

NEARLY 2,000 AUTOMOTIVE PROFESSIONALS ACROSS THE INDUSTRY ACHIEVE CARBON LITERACY THROUGH 'FIRST OF ITS KIND' TOOLKIT

Carbon Literacy Project



Dick Lovett, Drive Green, Hendy Group, Inchcape, John Clark, Perrys, Sinclair Group, Snows, Smallbone & Sons, TrustFord to name just a few),



1,700 people from 135 businesses across the whole automotive industry have been certified as Carbon Literate in less than two years.

Retailers, manufacturers, finance houses, trade bodies, and industry suppliers have embraced the Automotive Carbon Literacy Toolkit to help achieve sustainability objectives.

Over 1,700 people from 135 businesses spanning the whole of the automotive industry have now achieved Carbon Literacy having been trained by the Automotive Carbon Literacy Toolkit, which was funded and developed in partnership between Auto Trader and the Carbon Literacy Project ®.

The toolkit, which was launched at COP26 in November 2021, marked the first of its kind for the automotive

industry and was carefully designed in close collaboration with a number of leading automotive retailers and manufacturers, including Lookers, Nissan, Marshall Motor Group, Motorpoint and Available Car.

In less than two years, individuals from businesses representing the full breadth of the automotive industry have been trained and certified as Carbon Literate through the Toolkit, including retailers, (such as Carbase,



manufacturers, finance houses, leasing companies, EV charge point operators, and industry representative bodies (including the NFDA!).

The toolkit is designed to support in-house Carbon Literacy training, which is typically delivered during a one-day seminar and can be conducted virtually or face-to-face. The toolkit contains all of the tools and materials an organisation requires to educate and accredit its employees in Carbon Literacy, including tailored training content, a trainer guide, detailed resources, and dedicated support from a member of the Carbon Literacy Project team which makes it accessible to everybody with good facilitation skills not just experienced training professionals.

The course covers a broad range of climate change related topics centred around the automotive industry. The objective is to create greater awareness of the carbon costs and impacts of everyday activities, and to inspire people to reduce their emissions on an individual, community and organisational basis. With every colleague trained (each of which will receive an individual certificate of accreditation), the organisation can progress towards



becoming a fully accredited Carbon Literate Organisation, achieving key milestones (Bronze, Silver, Gold, Platinum) along the way.

Anyone looking for more information on the Automotive Carbon Literacy Toolkit, and how it can help their business to meet its sustainability objectives, can visit...



The way in which brands are engaging with the Toolkit has ranged from a handful of individuals being trained within a business, to plans to roll it out across the whole workforce. A great example of this is **Lookers which has truly embraced the Toolkit.**

Chief Operating Officer, Duncan McPhee: “We’re proud of our involvement in the Automotive Tool Kit, and of our people for embracing the Carbon Literacy course. We’re noticing a culture change across all our people after making a conscious decision to weave this into our DNA.

“Having completed the course myself, not only did I learn about the impact of carbon on our planet and what it’s going to cost us if we don’t do something about it, but it helped me to understand how us making small changes in our daily working and personal lives add up to a big impact in reducing our environmental affect.”

Ange Trew, Learning at Development Consultant at Lookers: “The reduction of carbon emissions and energy consumption is a high priority for Lookers, and we’re aware of our responsibility within the automotive industry. Since the launch of the Carbon Literacy course, we’ve

provided 20 training sessions and trained over 150 employees. All our people are encouraged to attend the course and get involved by sharing their experiences by having open conversations. Our Executive Committee all completed the course in July 2022.



Dave Coleman
Managing Director

Carbon Literacy Project



“ To complement the Carbon Literacy training, we launched ‘The Big Switch Off’ initiative to reduce our carbon footprint by switching off all non-essential equipment – over an 11-month period we consumed 1.84m fewer kwh’s of electricity, 3.9m kwh of Gas and prevented 1,252 tonnes of Co2 being emitted. ”

Ange Trew - Lookers