

Carbon Literacy Action Day 2025: **Roadmap:** For all Training Providers

This roadmap provides you with an overview of the Carbon Literacy Action Day, and information on how you, as a training provider, can get involved in the fifth edition of this annual international event.

We hope this comprehensive guide provides you with key information on what the Action Day is and how you can successfully take part. That said, if you have any further enquiries after reading this document, please get in touch with our team.



Inquiries about CLAD:
CLAD@carbonliteracy.com

**Carbon Literacy
Action Day**
International



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Getting Started

What is the Carbon Literacy Action Day?

The annual International Carbon Literacy Action Day is the world's largest climate education and action training event of its kind.

From every corner of the globe, thousands of people of all ages, backgrounds, and nationalities will unite to undergo their day's worth of Carbon Literacy training, and as a result, pledge positive action to reduce carbon emissions and become officially certified as Carbon Literate.

Aligning with the UN COP30 Climate Change Conference – the pinnacle climate summit of the year – the Action Day holds significant importance. While world leaders gather to negotiate on climate policy in Brazil, Carbon Literacy learners will be on-the-ground learning, collaborating and becoming empowered to act.

The Action Day is a global movement that is fully inclusive and open to all. After the record-breaking success of our fourth Action Day in November 2024, we're focused on keeping the momentum going — but we can't do it without you.



Carbon Literacy
Action Day
International






CLAD Webinar

Carbon Literacy Action Day

Introduction Webinar

 Thursday, 17 April, 2025
12:00 pm - 13:00 pm

 Online, Zoom

On **17th April 2025** we are holding a CLAD Introduction Webinar for all training providers. **Sign up** to hear from our team and find out more about the Action Day.

Your involvement is an essential part of our CLAD campaign, and we would like to express our appreciation to you. Without your involvement, we wouldn't be able to certify the significant number of learners that we aim to in this year's Carbon Literacy Action Day.

Visit our Action Day webpage **here**.



Why take part?



Get **involved** in an exciting event on the ground whilst COP30 takes place in Belém, Brazil.



Take **immediate** and **effective** action to tackle climate change.



Generate **increased levels of involvement, activity and excitement** about Carbon Literacy within your community, organisation or way of life on this unique day.



Be a part of the **breadth** and **diversity** of Carbon Literacy, as people from different backgrounds and countries around the world, all come together and complete their days' worth of Carbon Literacy training.



Opportunity to **reach a group** that may be particularly hard to engage, for example, a senior leadership team.



Opportunity to **showcase your commitment** to climate action to your audiences.



Learners receive a unique **Action Day certificate**.

Action Day Certificate Example



1 of XXX trained on the

Carbon Literacy Action Day

This is to certify that via
Sample Organisation
Sample Name

has met all the requirements of the Carbon Literacy Standard
and thus for the purposes of workplace, education and
community should be regarded as Carbon Literate.

signed

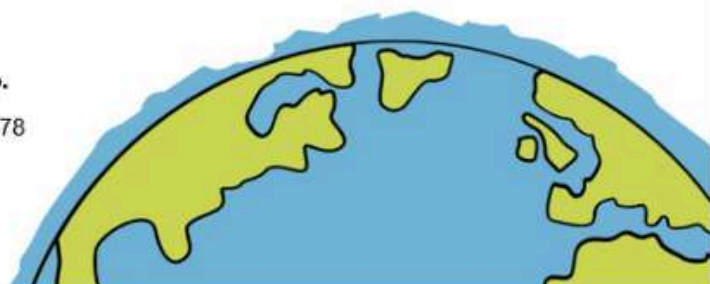
A handwritten signature in black ink, appearing to read "Jen".

Jen Wilson, Chair, on behalf of The Carbon Literacy Trust.
Registered Charity Number 1156722

date
1st Nov 2024

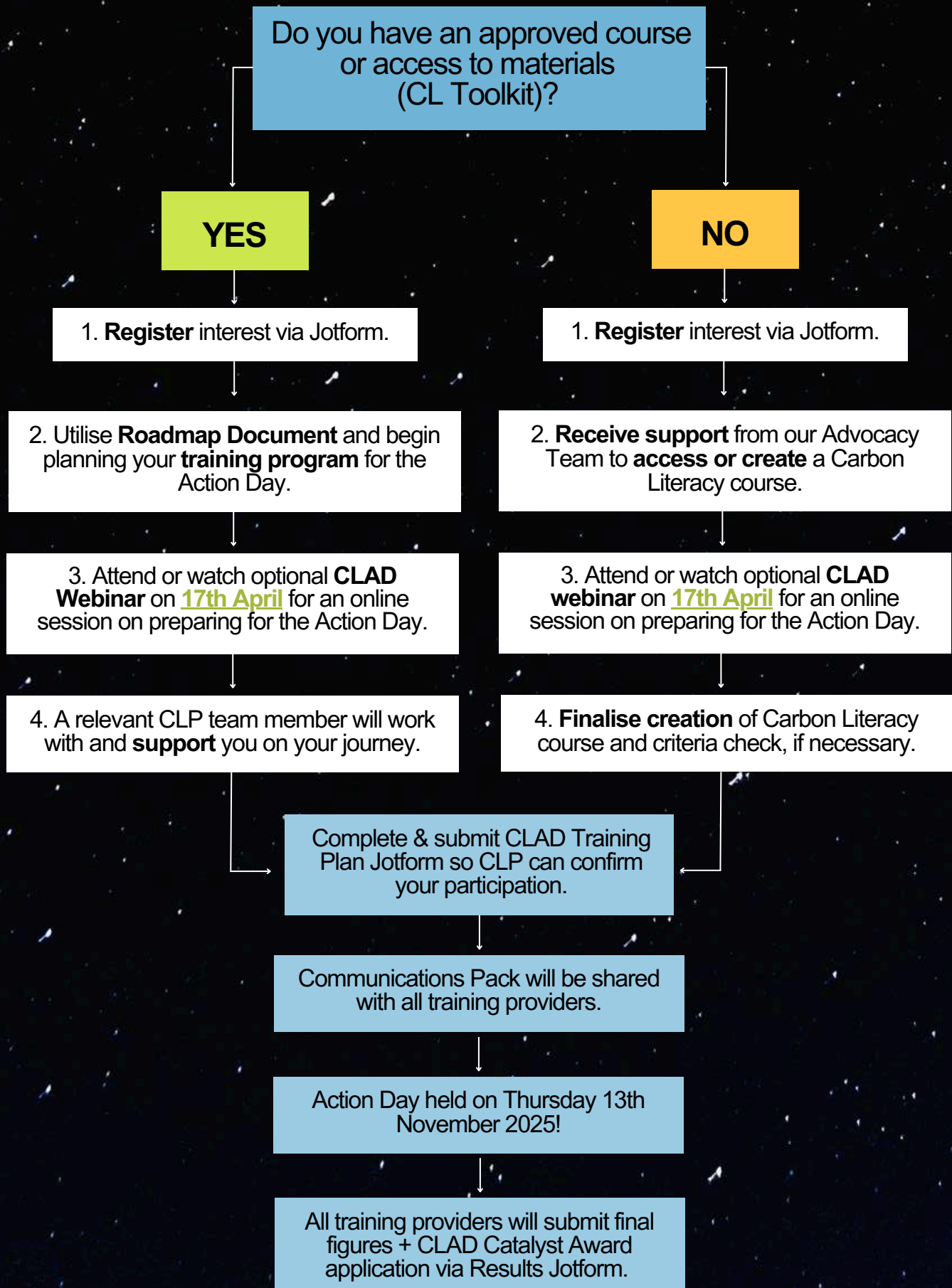
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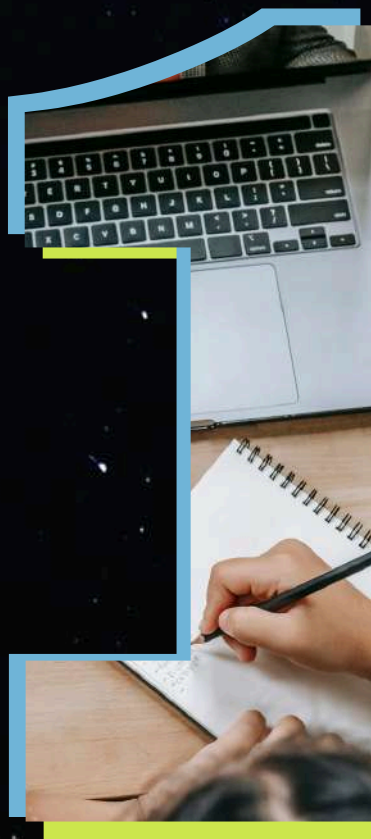
certificate

How **the process** works:



Getting **involved**

As part of your preparations for the Action Day, there are some factors for you to consider as a training provider before finalising plans for your training activities.



Step 1:
Your course(s)



Step 2:
Your audience(s)



Step 3:
How you'll train

Step 1: Your course

What course(s) can you use?

Depending on your organisation's circumstances, there are various options for getting involved in the Action Day.



Carbon Literacy
Project
Certified Facilitator



Training Providers with an Accredited Course

If you are a training provider with an accredited course or access to a Carbon Literacy Toolkit, then either of these can be used to train learners within your organisation, community or chosen audience, and there need be no delay in your taking part.

Carbon Literacy
Project
Certified Trainer

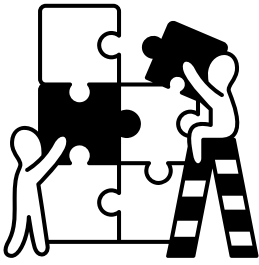


Accessing a Toolkit Course

We have a range of Carbon Literacy Sector Toolkits and shareable course materials, meaning there are ready-made materials for certain sectors that you can access and use to deliver training without needing to design and accredit a course. Currently, we have Toolkits and shareable courses for Automotive, Civil Service, Communities, Culture, Digital & Tech, Education, Food & Hospitality, Healthcare, Local Authorities, SMEs, Social Housing and Sport.

Find out more about our Sectors [here](#).

If you find suitable sectoral materials for you and want to find out more, please get in touch with CLAD@carbonliteracy.com with the subject line 'Action Day 2025', to kickstart your journey and explore being part of the activity in your sector.



Writing a Course

If you don't already have an accredited course and there are no other suitable materials for you to use (e.g. a Toolkit), then you will need to write a Carbon Literacy course for your chosen audience and have it criteria checked ahead of the Action Day. But don't worry, our Advocacy team can help by providing resources and support in your course creation process.

Please contact advocacy@carbonliteracy.com if you'd like to begin writing your own course.

Deadlines & Timeframes

While CLAD culminates on the 13th November, and we encourage as many training providers as possible to schedule training for this intended record-breaking day, **the window for training completion has been extended to 4 days**, aligning with the first few days of COP30, so that everyone who wants to, can be part of the CLAD success.

This means that all Carbon Literacy training completed between Monday 10th - Thursday 13th Nov will qualify for CLAD; any organisations that train during this period will have access to CLAD materials, enjoy campaign promotion, and any learners trained will receive a unique certificate.

For a training programme to qualify for the Action Day, it must end between
**Monday 10th - Thursday 13th
November by 11.59 pm**



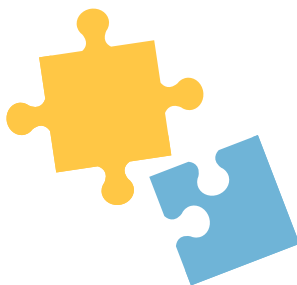
How will you structure your course?

Your CLAD course(s) can be structured and divided into numerous modules or in any way you see fit. Here are a few examples of formats in which your course can be run:



1 day
One **8-hour session**

Thursday 13th November



2 days
Two **4-hour sessions** ending
between
Monday 10th - Thursday 13th
November



4 days
Four **2-hour sessions** ending
between
Monday 10th - Thursday 13th
November

In order to decide how many sessions you'll need for your course(s), it's firstly best to consider the number of courses you will run altogether. If you are running one course, you'll have more freedom to choose course dates and times. However, if you plan to run numerous courses for your audience(s), you may want to be more attentive to how you schedule and organise your sessions.

How many courses will you run?

You will need to consider how many courses, in total, you'll run for the Action Day. This will depend on several factors, such as what audience(s) you'd like to train, how much training capacity you have and the demand from your audience(s).

If you...

1

Plan to deliver training to different audiences, you will need to plan separate dates and times for your CLAD courses.

2

Receive high demand from your audience, it may be worth running an additional course to accommodate all interested learners, ensuring that training is manageable and engaging for both you and the learners alike.

3

Would like to run additional training courses but don't have the capacity, please see [page 13](#), where we explore training capacity in more depth.

Step 2: Your audience

What audience will you train?

The second step is to consider what audience(s) you'd like to train for the Action Day.



Current Audience

If you already have materials for, or deliver Carbon Literacy training to a specific audience(s), you can simply continue to plan training for your usual audience; whether that be for businesses, charities, community groups or something more niche.

New Audience

Your organisation may be in a position to deliver training to a new or wider audience that you haven't previously delivered Carbon Literacy to.

By opening up your training to the wider sector, local community, geographical area, or a highly impactful group, such as Senior Leadership, you can introduce Carbon Literacy to people who might not have otherwise had the opportunity to do Carbon Literacy.

If this sounds interesting to you, you may need to accredit new training materials. You can begin the process of seeking out how to do this in time for the Action Day by visiting [page 8](#).

26th September is the deadline to submit a new course for **accreditation**

How many learners will you train?

You should **consider approximately how many learners**, in total, you would like to train for the Action Day. Not only does this give you a goal to work towards, but it will help guide you as you plan ahead for the day, and understand what capacity is needed to make your training a success.

The number of learners you decide to train is completely up to you and will depend on several factors, such as the audience(s) you'll train, what training capacity you have, and the demand from your audience(s).

In general, a Carbon Literacy course will see around 10-25 learners per cohort. That said, recent Action Days have seen organisations delivering mass training events to hundreds of learners in a single room!

So, given the nature of this exciting event, we do ask you to **think big and go the extra mile** so we can have the **greatest collective impact** possible.

Open vs. closed training?

There are 2 types of training that you can deliver as an organisation.



Closed Training

Closed training means delivering training internally within a specific organisation or audience, that is **not available** to the public.

For example, a Trainer is hired by a council to deliver internal training to their staff.



Open Training

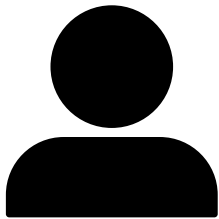
Open training means offering your course out to a sector or audience that is **available for the public** to freely book on to.

For example, a Trainer hosts a session for marketers which is externally advertised, and learners from a variety of organisations or institutions can book a place.

Step 3: How you'll train

How will you deliver training?

You will need to consider how you plan to deliver your training, what training capacity you currently have, and if you may need additional trainer capacity (internal or external) for your Action Day activities.



Internal trainers

If you have an **experienced in-house trainer**, they can deliver Carbon Literacy training within your organisation or group for the Action Day.

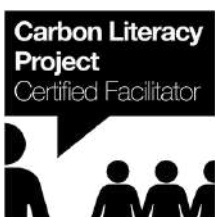
That said, please do consider how your current trainer capacity and goals for the Action Day align. For example, if you plan to run more or bigger courses than normal, this may highlight the need to train additional members of your organisation to deliver training or hire an external trainer.



External trainers

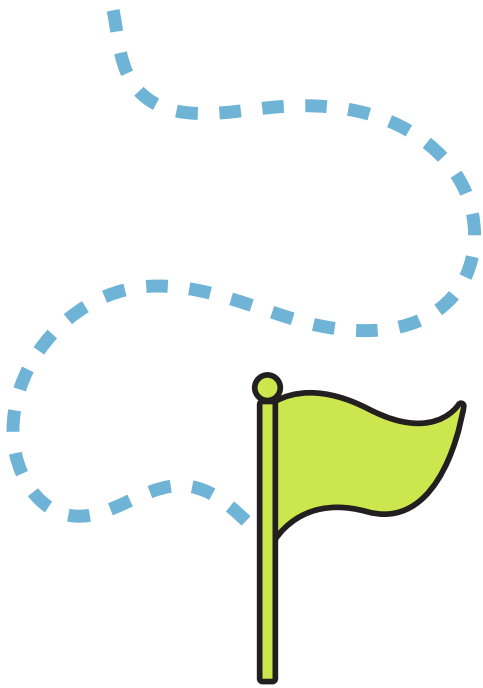
If your organisation or group **does not have internal training capacity**, or you need extra capacity to meet the size or number of courses you are delivering, you may be interested in hiring an external trainer.

Please visit our [Trainer Directory](#) to find out what Carbon Literacy Trainers may be available to hire for your Action Day training. Each Trainer will specialise in different sectors, be based in different locations and will have individual pricing guidelines.



Facilitators

You can also hire **Carbon Literacy Facilitators**, who don't deliver training, but can support with course delivery and admin. To find out more about hiring CLFs, please email clt@carbonliteracy.com.



Once you have considered the **three main steps** of your course, audience and how you'll train, and you have an idea of what kind of training like to run for CLAD, you can begin to cement your plans and a member of our team will continue to guide and work with you on your journey.

For those who are advertising open training, the next section explains how you can promote your course.

Promotion

This section details information on how you can promote your course, and what promotional support is available from The Carbon Literacy Project.

NB: this information is directed to those planning to run open training sessions for the Action Day. Please visit page 12 for information on what an open training course is.



Here we have collated some tips that will help you promote your Action Day course, reach your intended audience, and hopefully see your course fully booked.

These tips have been extracted and condensed from a blog post that you can read in full [here](#).

1. Create a booking page

The first step in promoting your CLAD course is to create a booking page that provides key information about your course offering. You can make a booking link using ticketing platforms such as Eventbrite, Ticket Tailor, or your website if you have one.

Your course booking page should clearly state:

- **Course date(s)**
- **Times**
- **Course description**
- **Contact information**



You'll also need to ensure that your booking page addresses your audience (see Step 2 on p. 12). It should be clear from your course booking page:

- Who your CL course is for.
- What your attendees can hope to gain from it (bearing in mind the kind of benefits your specific audience may be looking for).
- What audience-specific elements or activities can be expected.

2. Tap into your network

We strongly encourage you to consider promoting your course within your professional circles (or social circles, if appropriate). You could do this through various channels:

Directly:

Ask people and/or organisations you already have contact with (via email, or face-to-face) to share your course via their channels.

Social media:

Tag relevant contacts/accounts in your social media posts to make it easy for them to spot and reshare.

Green groups or charities:

Those operating within your target sector or location may be willing to share your course with their members if it's relevant.

Businesses:

Consider approaching businesses (both big and small) and offering to train their staff. You could even offer a discounted price if they agree to train a certain number of staff members.

3. Utilise Social Media

Social media is a great platform for organic promotion. Again, it is essential that you focus on your audience when strategising your social media promotion.



What social media platform(s) to use:

Targeting a **local community** or **group**?

Use **Facebook & Instagram**



Targeting **businesses**?

Use **LinkedIn**



Whichever you choose, be sure to tag us under our profiles (linked above) so that we can amplify your posts.

What content to share:



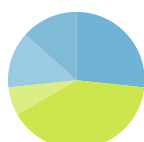
Testimonials:

Share authentic feedback from past learners.



Photos:

Take and share photos from training and the stories behind them.



Infographics:

No photos? No problem! Create a visual asset showing information about your course to catch your audience's attention.



Discussions:

Start or engage with conversations relevant to your course that are happening on social media.



How we can support with promotion

Patagonia Action Works



Patagonia Action Works

We offer all accredited courses the opportunity to be listed on our Events page, which is hosted by Patagonia Action Works (PAW) and linked from our website under [Events](#).

Additionally, PAW offer paid social media ads for courses on our behalf, at no cost to the trainer. So, we also submit requests for ads for all courses, as a standard, when submitting the course listings.

Please visit [this document](#) to find more information on the available support.

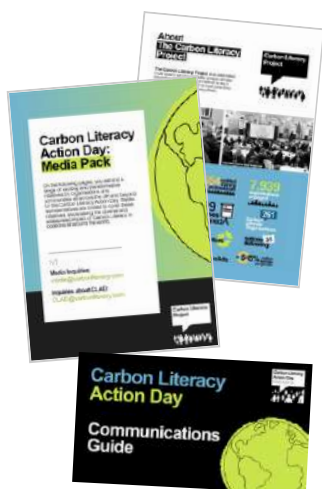


Carbon Literacy Website & Social Media

If you are offering an open training course, we can list your course on our Action Day webpage and promote it accordingly via our social media channels.

Once your course booking page is live, please share this, along with any high-quality photos to support the promotion of your course (if any) with media@carbonliteracy.com to have your course featured on our website and social media platforms.

Communications Pack



To further promote your involvement in the Action Day, a Communications Pack will be made available for all training providers taking part in CLAD.

The pack will assist with any online promotion via social media, website, email and press. In this pack, you will find:

- CLAD International logos
- Social media graphics
- Training photos
- A communications guide with copy for various platforms
- Press release template
- A copy of our brand guidelines

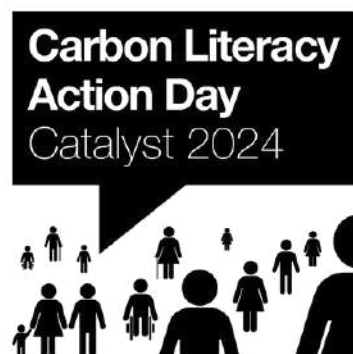
The Communications Pack will be available in **Summer 2025**.

CLAD Catalyst Award

What is the CLAD Catalyst Award?

The CLAD Catalyst is an initiative where we **recognise** and **celebrate** those who display **catalytic Carbon Literacy**, and therefore **catalytic action** on climate change, for the Carbon Literacy Action Day.

Three training providers who display the best examples of catalytic Carbon Literacy will be awarded **CLAD Catalyst 2025** - a badge of special recognition for their dedication to tackling climate change. This year, we are introducing a new Trainers category for this year's Catalyst Award to celebrate the trainers who go above and beyond throughout the year to champion Carbon Literacy



To be in the running for the CLAD Catalyst award, all **you have to** do is:

- **Plan and deliver** catalytic Carbon Literacy training for the Action Day.
- Tell us in your post-event **survey**, that you'll receive on 13th November, how you met our theme and what impact your training will have.

CLAD 2024 Catalyst Award Winners:



[Click here](#) to read about the CLAD Catalyst winners 2024.



CLAD Catalyst Award

Carbon Literacy
Action Day
Catalyst 2024



2025 Theme: Connect, Collaborate, Cascade

As the consequences of the climate emergency continue to prevail in the news, it is crucial that we continue to cascade Carbon Literacy and utilise the power of collective action to drive the shift towards a low-carbon culture. Catalytic change happens when **tipping point** thresholds are exceeded, which is exactly why we're encouraging you to **leverage your connections**, **collaborate** and **cascade Carbon Literacy** for this year's Action Day.

How can you meet our 2025 theme?

1

Connect

Making the right connections is the first step to big impact. Organisations and Trainers should focus on reaching key people, local leaders, decision-makers, and influencers who can help spread Carbon Literacy further and faster. This also means using PR, social media, and storytelling to raise awareness and attract attention. Share your Carbon Literacy story to inspire more people to join in.

2

Collaborate

Working together makes everything bigger and better. By teaming up with different sectors, businesses, and leadership groups, training providers can run large-scale training sessions and maximise the number of participants. Sharing resources, co-hosting events, and learning from others will help grow CL's reach and impact.

3

Cascade

The goal is to spark something big and lasting. Organisations should focus on scaling up, training more people in a day, developing more trainers and creating a movement that keeps growing. Ambassadors, endorsements, and success stories will inspire others to take action, helping CL reach the tipping point where it becomes a widespread, unstoppable movement.

CLAD Catalyst Award

2025 Theme:
Connect, Collaborate, Cascade



Cardiff Council training on CLAD, Nov 2024



Manchester City Council training on CLAD, Nov 2024

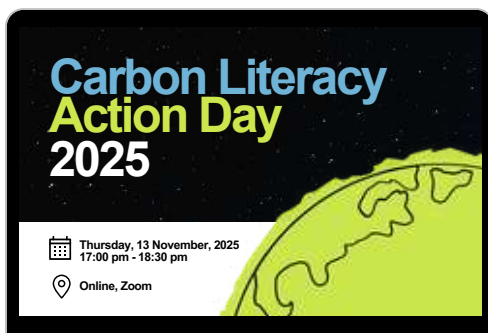
What happens on the Action Day?

Training = complete!

On the Action Day, Carbon Literacy training will take place in locations, and to learners, all around the world.

As training finishes throughout the day, organisations will fill in a **Results form** that will allow them to share the final figures and results from their Action Day training with our CLAD team, such as how many courses were run, what audience was trained, and most importantly, how many learners were trained.

From here, we will begin to tally those all-important numbers, learn the impact that the global Carbon Literacy community has had on a single day, and calculate the estimated carbon savings as a result.



Action Day Webinar

At **5pm GMT** on **13th November**, we will commence our **Action Day Webinar – a 90-minute online event** where all participating training providers, from all around the world, can join together in one 'room' to reflect on the day and share stories of their training.

Because training takes place in locations all around the world, this webinar is an incredible opportunity to learn about the global spread and impact of the Carbon Literacy Action Day. We look forward to seeing you there!

Thank you!

Thank you for participating in the Action Day 2025. We are delighted that you have taken the steps to take concrete action on climate change, and are looking forward to witnessing Carbon Literacy training take place all across the globe.

For extra information about the Action Day, you can [sign up](#) for our **CLAD Introduction Webinar** on **17th April** to learn more about getting involved and hear from organisations that took part last year.

We hope this document has provided you with everything you need to know for taking part in the Action Day, but for additional queries, please get in touch with us.



CLAD@carbonliteracy.com



Carbon Literacy
Project

