

**Carbon Literacy Action Day**

**Press Release Template**

This press release template offers training providers that are taking part in the annual International Carbon Literacy Action Day, and would like to share the news of their involvement, some guidance on writing a press release, where to start, and what to include. There is no obligation to follow this guide, nor is it an exhaustive list of what to include in a press release, but this template offers a ‘fill in the blanks’ system, so that you can include information about your activity for this international event and what it means to your organisation.

Where highlighted in red, please insert relevant information for your news release, and see text prompts in italics for the main body of text.

Please also see a copy of our [Brand Guidelines](https://carbonliteracy.com/trainer-consultant/documents/).

**[Starts]**

**NEWS RELEASE**

**Dateline/Embargo 00.01am \*day, date, month, year\*.**

**Title suggestion:**

\*Organisation Name\* is taking part in the International Carbon Literacy Action Day!

**Main Body of Text:**

*[Involvement announcement]:*

\*Organisation Name\* has today confirmed and announced it’s official participation in the annual International Carbon Literacy Action Day [3] – the largest climate education-and-action training day of its kind. As a result of being part of this initiative, \*organisation name\* is highlighting its dedication towards tackling climate change through education, lowering its organisational carbon emissions, and its commitment to inspiring its learners to working towards a zero-carbon future.

*[Background to the Carbon Literacy Action Day]:*

The fourth annual Carbon Literacy Action Day (CLAD) is the largest climate education-and-action training day, taking place on Thursday 14th November 2024 – coinciding with COP29 [4] - the UN Conference of the Parties and largest climate event of the year.

The Carbon Literacy Action Day is The Carbon Literacy Project’s [2] response to the annual COP conference, and is the first and largest mass training event of its kind, where learners from all walks of life, sectors, genders, ages and nations all around the world, will participate in and complete their days’ worth of Carbon Literacy training simultaneously, to become certified as Carbon Literate [1]. As part of their training day, learners make pledges to reduce their own carbon footprints, using their developed understanding of climate change to take action in both their personal and professional lives.

Thus, as the world prepares to witness world leaders gather at COP29 to discuss, deliberate and negotiate on climate policy, Carbon Literacy learners, all over the world, will be learning, collaborating and becoming empowered to take impactful action on climate change.

*[What is Carbon Literacy®?]:*

Carbon Literacy® is relevant climate education for everyone, and equates to a day’s worth of learning and action on climate change. It is defined as, “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.”

*[What is your activity for the Action Day?]:*

*\*Organisation name\** is proud to share that it’s activity for the Action Day is to train… [enter details about your CLAD activity, including the number of learners you’ll train, who your audience is (staff from within an organisation, or individuals from a local community group), where your training will take place and any other relevant information to publicly share].

*[What does this mean to your organisation?]:*

[You may like to finish the piece by explaining what participating in the Action Day means to your organisation, including any overall goals your organisation or group has for working towards a low-carbon culture and Carbon Literate future.]

***[Quote from your organisation]:***

Organisation spokesperson name, job title at organisation, commented:

*[Include quote here from organisation spokesperson]*

***[Quote from CLP]***

Please choose from one or both of the quotes below.

**Dave Coleman, Co-Founder and Managing Director of The Carbon Literacy Project, said:**

*“Carbon Literacy is not about creating a future that is ‘slightly less bad than it could be’. It’s about creating a future that is secure, and inspiring, and actually better than the recent past. Carbon Literacy is a unique approach - not-for-profit, co-developed by a working group drawn from all sectors and audiences. It is scalable and adaptable, of immediate relevance as it is developed by the audiences receiving it, and tested and proven in use, by thousands of organisations, and tens of thousands of citizens, all acting in concert to deliver immediate solutions to the climate crisis, both now and in the future.”*

**Phil Korbel, Co-Founder and Director of Advocacy at The Carbon Literacy Project, said:**

*“It’s all vey well talking about global warming – but without action that’s just so much hot air. Carbon Literacy is about mobilising people at scale to do their best climate thing, moving whole workforces and communities to embed impactful climate action into their day-to day-lives. This year saw us crest the 100,000 certified learner mark and within that huge number we see people from all walks of life stepping up to put their energy and talent to moving the climate dial. The Carbon Literacy Action Day condenses this phenomenon into one exciting day that brings our whole movement together during COP29 for the world to see that we do indeed bring ’climate action where you are.”*

**[Ends]**

**NOTES TO EDITORS**

[1] **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.”

It is achieved by the testing, assessment and then certification of successful individuals as Carbon Literate after they have participated in a days-worth of learning and climate-change action and planning.

[2] **The** **Carbon Literacy Project: (www.carbonliteracy.com)**

The Carbon Literacy Project (CLP) was created and founded in 2011 and launched publicly in November 2012.

**Note:** The subject of multiple trademarks, 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”.

The Project's Brand Guidelines covering usage of Carbon Literacy terminology and imagery are available at <https://carbonliteracy.com/our-brand-guidelines/>

[3] **The Carbon Literacy Action Day:**

The Carbon Literacy Action Day (CLAD) is an annual international mass climate action training day, aiming to see the largest number of learners across the world complete their Carbon Literacy training simultaneously in a single day.

[4] **COP29:**

The 29th United Nations Conference of the Parties (COP29) is the 2024 UN global climate change conference, taking place in Baku, Azerbaijan. The COP conference and summit brings together almost every country on earth annually to address climate change.