge and capacity required to create a positive shift in how mankind lives, works and behaves in response to climate change.”

“Carbon Literacy is relevant climate change learning for everyone.”





# What's **included?**

This communications guide includes background information and templates for copy that are designed to help you celebrate your unique contribution to the Action Day, and spread the word of your involvement via your **digital communications channels**.

## Copy

The following pages provide suggested **base copy** to use for the following media & digital communications channels:

**Website**

**Newsletter**

**Social Media**

Where highlighted **in white**, please add information to make it relevant to your unique training programme, organisation and wider Carbon Literacy journey.

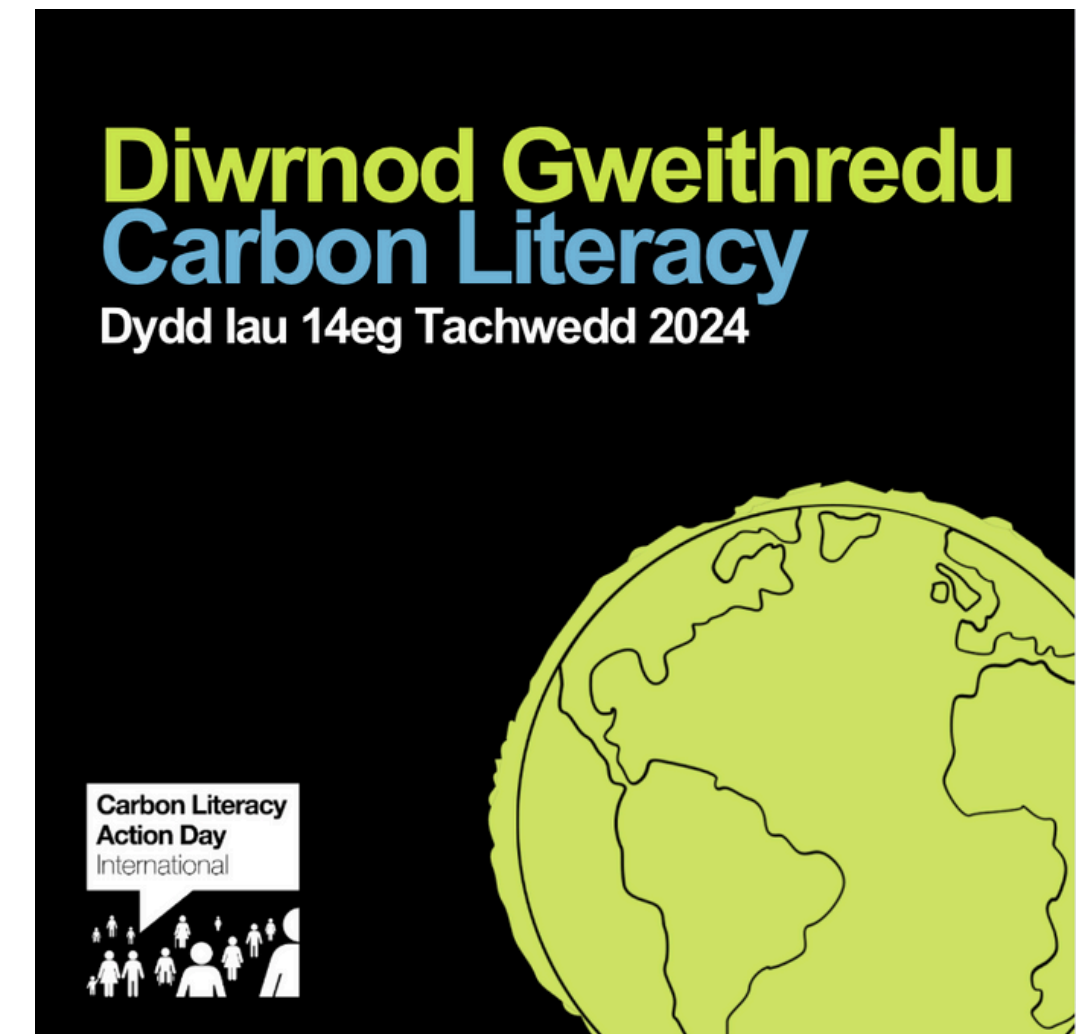
## Visual Assets

Alongside this pack, we have provided a range of **photos** and **graphics** for organisations, trainers and learners, to use to illustrate their participation.

You are also welcome to create your own graphics using the images and logos included in the CLAD Comms Pack [here](#).



# How to Use **Visual Assets**



There are a range of CLAD graphics in a variety of dimensions for use across your website, newsletter, social media & more. You may customise these graphics by adding logos or personalised text, as shown above, or you can [contact us](#) for bespoke customisations.

If you are interested in customising graphics to your local or native language, please [contact us](#).



# About **CLAD**

The Carbon Literacy Action Day (CLAD) is the **world's largest climate education-and-action training event** of its kind. It brings together thousands of people from all walks of life, ages, backgrounds and nations all across the world, to simultaneously complete their day's worth of Carbon Literacy training. 🌍

Aligning with the UN COP29 Climate Change Conference this November – the pinnacle climate summit of the year – the Action Day is more than just a typical training day.

While world leaders gather to negotiate on climate policy in Baku, Azerbaijan, Carbon Literacy learners will be on-the-ground learning, collaborating and becoming empowered to **take the best action they can on climate change**, wherever they are.

**2303**  
citizens  
certified




\*2023 results

**4606**  
actions  
pledged



**6,000t**  
carbon  
saved

CO<sub>2</sub>e





# Template **copy**

Website

Newsletter

On 14th November 2024, **\*organisation name\*** is participating in the Carbon Literacy Action Day - the world's largest climate education-and-action training event, coinciding with COP29!

The Action Day is a movement which sees the largest number of people, from all corners of the globe, simultaneously complete Carbon Literacy training in a single day.

Our planned activity for the Action Day is to deliver Carbon Literacy for / *[name of course]* to *[X members of staff/learners]*. Our training will culminate on November 14th, alongside hundreds of other training cohorts worldwide, as we collectively take the necessary steps to cut carbon emissions and drive climate action.

We believe training this cohort of learners will be highly impactful because... *[enter details about the potential impact your learners could have]*.



# Template **copy**

Website

Newsletter

Becoming Carbon Literate means taking actionable steps towards tackling the climate emergency, and here at **[organisation]** we are passionate about doing what we can to mitigate the effects of climate change within our *[industry/community]*.

*For us, taking action on climate change is vital because...*

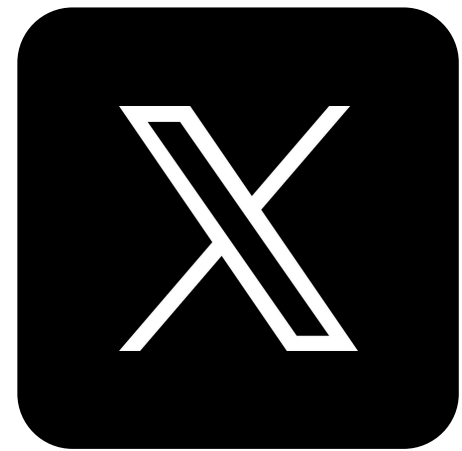
Taking part in the Carbon Literacy Action Day *is important to us because it means...*

- *Fostering a greater understanding of climate change, our carbon footprint and the different ways we can reduce our collective carbon impact.*
- *Creating a positive change across our organisation and industry.*
- *Developing a strong understanding of the global and local impacts of climate change.*
- *Getting out of our comfort zone and making an impact by doing something extraordinary.*
- *Taking effective climate action and aspiring towards a low-carbon culture.*
- *Inspiring others to act and create lasting change.*



# Social media **copy**

The following slides include suggested copy for each of the different social media platforms on which the Carbon Literacy Project has a presence, linked below:



**X (formerly Twitter)**

**LinkedIn**

**Instagram**

**Facebook**

The format and style for suggested copy has been adjusted for each platform's formatting, character limit and general audience, but please feel free to edit the copy to suit your organisations' audience and voice.

**Remember to tag us** so we are notified and can amplify your posts!



# LinkedIn/Facebook

Exciting news! We are taking part in @The Carbon Literacy Project's fourth annual Carbon Literacy Action Day on 14th November 2024. 🌍

The Action Day coincides with #COP29, and for our Action Day activity, we will be delivering Carbon Literacy training / *[name of course]* to *[audience]* / *[X members of staff/learners]*, who will commit to two meaningful carbon reduction pledges, drive climate action and contribute to a low-carbon culture change.

The Action Day is more than just a typical training day, it's a movement that sees the largest number of people, from all corners of the globe, simultaneously complete Carbon Literacy training in a single day. 💪

Find out more about our Action Day plans *via the link below.* [🔗](#) *[Link to announcement on your website]*



# LinkedIn/Facebook

Climate change is a challenge that requires collective action. That's why we're proud to participate in the fourth annual @Carbon Literacy Action Day this November. 📅

On the Action Day, we're not just educating learners about climate change; we're inspiring them to take real steps to address it. Our commitment to a low-carbon future is stronger than ever in this critical decade for climate action, and we're dedicated to making an impact *across our organisation, and wider community*, through Carbon Literacy training.

Find out more about the Carbon Literacy Action Day at:

[🔗 https://carbonliteracy.com/carbon-literacy-action-day/](https://carbonliteracy.com/carbon-literacy-action-day/) [*Or link to announcement on your website*]

#CLActionDay #ClimateActionNow





# Instagram

Exciting news! We are taking part in fourth annual Carbon Literacy Action Day on 14th November 2024. 🌍

Run by @carbonliteracy, the Action Day coincides with #COP29. For our Action Day activity, we will be delivering Carbon Literacy training / *[name of course]* to *[audience]* / *[X members of staff/learners]*, who will commit to two meaningful carbon reduction pledges, drive climate action and contribute to a low-carbon culture change.

The Action Day is more than just a typical training day, it's a movement that sees the largest number of people, from all corners of the globe, simultaneously complete Carbon Literacy training in a single day. 💪

Find out more about our Action Day plans *via the link in our bio.* 🔗 *[Link to announcement on your website]*



# Instagram

Climate change is a challenge that requires collective action. That's why we're proud to participate in the fourth annual @carbonliteracy Action Day this November. 📅

On the Action Day, we're not just educating learners about climate change; we're inspiring them to take real steps to address it. Our commitment to a low-carbon future is stronger than ever in this critical decade for climate action, and we're dedicated to making an impact *across our organisation, and wider community*, through Carbon Literacy training.

Find out more about the Carbon Literacy Action Day *via the link in our bio.* 🔗 *[Link to CLAD webpage or announcement on your website]*

#CLActionDay #ClimateActionNow



# Twitter / X

We are taking part in the fourth annual @Carbon\_Literacy Action Day, the world's largest climate education-and-action training day, coinciding with #COP29 on November 14th. 🌍

We are training [x] [staff/individuals] to become #CarbonLiterate as part of the @Carbon\_Literacy Action Day this November. Every learner trained will commit to 2 carbon reduction actions to effectively address climate change. 🤝 #ClimateActionNow

We're excited to participate in the @Carbon\_Literacy Action Day; a day where thousands of individuals around the world will undergo Carbon Literacy training and become equipped with the skills and motivation to take action on climate change. 💪 #CLActionDay #CLAD

We believe @Carbon\_Literacy is an essential tool for engaging, educating, and inspiring citizens globally. That's why we're taking part in the #CLActionDay - to mobilise learners to effectively act on climate change while world leaders negotiate at #COP29. 🌍



# Social media **hashtag**

The **main hashtag** to use to participate in this campaign on social media:

**#CLActionDay**

**Other hashtags you might consider using:**

**#CarbonLiteracy #CarbonLit #CLAD #CLAD2024 #COP29 #ClimateAction  
#ClimateEducation #ClimateActionNow #ZeroCarbonFuture #LowCarbonFuture**

**Sector-specific hashtags include:**

**#CLAutomotive #CLCivilService #CLCulture #CLEducation #CLHealthcare  
#CL4LAs #CLMuseums #CLSocialHousing #CLSport**



# Brand guidelines

Please review our Brand Guidelines to ensure the correct usage of the term ‘Carbon Literacy’ and Project logos.

Please note: in general usage and specifically within copy, the term Carbon Literacy is correctly **capitalised** as a noun.

It is therefore “Carbon Literacy” **not** “carbon literacy”.

Our Brand Guidelines can be found under ‘Key Documents’ on the Documents page of our website:

[www.carbonliteracy.com/trainer-consultant/documents/](http://www.carbonliteracy.com/trainer-consultant/documents/)





**Carbon Literacy  
Action Day**  
International



# Any **questions?**

For queries about the Action Day, contact:

[CLAD@carbonliteracy.com](mailto:CLAD@carbonliteracy.com)

For media queries, contact:

[media@carbonliteracy.com](mailto:media@carbonliteracy.com)

