

# **Carbon Literacy** **Community Pot**



## **The Carbon Literacy Project:**

### **Community Pot Application Guidance**

#### **Round 24Q4 – Black, Asian & Ethnic Minority Communities**

Version 3.1

The Carbon Literacy Project is owned for the public benefit by:

The Carbon Literacy Trust  
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## Key terms

**Carbon Literacy® (CL):** 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. More information can be found [here](#).

CL training involves a day's worth of peer-led training in which a CL course tailored to your audience is delivered to learners. We have a range of 'off the shelf' courses and materials available to support you in creating a CL course that is suited to your Community Group. To be accredited, your course will need to be **Criteria Checked** to ensure it meets all elements of our CL Standard. Once your course is approved, you can start to deliver Carbon Literacy training to your Community Group. After completing the course, each learner must complete a **Certificate Application form** – a short submission of evidence based on which our team determine if they can be certified as 'Carbon Literate'. Please find further details [here](#).

**Community Group:** A collection of people, likely within the same geographical area, demographic or with the same interests, coming together to promote a common cause for public/community benefit.

**Recipient Community Group (RCG):** Successful applicants whose CL Initiatives are supported by funded services from the Community Pot.

**Unintegrated Association:** A Community Group that is not registered with the Charity Commission and does not exist as a standalone legal entity. Instead, *individual* committee members of the Community Group are liable for the legal proceedings of the group.

## What is the Community Pot?

Carbon Literacy® training is one proven and reliable tool for delivering action to cut carbon emissions and improve the health and prosperity of our communities in the process. Climate action is for everyone, however the Environment, Sustainability Climate & Conservation sector is suffering from a lack of diversity.

Just 6% of staff in the sector identify as people of colour or other racially/ethnically minoritised groups, compared to 15% in the UK's working population (The RACE Report, 2023). To avoid reinforcing climate injustices and enact the change we want to see, we must do more to address this significant underrepresentation of the UK's population within the sector.

Our Community Pot aims to improve access to Carbon Literacy training for those who might otherwise struggle to afford the costs associated with initiating training.

The Community Pot is supported by organisations currently undertaking Carbon Literacy training. Larger organisations are charged a higher price for Certificate Applications, a portion of which is directed toward the Community Pot.

To achieve this goal, the Community Pot will be used to support community CL Initiatives that will create a high level of long-lasting impact for the community served.

So, what are you waiting for? Use this opportunity to bring Carbon Literacy to your community, empowering every voice to take their best action and build a stronger, more connected and prosperous community for tomorrow, today.

## What does the Community Pot cover?

- For this round, we are giving away a total of £35,000 in funded services to groups from, or with connection to, UK-based Black, Asian, & Ethnic Minority communities (Max. £7,000 per applicant)

The funded services on offer are **Certificate Applications** and the **Criteria Checking** costs associated with course accreditation (see Key Terms, p.2).

Successful applicants will also benefit from free access to The Carbon Literacy Project's range of pre-made course materials, including Toolkits, Shareable Courses, Course Kit and the Community Pot's shared resources. Take a look at our Sectors [here](#).

The funded services must be used on a course developed for the Recipient Community Group (RCG), with a member from said organisation as their course trainer, unless either:

1. RCGs would prefer to independently arrange an external trainer on a voluntary or paid basis
- Or,
2. The application is submitted by a delivery organisation on behalf of the RCG, in which case a member the delivery organisation may provide a trainer at no cost to the RCG

We provide different models with varying levels of support throughout the course development process, please get in touch with [communityfund@carbonliteracy.com](mailto:communityfund@carbonliteracy.com) to discuss these options.

## **What does the Community Pot not cover?**

We will **not** distribute the Community Pot **monetarily**.

This is because we are hoping to avoid additional barriers that this would create, such as the requirement of having a bank account in order to apply, and additional legal complication. As a result, we are unable to use the Community Pot to cover trainer time (including places for individuals on existing courses), and/or costs involved with hosting training (e.g. venue hire, transport costs, refreshments, etc.).

We are unable to cover the cost of trainer accreditations. The intention for the Community Pot is to increase levels of Carbon Literacy among communities, rather than progressing individual professional development. As such, this is not aligned with the Community Pot's aims.

Our website's [Funding for You](#) page lists alternative funding sources which applicants may be eligible for and could apply to cover costs associated with the delivery of your CL Initiative. It may strengthen your application if you secure additional funding that will allow your CL Initiative to self-sustain financially.

## Who can apply?

### Who we are expecting to support in Round 24Q4:

The Recipient Community Group must be:

- UK-based
- From, or working closely with, Black, Asian, & Ethnic Minority communities

As well as either one of the following:

- Charities and non-profits
- Small community groups that have limited or no other funds, including Unintegrated Associations (see Key Terms, p. 2)

Larger organisations may apply as a delivery organisation on behalf of an eligible community group. Delivery Groups must:

- Be well-placed to reach a specific community group
- Provide additional support, such as assisting with course development & training, would be expected of the delivery organisation
- Understand that funded services will only be available for use by the Recipient Community Group

We intend the Pot to be used mainly to directly fund access to Carbon Literacy for small, local, community groups. Applications from those with the least funding may be prioritised.

### We cannot support in Round 24Q4:

- Applicants that do not meet the eligibility criteria above
- Applicants that do not fully complete the application form
- Initiatives that do not deliver or support the delivery of CL training
- Applications from individuals to cover their own certification. We do not accept Certificate Applications from individuals, Certificate Applications must be organised through a group or organisation wishing to cover funding for a group of learners they are delivering appropriate training to
- The Carbon Literacy Trust would work *with* governments but not directly fund government bodies in other nations
- We will not fund organisations undertaking activities that exacerbate climate change or are in direct opposition to climate action/solutions.

The groups we're looking to engage will differ as we continue to grow, and sometimes rounds of funding will be aimed more directly at groups we are yet to work with. Up to date information on the current funding cycle's focus can be found on the application form. Criteria may also differ depending on other work we're doing, and with direct correlation as to how and when other CLP Toolkits projects appear and progress.

## Application Process

To apply for funded Carbon Literacy services, you must complete the online application form. Within the [application form](#), we will ask you:

- To describe your Carbon Literacy initiative in a few sentences, as well as basic information about what services you're hoping to get funded.
- To describe how your training will be catalytic and/or describe how the training can become self-sustaining, depending on aims & objectives and what you're hoping to achieve
- Where else you have looked for funding to cover the costs associated with Carbon Literacy training, and whether you have been able to secure any match-funding. This could include the local council, National Lottery, or other local groups.

If you would like to prepare your answers to the application form, the full list of questions can be found below. Please note – this is for your reference only and must not be submitted in the place of an online application – it will not be accepted.

To maximise impact, we will be prioritising support for applicants whose initiatives:

- Will boost levels of Carbon Literacy in their communities.
- Will boost levels of climate action in their communities.
- For which Carbon Literacy training will be the key to promoting and sustaining climate action.
- That have a self-sustaining payment model beyond the initial funding.

Therefore, being able to demonstrate that the CL Initiative will be catalytic and have longevity and will hugely strengthen an application. To enable training to continue with past the initial funded services, you may wish to consider:

- Giving learners the option to pay on a 'sliding scale' basis for their Certificate Applications, in which part or fully pay for their Certificate Application if there are able.
- Giving learners the option to 'pay forward' for the Certificate Applications of future learners.
- Applying for funding and match-funding from other sources, such as our Funding for You page.

An organisation can only receive a maximum of one round of funded services per year, though if unsuccessful there is no limit as to how many times per year an application can be made, so long as it is appropriate to the funding round.

## Decisions and Conditions

The application process will be open quarterly, and applications must be submitted by the last working day of the quarter, i.e. for 2024, 28<sup>th</sup> March, 28<sup>th</sup> June, 30<sup>th</sup> September, 20<sup>th</sup> December. The decision to award funded access is at the complete discretion of the panel, which will include CLP team members and Trustees. Applications will be formally reviewed in the following month, with a decision and notification of funding by the end of that month. We must receive confirmation the applicant accepts the funded services within 2 weeks of being notified of the application's success.

This is a one-off allocation of funded services only. No ongoing or monetary funds will be distributed. You may not receive the full amount of funded services requested in the application.

The funded equivalent in services (Certificate Applications and possibly Criteria Checking costs) will be allocated to your internal CLP account, rather than transferring monetary funds externally. Funded services will stay active and available for use until either they are used, the recipient withdraws interest, or a period of 12 months passes since the recipient organisation last used, or made plans to use, their allocated Certificate Applications. If this stage is reached, any unused funded services will automatically be returned to the Community Pot. We will contact you after 6, 9 and 11 months of inactivity to remind you of this.

A primary condition of funding requires that recipients collaborate with The CLP to gather data and content for our internal and external reporting. The Project will also seek to work with recipients to publicise their success and share externally to promote the fund and its work. Where possible, this may involve in-person visits from the CLP's Community Fund Coordinator, Communications Team or others as agreed between our organisations. Recipients will receive an info pack with guidance on how to supplement the following:

- **Quarterly Community Pot Update** – We'll share with the Community Pot's contributing organisations to champion your initiative and inform them on how their support is being used.
- **Quarterly Catch Up** (online or in-person, throughout the use of the funded services) - It is important to us to foster a strong relationship with Recipient Community Groups, staying in continued communication to support their CL journey & share their successes.
- **Initiative Outcomes Case Study** (either after 6 months or once the funds have all been distributed, whichever comes first) - Recipient Community Groups must complete a one-page case study (an optional template will be provided) explaining how they have used the funded services and what the impacts of Carbon Literacy have been within their initiative.



## Application Questions

### Section 1: Contact details

We require the contact details of the applicant so that we can keep in touch and update you on your application's progress.

**What is your full name? \***

**What is your email address? \***

**What is your telephone number? \***

Please include your dial code, e.g. +44 for UK

### Section 2: Organisation information

This refers to the applicant's organisation.

We intend the Pot to be used mainly to directly fund access to Carbon Literacy for small, local, community groups. However, organisations that have more funding may apply as a delivery organisation on behalf of an eligible community group if they are well-placed to reach a specific community group.

**Please select the option that best describes your organisation and how you would like to use the funded services. \***

**Answer options:**  
(select one)

- **Our organisation meets the criteria and we would like to be the direct recipient of the funded services**
  - Form will automatically skip to Section 3
- **Our organisation exceeds the criteria but we would like to deliver the funded services to an eligible community group**
  - Form will ask additional questions about the delivery organisation (highlighted in below in blue)
- **Other**
  - Form will automatically skip to Section 3

**What is the delivery organisation called?**

**Where is the delivery organisation based?**

E.g. Hulme, Manchester, UK

**Please indicate the delivery organisation's annual revenue.**

(including donations, fundraising and income-

**Answer options:**  
(select one)

- < £250k

<p>generating assets)</p> <p>Using a currency conversion tool, please provide your answer in GB Pounds equivalent. If this is not possible, use the 'Other' box to type your organisation's average revenue and currency so that we may convert this for you.</p>	<ul style="list-style-type: none"> <li>• £250k - £5M</li> <li>• £5M - £100M</li> <li>• £100M - £1B</li> <li>• £1B +</li> <li>• Other</li> </ul>
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**Section 3: Community Group Information**

We require some information about the small community group, charity/non-profit, or publicly funded school, that will be the recipient of the funded services.

**What is the community group called? \***

**Where is the community group based? \***  
 E.g. Hulme, Manchester, UK

**Please briefly describe the community group.**  
 This may include:

- How and why the group began
- Identifying the community served and the services it provides
- The purpose of the group as well as future aims

**Please indicate the community group's revenue. \***  
 (including donations, fundraising and income-generating assets)

**Answer options:**  
 (select one)

- Low / no funding
- < £25k
- £25k - £100k
- £100k - £250k
- £250k +
- Other

**Please select the option that best describes the community group's workforce. \***

**Answer options:**  
 (select one)

- All volunteers
- Majority volunteers with some members of staff
- Even number of volunteers and staff
- Majority staff with some volunteers
- All staff
- Other

**Section 4: Proposed Carbon Literacy Initiative**

Now we need to know all about your plans for the CL Initiative! This section will ask you about the funded services you are you applying for, and how you would use Carbon Literacy to empower your community and take climate action.

<p><b>How many Certificate Applications are you applying for? *</b> (Maximum 700, 690 if Criteria Checking costs are required)</p>	
<p><b>Are you applying for Criteria Checking costs? *</b> (Maximum 200 words)</p> <p>All Carbon Literacy courses must be criteria-checked to make sure they meet our Standard before they can be accredited and delivered.</p> <p>If you do not have an appropriate and accredited CL course, the Community Pot may cover the cost to get a new course approved.</p>	<p><b>Answer options:</b> (select one)</p> <ul style="list-style-type: none"> <li>• Yes - we do not have a course so accreditation is required</li> <li>• Yes - we already have an accredited CL course but accreditation of a new, more appropriate course is preferred</li> <li>• No - we already have an accredited CL course that is appropriate for this Initiative</li> <li>• Other</li> </ul>
<p><b>Please state the course code of your existing accredited course:</b></p>	<p>E.g. CC000000</p>
<p><b>Please indicate which (if any) of our Sectoral materials you are interested in using to develop a course for your CL Initiative:</b></p> <p>If you do not already have an appropriate accredited CL course to use in your Initiative and wish to develop a new one, we have a range of materials that can help you in this process.</p> <p>Using a sectoral course eliminates the need to develop a course from scratch and makes it easier to adopt Carbon Literacy, whether by using an off-the-shelf Toolkit or a sector course kit as an informed starting point. Successful applicants may be granted free access to these.</p> <p>Take a look at our growing range of courses and materials here: <a href="https://carbonliteracy.com/sectors/">https://carbonliteracy.com/sectors/</a></p>	<p><b>Answer options:</b> (select all applicable)</p> <ul style="list-style-type: none"> <li>• Automotive</li> <li>• Civil Service</li> <li>• Digital &amp; Tech</li> <li>• Education</li> <li>• Food &amp; Hospitality</li> <li>• Healthcare</li> <li>• Local Authorities</li> <li>• Museums and Culture</li> <li>• Social Housing</li> <li>• Sport</li> <li>• SMEs (Small &amp; Medium-sized Enterprises)</li> <li>• Finance</li> <li>• Other</li> </ul>
<p><b>Please describe your plans for your Carbon Literacy initiative. *</b> (Maximum 500 words)</p> <p>This is your opportunity to tell us why we</p>	<p><b>Example answer:</b></p> <p>If we are successful in our Community Pot application, we hope to use the CL's Sports Sector Toolkit to develop a course for community football</p>

<p>should choose to support your community group! We want to know:</p> <ul style="list-style-type: none"> <li>• Who your audience will be and how many people you hope to reach</li> <li>• How you hope this will benefit your community</li> <li>• The climate action that you believe the community group could achieve</li> </ul>	<p>teams in our county for all ages. Climate change is not usually associated with football, but we enjoy being outside and want to make a difference to protect our environment. Sharing the importance of action such as changing how we travel, order kit etc can bring benefits to our whole community. We could see ourselves sharing this course &amp; adapting it for neighbouring areas or other sports teams.</p>
<p><b>Do you have plans for your Carbon Literacy initiative to become financially self-sustaining in future? If so, please provide details below. *</b></p> <p>For example:</p> <ul style="list-style-type: none"> <li>• Giving learners the option to part or fully pay for their Certificate Application if they are able</li> <li>• Giving learners the option to 'pay forward' for the Certificate Applications of future learners</li> <li>• Looking for funding and match-funding from other sources</li> </ul>	<p><b>Example answer:</b></p> <p>We will use a 'pay what you can' model so that those who are able can contribute towards the cost of the Initiative. This will enable us to offer free places for all those in need. We also have a small bit of funding from the Co-op (see next answer).</p>
<p><b>Which other funding sources have you applied to and/or secured? *</b></p> <p>(including match-funding)</p> <p>If you have secured any other funding, please also state the amount that has been awarded.</p>	<p><b>Example answer:</b></p> <p>We have applied to the National Lottery's Community Fund but were unsuccessful, and secured £2000 from the Co-op Local Community Fund.</p>
<p><b>Please explain why the community group would not be able to access Carbon Literacy training without the support of the Community Pot. *</b></p> <p>If you are applying as delivery organisation, please also include an explanation as to why funded services are required in order for you to support the community group.</p>	<p><b>Example answer:</b></p> <p>We are entirely volunteer-led and have no funders/income. We sometimes receive small donations which covers some of our running costs but we do not have any way of funding a CL Initiative of this size without additional support.</p>
<p><b>What is your experience of CL delivery? *</b></p>	<p><b>Answer options:</b></p> <p>(select one)</p> <ul style="list-style-type: none"> <li>• I have not delivered CL training before</li> <li>• I have some experience delivering or facilitating CL training</li> <li>• I am a certified CLF/T/C</li> <li>• Other</li> </ul>
<p><b>Is there anything else not covered by the previous questions that you would like us to know?</b></p>	

## Section 5: Terms and Conditions

Please select all of the options below to confirm that you accept the application's terms, as stated in the 'Decisions and conditions' section of the Application Guidance: \*

### Answer options:

(select all)

- This is a one-off allocation of funded services only. No ongoing or monetary funds will be transferred
- You may not receive the full amount of funded services requested in this application
- If successful, you will be notified within a month of applications closing. We must receive confirmation that you accept the funded services within 2 weeks of this notification
- If relevant, the course materials developed with the Community Pot funded services may be shared added to our resources to be shared with other Recipient Community Groups
- Recipients are required to collaborate with The Carbon Literacy Project to gather data and content for internal and external reporting. This includes providing information to help us produce a 'Quarterly Community Pot Update', a 'Quarterly Catch Up' with the Community Pot Coordinator, and the completion of an 'Initiative Outcomes Case Study'
- Service expiry: if a period of 12 months passes since the recipient organisation last used, or made plans to use, the funded services, the remaining services will be returned to the Community Pot. We will contact you after 6, 9 and 11 months of inactivity to remind you of this
- Once applications close, an anonymous feedback form will be circulated to inform improvements to the Community Pot. Completion of the feedback form is appreciated