











Carbon Literacy Project







Intro

Introduction 03
Timeline 04
2024 in Figures 05

Organisational

Carbon Literate Organisation 08
Carbon Literate Educator 09

Geographic

Beyond Borders 10
Carbon Literate Localities 11

Our Community

Action Day 21
Community Pot 22
Social Media 23
Events 24
Awards & Appearances 25
Press & Media 26

Impact by scale

Individual

Climate Action of the Month 06
Training Professionals 07

Sectoral

13 **Automotive** 14 Civil Service 15 Culture 16 Education 17 Healthcare 18 **Local Authorities** Social Housing 19 20 Sport

How We Work

Looking forward

12

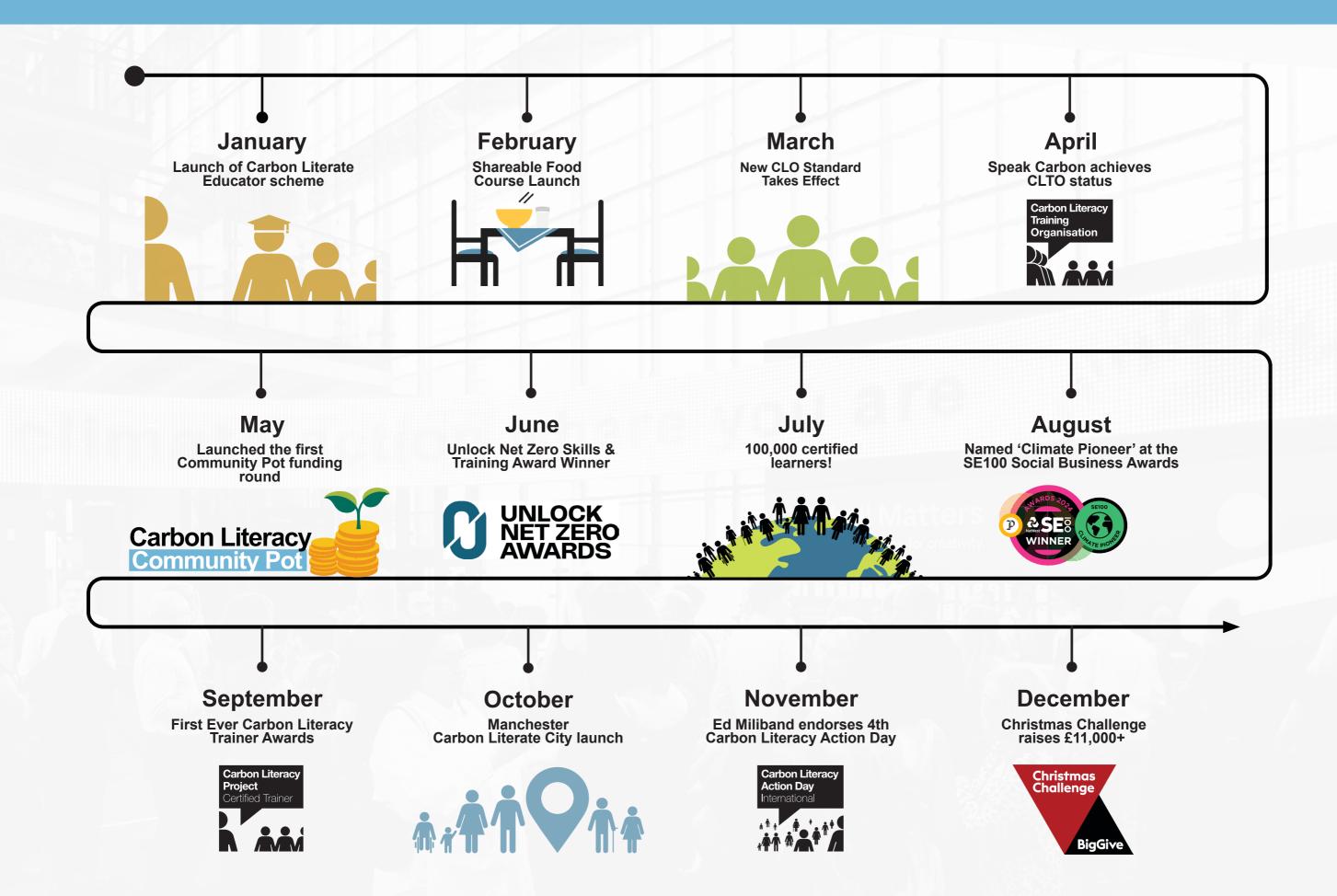
Finance	27
Fundraising	28
Partnerships	29
Our People	30

32

Introduction



2024 Timeline

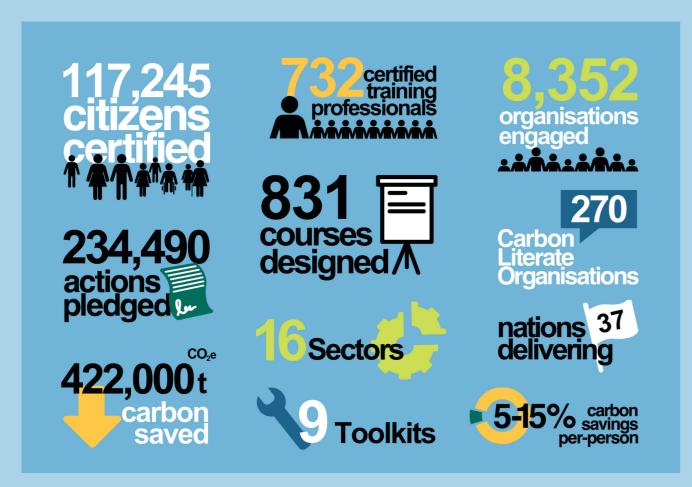


2024 in Figures

2024 marked a record-breaking year for The Carbon Literacy Project, with growth across all key areas. The below infographic shows key stats tracked since October 2012, with cumulative totals as of the end of 2024.

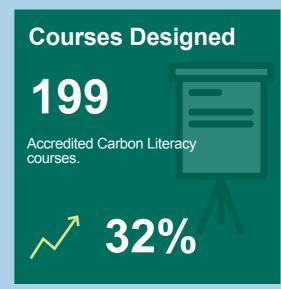
A total of 38,152 learners were certified in 2024, surpassing the milestone of 100,000 learners: a 48% increase on the total number certified in the whole decade to December 2023. This equates to an average of **104 new learners becoming Carbon Literate each day!** The trainer community grew stronger than ever, welcoming over 450 new training professionals, while 199 newly accredited courses were delivered across 10 new nations, spreading Carbon Literacy further and faster.

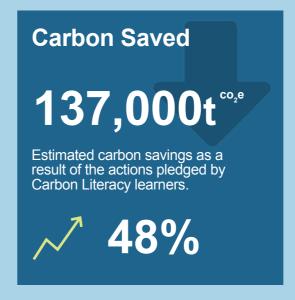
Each milestone reflects a collective commitment to creating a world where everyone has the knowledge and power to drive meaningful climate action.





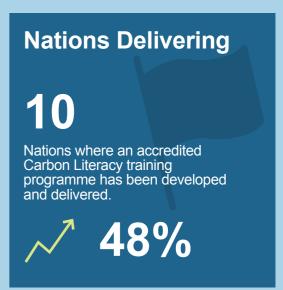












Food &

possibility.

SMEs

I will build an internal

Anonymous

Hospitality

I am a family member part of

an 80ha family farm, with a

store beef. I commit to

to reduce the methane

production associated with

ruminants. As methane from

ruminants is one of our main

sense to investigate this as a

emission sectors. it makes

small herd (40-ish) of calf-to-

conduct a feasibility study into

methane reduction strategies.

Climate Action of the Month

Our 'Climate Action of the Month' series recognises actions that show exceptional commitment to reducing carbon emissions in workplaces, educational settings or communities. These actions exemplify the unique impacts Carbon Literacy individuals can have within their spheres of influence, fostering a low-carbon culture as a result of their training. Here are some standout examples from various sectors throughout 2024.

Local **Authorities**



I will use my role as the council's representative on the Integrated Care Board local alliance to add carbonreducing home adaptation schemes onto our referral pathways so we can support wider system referrals where uninsulated homes are impacting patients, especially those with long-term conditions exacerbated by the cold.

Grant Taylor

Assistant Director for Communities and Health, **Basildon Council**

Civil Service



As part of a new project I've joined looking to assess the effectiveness of regulatory supervision of Master trust pension schemes there is an opportunity to raise the profile of climate change as material financial risk to the pensions system and an argument that we should be doing more to safeguard the interests of pension savers.

Gareth Norcott

Policy Delivery Lead at The Pensions Regulator

Social Housing



As I work for the Housing Development Team, building new homes for new residents and council tenants I would like to introduce a carbon awareness/advice leaflet as part of the new home starter pack. This would be a short leaflet on how the changes they make in the home can have a positive impact on their carbon footprint and help us as a society to try and stabilise the global temperature rise.

Anonymous



I pledge to work with my wider team to roll out more teaching workshops and events for the general public and community surrounding our nature reserves around the importance of climate change and reducing carbon emissions. This could begin in the form of focus groups with local community members to co-create a programme that is relevant and important for communities to feel empowered.

Anonymous

Healthcare



I will contact the Chief of Nursing & hospital matrons to set up 'green link nurses' across all clinical areas. The nurses would be responsible for implementing the Green Plan, cascading new knowledge and policies, and making sure all ward staff, patients, and visitors act to reduce carbon footprints.

Suzanne Matthews

University Hospitals Plymouth NHS Trust

Education



I pledge to work with London's College of Communication (LCC's) Management Group to reduce or eliminate the use of air travel for all college activities within the UK and mainland Europe by 2028. This will be achieved by collaborating with senior leadership to ensure it is disseminated amongst the wider college community by updating guidance for staff & students on alternative methods of international travel, with a focus on promoting rail travel. accommodation options with good green credentials, and active transport.

Thomas Adam Webb

Director of International Partnerships, UAL London

Culture



By championing sustainability in my role as a curator, I will be able to affect change in procurement of exhibition materials, transport of artworks and materials, and ways of displaying works and texts. I will promote reuse and recycle of all materials, using the Circular Arts Network to support this. I will also look to influence artists in how they approach exhibition via materials etc. This can also determine how we look at artists we wish to support and show.

Anonymous

Fashion Offset Fashion will collaborate with local schools and clubs, inviting them to be part of our

sustainability movement and utilise our platform for their fundraising initiatives. We encourage these institutions to actively engage their students and players in contributing to our cause by collecting school uniforms and sports kits that have been outgrown. Through our platform, schools and clubs can facilitate the sale of these pre-loved uniforms and sports gear, effectively keeping them in circulation and diverting them from landfills.

Jennifer Thornton Founder. Offset Fashion

Automotive



I pledge to direct the team via a new proposal to focus on facilitating the repair of High Voltage Battery (HVB) in battery packs in hybrid and EV cars, to prevent the need of replacing the full pack. Our primary goal will be extending the lifespan of the "battery pack" and improve its repairability, ultimately reducing the need for unnecessary replacement of the HVB.

Andrew Stubbs

Section Manager - TCS FQI at Nissan Technical Centre Europe

Sport



dashboard collating the live energy use of our products, the carbon emissions and the business costs to enable teams to see the differences small or large changes can make with our software, whilst providing the best service to

Anonymous

our customers.

I commit to work with the senior management team to reducing carbon emissions at the Staffordshire FA offices via the ongoing or potential new investment into items such as LED lighting, lighting sensors, improved insulation, waste/recycling management, solar panels, EV charging points, shower facilities to encourage cycling/jogging/walking to & from work, a reduction/complete removal of printing, recycling of CFA kit. To improve buy-in, I will discuss the possibility of this course being delivered to key

Gareth Thomas

Commercial and Partnerships Lead, Staffordshire Football Association (FA)

personnel within Staffordshire FA.

Training Professionals

The remarkable growth of The Project has been propelled by our dedicated community of training professionals. The Carbon Literacy Trainer accreditation scheme recognises and distinguishes trainers' experience and accomplishments, at increasing levels, in Carbon Literacy course administration, design and delivery. In 2024, we gained...

Carbon Literacy **Project** Certified Consultant

Carbon Literacy Project Certified Trainer 1 46 h 424

Carbon Literacy **Project** Certified Facilitator

Andrea Wood

Carbon Literacy Consultant



Helen Rodgers Carbon Literacy Consultant





I was thrilled to be approached and to become a Carbon Literacy Consultant. It recognises the experience I have in delivering, creating, and supporting organisations in rolling out Carbon Literacy training at scale and widening the vital impact of Carbon Literacy. I am proud to play a role in helping The Carbon Literacy Project reach its target of certifying 1 million Carbon Litérate people by 2030 and reducing global emissions to create a better future to live, work and do business.



I am so proud to be accredited by the CLP as a Carbon Literacy Consultant, in recognition of my level of experience of CL programme design and delivery across a range of organisational settings, and their successful outcomes. Over the last five years, I have trained over 1000 learners and CL trainers, and contributed to CLO accreditation of three Gold CLOs, six Silver CLOs and twelve Bronze CLOs. I am inspired by the level of engagement from learners and their motivation to act.



Carbon Literacy Consultant



Alison Tomlin Carbon Literacy Consultant





I felt incredibly proud to become a Carbon Literacy Consultant; the highest level of certification awarded to the most experienced trainers, who have demonstrated excellent quality of training across a broad range of sectors. Being only one of 6 people to hold this status, it allows me to showcase the quality of work I am delivering to support multiple organisations to create a strong culture of sustainability through embedding Carbon Literacy.



Becoming a Carbon Literacy Consultant has been a really amazing experience. Seeing the work I've done in Carbon Literacy over the past few years recognised in this way is very gratifying. I'm excited to take this accolade into my work going forward, and to see what Carbon Literacy advocacy work I can do as a member of the CLC team!

Carbon Literate Organisations

The number of accredited Carbon Literate Organisations (CLOs) grew by **28% in 2024** compared to 2023, as organisations of all sizes across sectors increasingly recognised the value of embedding Carbon Literacy into their culture and operations, and gaining this demonstrable badge of achievement. CLO accreditation is offered at four distinct levels – Bronze, Silver, Gold, and Platinum – representing increasing levels of commitment and accomplishment in Carbon Literacy.









87 new CLOs certified in 2024

53 Bronze



*

25 Silver



1 Platinum

Joining the 211 organisations that were Carbon Literate before 2024

Platinum

positive planet

- Positive Planet was honoured to be awarded highest level Carbon Literate Organisation in 2024. We have found that Carbon Literacy training plays a crucial role in helping our clients engage employees and stakeholders with their sustainability strategies. It turns positive intentions into action, driving meaningful carbon reduction.
 - Andrea Wood, Head of Training, Positive Planet

Gold



Intelligent Solutions

- We're thrilled to have achieved Gold Carbon Literate Organisation status. CLO Gold is a powerful catalyst for transformation. It has given us the knowledge and confidence to educate our colleagues, our clients and our neighbours, and inspired us to make ambitious and meaningful commitments.
 - Tom Rumboll, CEO, SYNETIQ & UK Managing Director for IAA

Carbon Literate Educator

The Carbon Literate Educator (CLE) accreditation was introduced in 2024 to recognise educational institutions distinct committed to cultivating Carbon Literacy not only amongst their staff and students and within their operations, but throughout the wider communities they are a part of.

CLE offers accreditation at four distinct levels – Bronze, Silver, Gold, and Platinum – representing increasing levels of commitment and achievement.









15 new CLEs certified in 2024

14 Bronze CLEs



1 Silver CLE

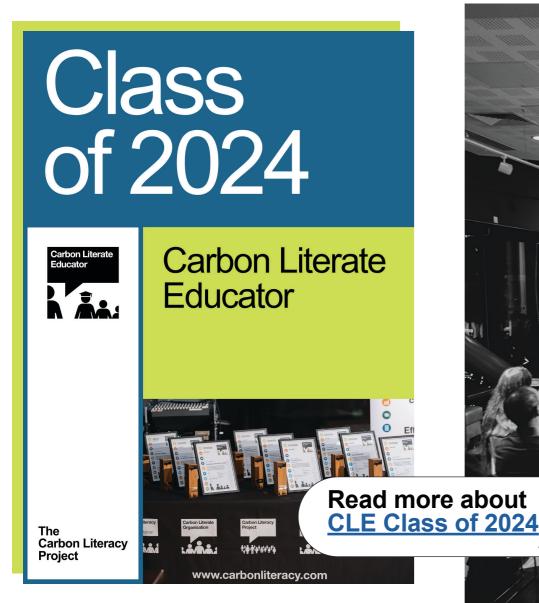






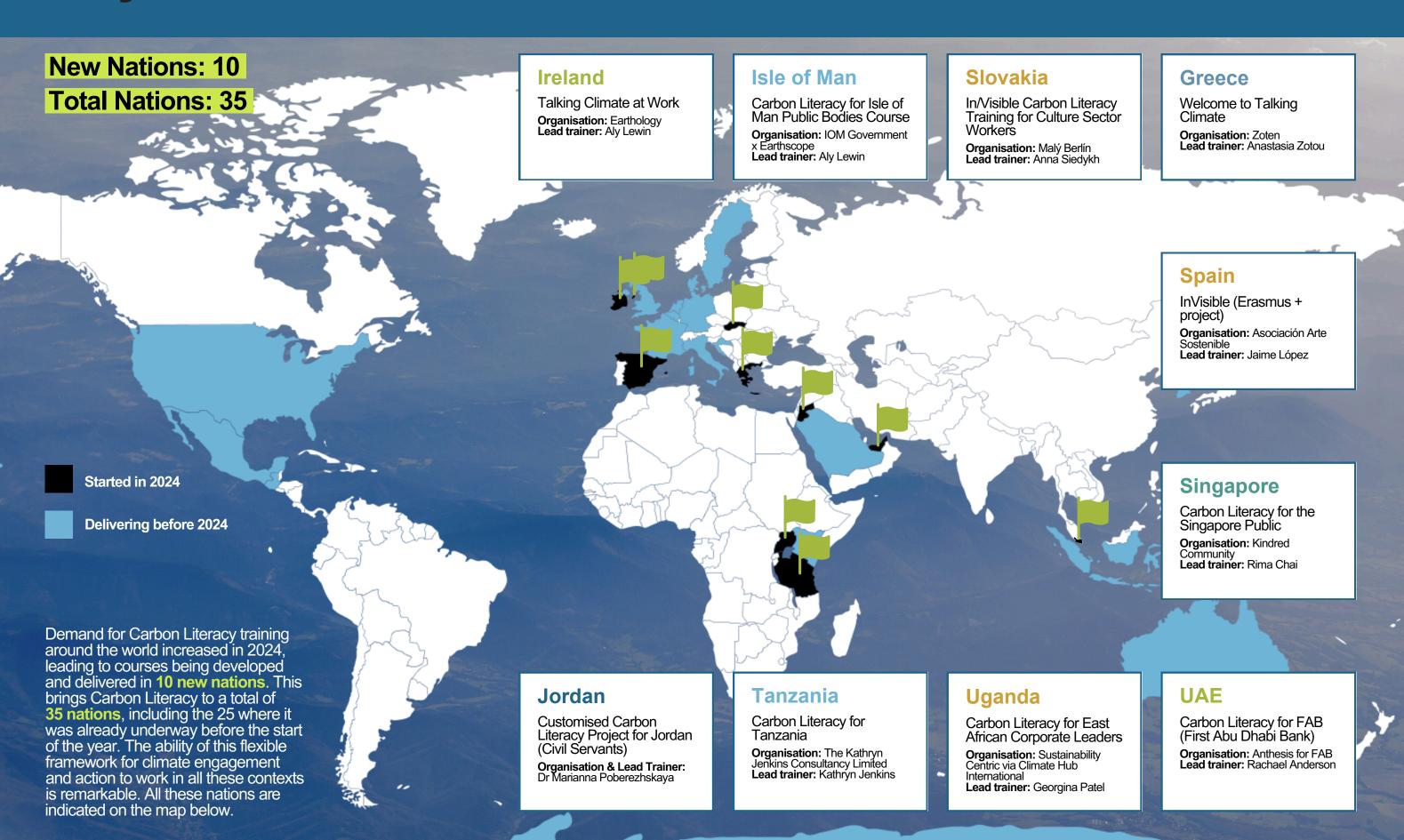








Beyond Borders



Carbon Literate Localities

Carbon Literate Localities – a brand-new initiative launched in 2024 – unites individual, community, education, organisation and sectoral audiences within a geographic area to collaboratively advance Carbon

Aspiring Carbon Literate Localities have defined geographical boundaries, a coordinating body, and a target number of Carbon Literate citizens based on its population. Participants commit to contribute to this target, publicly champion their contributions, and work together to build a low-carbon future.



While we raced to finalise the Carbon Literate Locality Standard, outlining the requirements for a village, town, city, county or region to achieve Carbon Literate **Locality status**, one city couldn't wait to get started...

Email <u>CLL@carbonliteracy.com</u> to get involved.

The goal:

To train and certify 15% of people living or working in Manchester

people ...as Carbon Literate by **2027**

to achieve Carbon Literate Locality status.

The figures as of 2024:

The current number of people certified from 166 organisations are Carbon Literate is

14,141

...that's already

through our goal!

Manchester Carbon Literate City

In October 2024, our home city of Manchester announced its ambition to become the UK's first Carbon Literate City as part of the drive to become zero carbon by 2038.

Proudly coordinated by Manchester City Council.





Since its launch, a further 17 organisations and counting have signed the Manchester Carbon Literate City Commitment to become Initiative Supporters.

We're already seeing this enthusiasm grow within Manchester and extend to other localities.



71,208 more to go

Founding supporters

With such an ambitious target, this initiative is an exciting vehicle for cultural change, encouraging cross-sector collaboration and carbon-reducing innovation. Before its launch, 17 organisations across a vast range of sectors signed the Manchester Carbon Literate City Commitment to become Founding Supporters.



















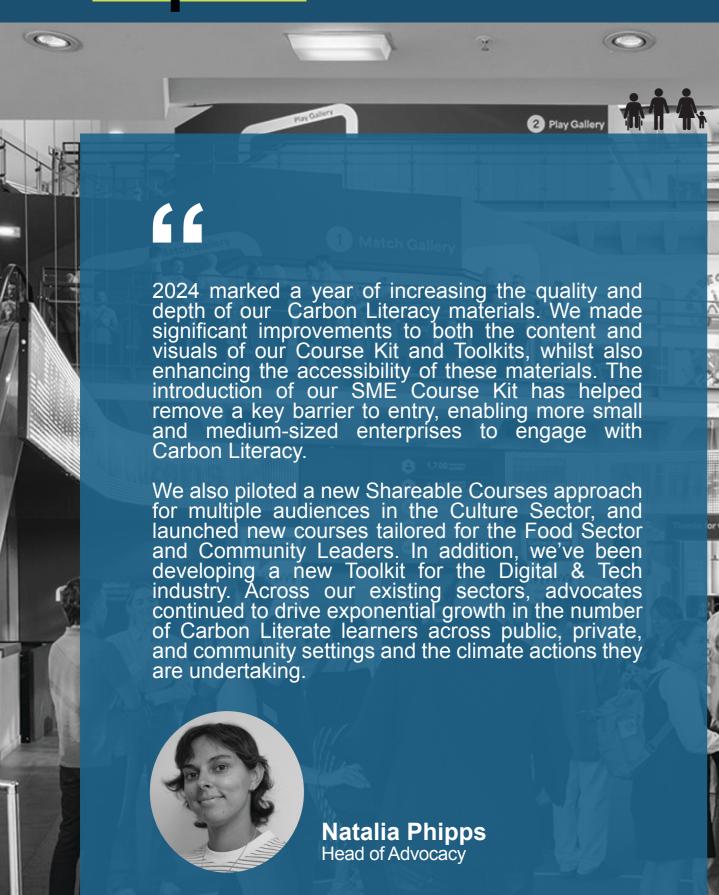








Sectoral **Impact**



New sector resources

Carbon Literacy for Community Leaders

A customisable course that equips local leaders with the knowledge and confidence to drive low-carbon action. Co-developed with UK practitioners, it supports collaboration and practical community solutions.



Carbon Literacy Shareable Food Course

A pre-accredited Carbon Literacy resource created with industry experts. offering practical tools to address the unique climate challenges across food production, service, and supply.



Carbon Literacy SMEs Course Kit

A ready-to-use course that helps SMEs understand climate impacts, reduce emissions, and become Carbon Literate – turning knowledge into tailored. low-carbon action.



ourMark/

Automotive



Toolkit Highlights

- Great engagement from manufacturers including Nissan, VW, Bentley, and BMW.
- First international version of the Toolkit developed by Nissan AMIEO.
- Expansion into the wider sector including truck, bike and logistics.

"Since the creation of the first of its kind Automotive Toolkit three years ago, we remain committed to supporting the wider automotive industry on our shared sustainability journey. We're delighted that through industry wide collaboration, more individuals and organisations have leveraged Carbon Literacy to help achieve their sustainability goals, especially as the industry continues to rapidly evolve."

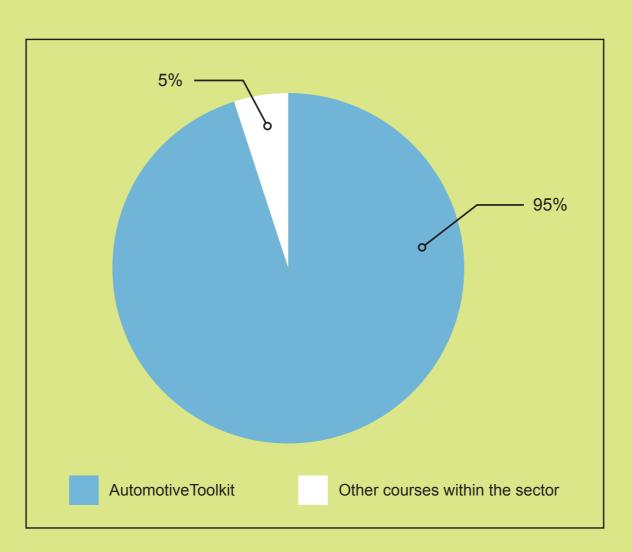
lan Plummer,

Commercial Director, Auto Trader





- 124 Learners certified using other courses
- 164 Organisations with certified learners
 - Carbon Literate
 Organisations in the sector





in 2024



Civil Service



Toolkit Highlights

- Presented to the Civil Service Climate and Environment Network.
- Ed Miliband, Secretary of State for Energy and Net Zero endorsed the International Carbon Literacy Action Day in a video message from COP28 in Baku.
- International reach continued with Civil Servants in Jordan receiving CL training.

"We want everybody in the organisation to better understand the implications of climate change and be galvanised to undertake climate action in their home life and at work, as part of their business as usual. Carbon Literacy training will help them do that. You might not be working in sustainability on a day to day basis – but you can do something to improve the Island for future generations."

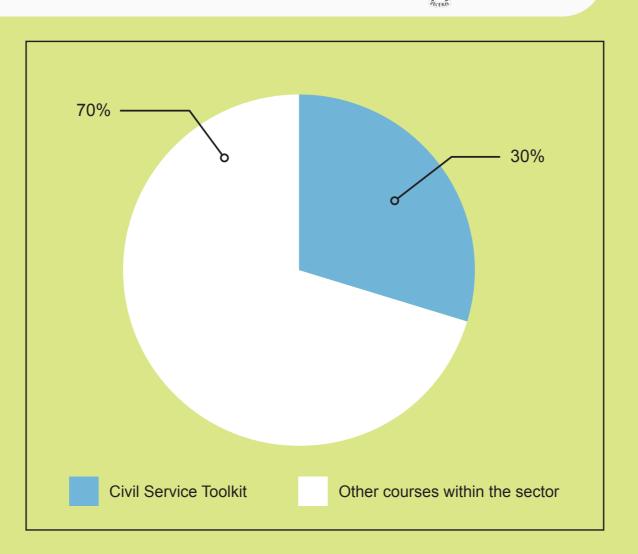
Aly Lewin,

Head of Climate Change, Department of Environment, Food & Rural Affairs



1907 Learners certified using other courses

- Organisations with certified learners
 - Carbon Literate Organisations in the sector



2717 Learners certified across the sector in 2024



Culture



Toolkit Highlights

- Shareable Courses for Heritage, Libraries, Public Leisure & Culture Trusts all became available.
- Roots & Branches Project (which includes the Carbon Literacy Museums Toolkit) won in the Sustainability category at the 2024 Museums + Heritage Awards.
- Developed our work beyond museums, including publishing, archives (including speaking at the ARA Conference), and developing new partnerships in the theatres sector.

"We recognise that success depends on everyone being actively involved. By equipping our colleagues with the knowledge and skills to become Carbon Literate, we are taking responsibility and committed to empowering each colleague to contribute meaningfully to our shared objectives."

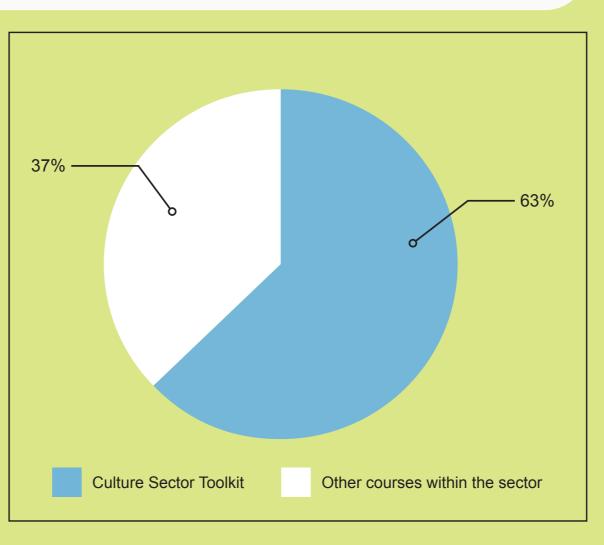
Angela Brown,

Group Environmental & Sustainability Manager, Freedom Leisure





- 1117 Learners certified using other courses
 - 860 Organisations with certified learners
 - 17 Carbon Literate Organisations in the sector





Learners certified across the sector in 2024



Education



Toolkit Highlights

- Launched the Carbon Literate Educator (CLE) accreditation.
- Awarded the first 15 educators as CLEs.
- Began work to expand the Education offering into schools the Education team to develop a Schools Toolkit to grow the school sector.

"The Carbon Literacy programme aligns closely with the University's strategic goal of environmental sustainability. It is not just an Academic Theme but an institutional priority shaping our research, teaching, and student experience."

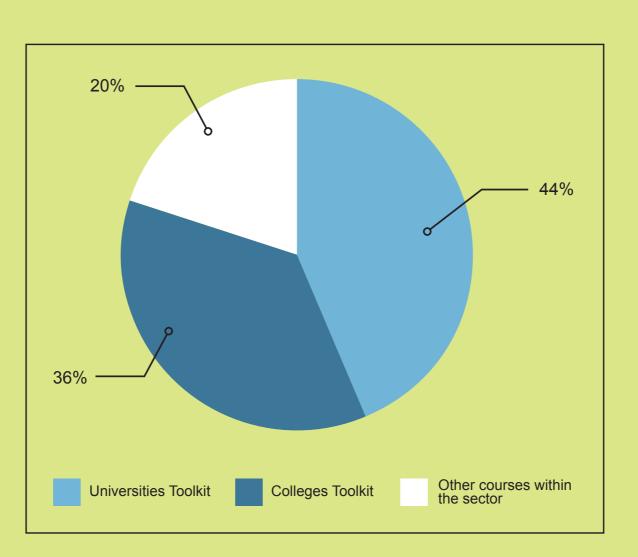
Dr Chris Ribchester,

Lead for Education for Sustainable Development at the University of Derby





- 3429 Learners certified using Colleges Toolkit
- 1867 Learners certified using other courses
 - 663 Number of organisations with certified learners



9417 Learners certified across the sector

in 2024



Healthcare



Toolkit Highlights

- Supported Medical Schools to deliver training to medical students.
- The first NHS Scotland course was accredited at NHS Fife.
- · Assisted other blue light services with the accreditation of the first Police course.

"My team and I found the training really useful and very insightful. In addition to a grounding in the science behind climate change, we learned about how it's also a health emergency and how we as a Trust contribute to it, along with its implications for us, as an organisation... The training isn't just theoretical, we also learned about practical, everyday ways in which we can go about meeting those targets."

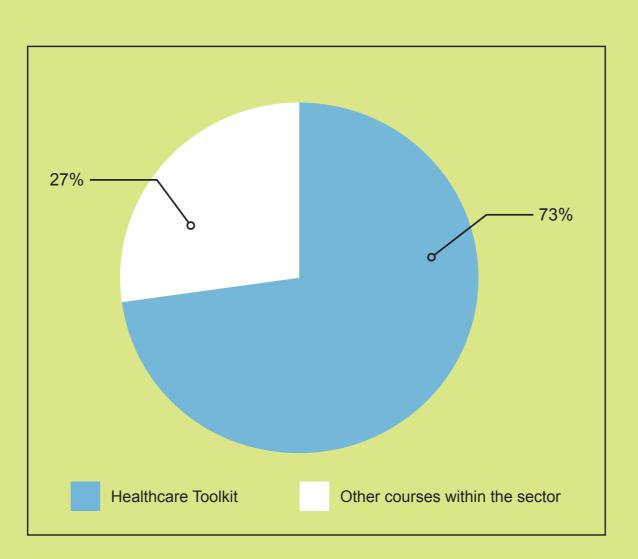
Craige Richardson,

Director of Estates and Facilities, Leeds Teaching Hospitals NHS Trust

The Leeds
Teaching Hospitals
NHS Trust



- 156 Learners certified using other courses
- 158 Organisations with certified learners
 - 6 Carbon Literate Organisations in the sector











Toolkit Highlights

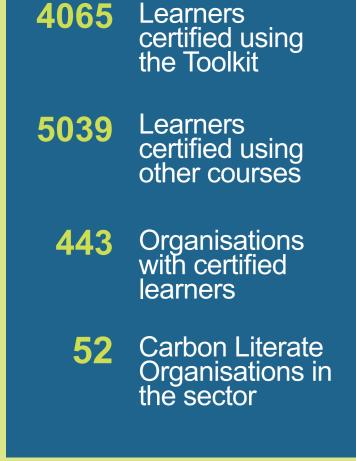
- CLAD Catalyst Award winner, Wirral Borough Council, trained 200 officers over 3 days!
- Manchester City Council launched an ambitious plan to become the first Carbon Literate City in the world at the LGA 2024 Conference.
- At the Greater Manchester Green Summit, Greater Manchester Combined Authority launched an ambition plan to certify 15% of Greater Manchester as Carbon Literate in their 5-year Environmental Plan over 400,000 people.

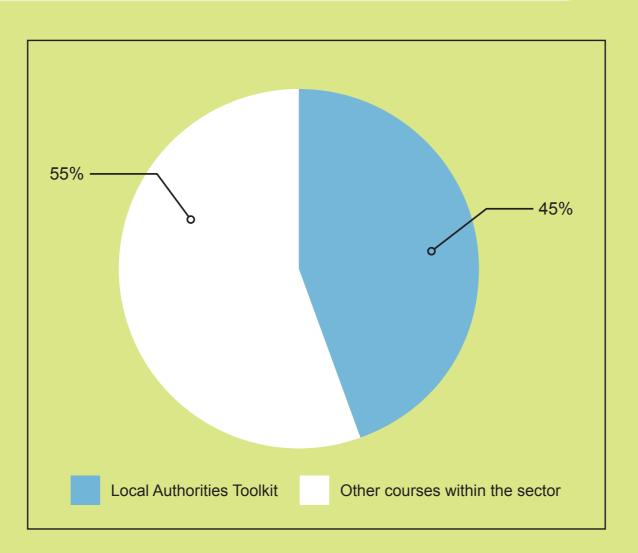
"Carbon Literacy training is hard hitting and effective at highlighting the challenges we face due to climate change and thinking about the actions we can take as an organisation and as individuals to tackle it. Rolling out this training to staff demonstrates the council's commitment to ensuring climate change is something that is seriously considered in every department and at every level."

Councillor John Ennis,

Lead Councillor for Climate Strategy and Transport, Reading Borough Council















Toolkit Highlights

- Won the Skills and Training Award at the Unlock Net Zero Awards, as well as being finalists for the Engagement Campaign of the Year and Organisation of the Year categories.
- Shortlisted for the Resident Employment and Training Award for UK Housing Awards 2024.
- Year of consolidation with engagement from existing housing associations, launch of updated Toolkit courses and attendance at numerous events and conferences.

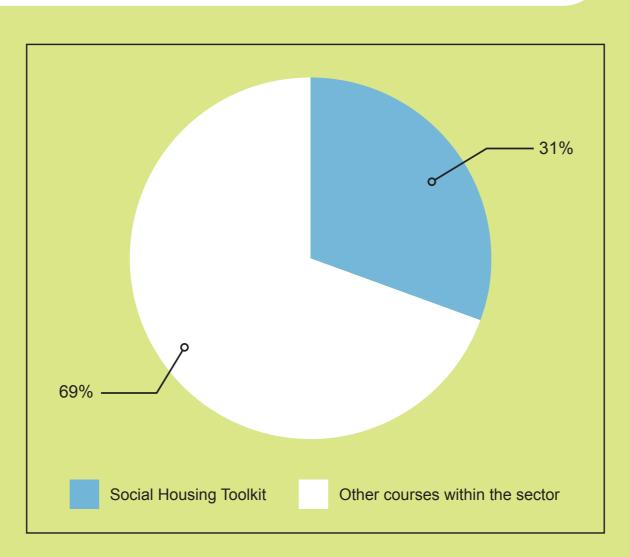
"We are committed to being a sustainable and environmentally aware organisation and it's key that our team are equipped with the skills to meet future needs, and this includes being Carbon Literate. Having this awareness impacts directly on how Osprey delivers its environmental sustainability ambitions and underpins our culture and vision of making a difference every day."

Stacy Angus, CEO, Osprey





- **472** Learners certified using other courses
- 33 Organisations with certified learners
- 11 Carbon Literate Organisations in the sector









Toolkit Highlights

- · Welcomed new team members, including Sports Coordinator and Officer.
- New funding for Carbon Literacy training awarded to the British Association for Sustainable Sport (BASIS).
- First international adaptation of the Sports Toolkit for the Australian market.

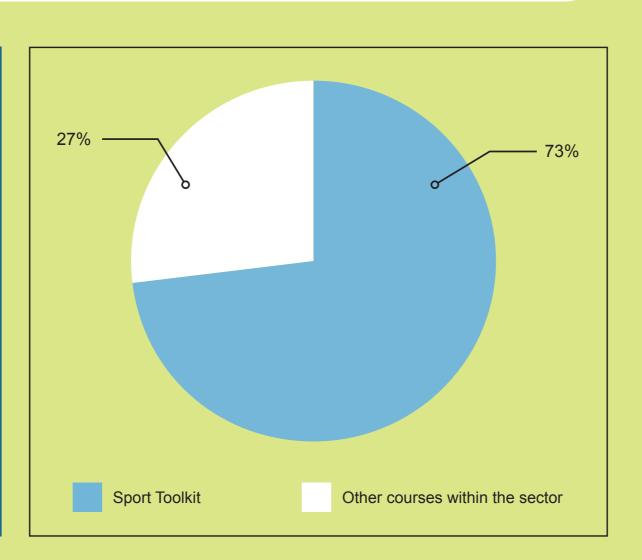
"The Carbon Literacy training was a good opportunity to learn and contribute to something outside of our business-as-usual activity. It was great to hear lots of examples of initiatives, big and small, which are being led by athletes and sport leaders to try and reduce the impact that sport can have on the environment. I feel a little more equipped now to discuss UK Sport's social impact and environmental strategies."

Amy Warburton,

Performance, UK Sport



- 230 Learners certified using other courses
- 271 Organisations with certified learners
 - 6 Carbon Literate Organisations in the sector



Learners certified across the sector in 2024

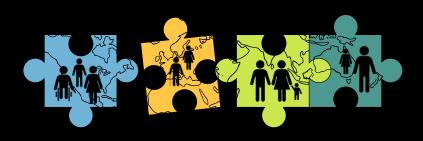


Carbon Literacy Action Day

On November 14th, 2024, the annual Carbon Literacy Action Day (CLAD) took place, aligning with the UN COP29 Climate Change Conference in Baku. Record-breaking numbers took part, representing an extraordinary 70% increase on the 2023 Action Day, with total participation surpassing all previous Action Day results combined.

Carbon Literacy Action Day International





The theme 'Climate Inclusion' encouraged training providers to make their initiatives as inclusive and accessible as possible, in recognition of the need for everyone, everywhere to be part of the solutions required for a just transition to net-zero.

3,926

Individuals Trained 235

Organisation Delivering

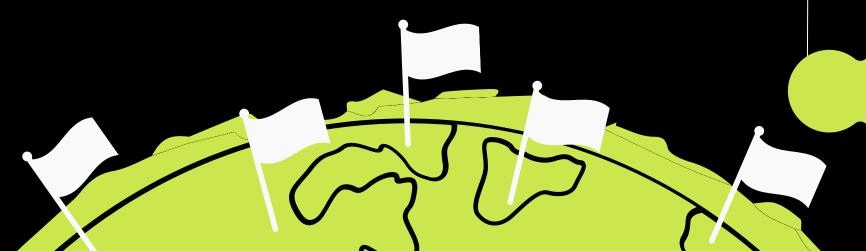
130

Courses Delivered 29

Sectors of Society Represented

22Participating Nations

Australia, Canada, China, England, Hungary, Ireland, India, Japan, Jersey, Kenya, Malta, Mongolia, Northern Ireland, Philippines, Scotland, Spain, Thailand, Uganda, United Arab Emirates, United States, Vietnam and Wales.



The CLAD Catalyst Award

This award recognises organisations that embrace the theme to deliver particularly impactful and catalytic training as part of the Action Day.

Action Day
Catalyst 2024

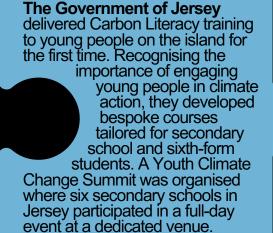
Carbon Literacy

Wirral Council trained 200 officers, a remarkable increase from 17 the previous year. The focus was on engaging staff whose roles don't typically align with climate action, helping them understand how their work connects to the council's Climate Emergency agenda. Diverse teams were involved, including Street Works, Pest Control, Highways, Libraries, Housing, and Adult Social Care. Support for staff with specific learning needs ensured inclusivity, enhancing participation and pledge-making.



Groundwork Greater Manchester

delivered training to underrepresented groups, including prisoners at HMP Forest Bank, Year 10 girls from Abraham Moss School, and participants in their Medlock Valley and Green Job Pathfinder employment projects.







Carbon Literacy Community Pot

Round 1

Pilot

£6,000 funded services on offer

For existing CL trainers to support communities



5 community groups supported

Round 2

Global South

£25,000 funded services on offer

For community groups in the Global South



13 community groups supported

Round 3

UK Black, Asian & Ethnic Minority Communities

£35,000 funded services on offer

For groups connected to UK Black, Asian & Ethnic Minority communities



9 community groups supported

With thanks...

The Community Pot has been created with contributions from organisations that have paid enhanced rates for Carbon Literacy certificate applications based on revenue/turnover.

About:

In 2024, we launched the Carbon Literacy Community Pot – a fund to help overcome cost barriers to climate action within communities.



The goal:

To improve access to Carbon Literacy training by offering funded services for groups who might otherwise struggle to afford the costs associated with initiating training.

Spotlight on Round 2: The Global South



Guatemala

Alterna Impact

"Our community group, rural and indigenous entrepreneurs in Guatemala, is eager to embark on this initiative to deepen their understanding of climate action. They look forward to learning how to effectively integrate sustainable practices within our unique contexts, empowering them to make a meaningful impact in their local environments."

Nigeria

NGYouthSDGs

"We're excited to offer Carbon Literacy training to 50 young Nigerian researchers and educators, supported by The Carbon Literacy Project, NGYouthSDGs, and Zeroverse. This initiative will empower youth to tackle climate change and drive systemic change. We look forward to the sustainable solutions participants will develop through their action plans."



Uganda

Yes Global Initiative

"When we discovered our calling to push for a green curriculum in schools, we embarked on a journey to take climate and environmental literacy to the classroom level. With this funding, we plan to develop a course and train and certify 100 secondary school students making up two Green Champions Clubs in Kampala City and this will serve as a pilot that can be replicated to other schools."

Hong Kong

Sustainable Food Foundation

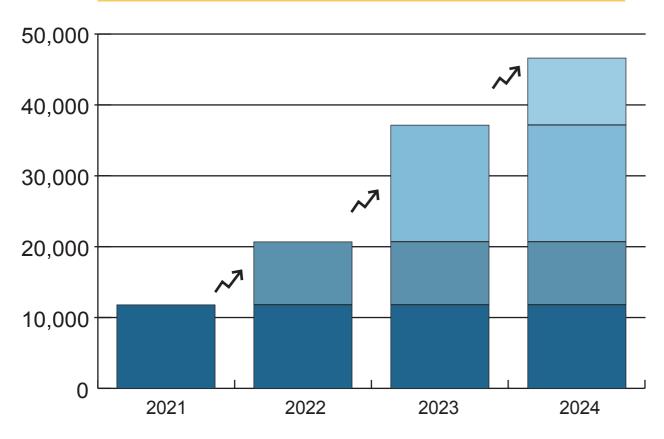
"We are excited to extend our Carbon Literacy initiative to 100 refugees in Hong Kong. This exciting programme will offer participants valuable insights into the intersections of food systems and climate change, preparing them with critical skills for careers in the food service industry. By empowering these individuals, we aim not only to foster resilience and awareness within underserved communities but also to contribute to a broader, sustainable transformation within Hong Kong's food sector."



Social Media

Our social media community continued to grow in 2024, as more and more people engaged with Carbon Literacy as a tool to educate and inspire action among their colleagues and communities.

Year-on-year growth of our online community





Our audience engaged with us as an expert voice on...





And engaged with key campaigns to grow the global Carbon Literacy community...





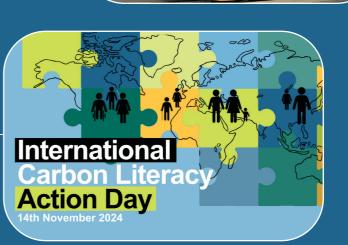


100,000 **Carbon Literate** citizens

A diverse range of organisations share how and why they planned to get involved with the Carbon Literacy Action Day 2024, illustrating its unique opportunity to draw people together to ignite Carbon Literate City climate action globally.



The Carbon Literacy team, trainers and accredited organisations reflect on the impact Carbon Literacy has on individuals and organisations alike, illuminating the journey to 100,000 citizens certified as Carbon Literate and inviting others to join the movement.

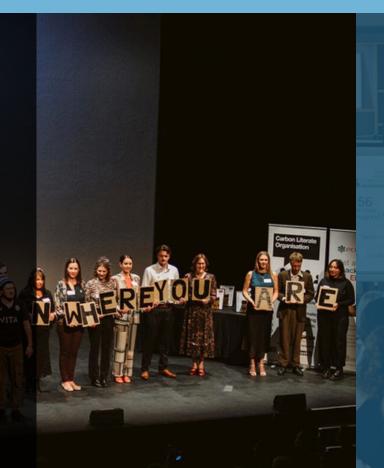


Prominent Manchester organisations share their plans to collaborate to achieve registered Carbon Literate Locality status and their vision for a Carbon Literate city organisations aligned on carbon reduction goals, supporting each other, and creating lasting benefits for the entire community.

Carbon Literacy Events

Carbon Literate Organisation (CLO) Awards

On 13th June, we celebrated our fifth and largest Carbon Literate Organisation (CLO) Awards. The night saw an impressive array of awards with 60 Bronze, 27 Silver, 12 Gold, and 2 Platinum organisations being honoured. Over 40 organisations were represented in person, with another 10 joining virtually, all committed to embedding Carbon Literacy into their culture and operations.



Carbon Literate Trainer Awards

On 11th September, we hosted our first-ever Carbon Literacy Trainer Awards, honouring the exceptional contributions of our certified Trainers and Consultants. We also recognised the incredible work of our Carbon Literacy Training Organisations (CLTOs) that have embedded Carbon Literacy across various sectors.



Carbon Literate Educator Awards

On 16th October, we hosted the inaugural Carbon Literate Educator (CLE) Awards at HOME in Manchester, celebrating the achievements of the first cohort of 15 Carbon Literate Educators. During the ceremony, 14 Bronze awards were presented to universities and colleges across the UK and as far afield as Australia. Barnsley College received the first Silver CLE for its outstanding efforts in embedding Carbon Literacy across its community.



100k milestone celebration

On 23rd July, we celebrated reaching the milestone of 100,000 certified Carbon Literate learners with a special event at the National Football Museum. Surrounded by many of those who contributed to this milestone – trainers, volunteers, trustees, CLO leaders and of course, CLP team members – we reflected on the impact of 100,000 citizens catalysing action in workplaces and communities around the globe. journey that led to this incredible achievement.



Manchester Carbon Literate City Launch

On 2nd October, the Manchester community gathered to kick off a brand-new initiative: Manchester Carbon Literate City! Coordinated by Manchester City Council, this effort aims to train and certify 15% of the city's population – 85,349 residents – as Carbon Literate, positioning Manchester to become the first Carbon Literate City



Awards & Appearances

Awards we won:

Unlock Net Zero Awards

On 27th June, we proudly took home the Skills & Training Award at the Unlock Net Zero Awards during Housing 2024 in Manchester. This achievement recognises the impact of our Social Housing Toolkit courses providing tailored, ready-to-use training materials for social housing staff and householders to help understand climate change and its impacts and take action.





Business of Science Leadership Awards

Our Co-Founder and Director of External Relations, Phil Korbel, received the Business of Science Leadership Award for Sustainability. He dedicated his award to the entire Carbon Literacy Project team. The award is an undeniable testament to his outstanding leadership, which helps drive the impactful work we're doing.

SE100 Business Awards

On 16th July, The Carbon Literacy Project won the Climate Pioneer award at the prestigious SE100 Social Business Awards! This unique accolade recognises pioneering organisations that lead by example in the climate movement and inspire others to follow.



Events we attended:

Better Business Summit

The Better Business Summit, designed to bring together purpose-driven business leaders to discuss and collaborate on creating positive social and environmental impact, took place from 17th to 19th January in Manchester where Our Co-Founder and Director of Advocacy, Phil Korbel, delivered a keynote speech calling for the 'death of ESG', urging businesses to drop the jargon that keeps sustainability in the 'Nice to Have' folder instead of the 'Must Have' one.



Business Green Net Zero Festival

On 23rd October, we proudly partnered with Business Green's Net Zero Festival to help turbocharge the transition to net zero. During the festival at the Business Design Centre in London, we hosted a thought-provoking panel discussion, "The Ballad Of The Untrained Firefighter," highlighting why your people are your greatest climate action capacity.





London Climate Technology Show

In November, we were honoured to be the Official Charity Partner for the London Climate Technology Show! The event brought together policymakers, industry leaders, investors, sustainability experts, and innovators at the intersection of sustainability and technology.

Our Digital & Tech Coordinator Ravi Vekaria led a workshop exploring the importance of "Engaging staff in the Digital & Tech Workforce for Climate Success"



Sport Positive Summit

We were pleased to attend the Sport Positive Summit held in October. Hosted at the iconic Kia Oval, the summit brought together over 500 sports and sustainability leaders for two days of impactful discussions and innovation. Our Head of Advocacy, Natalia Phipps, contributed as an expert on the panel "Staff and Athlete Education for Shifting Behaviour," highlighting how Carbon Literacy empowers staff and athletes to make sustainable decisions.

Press & Media



Ed Miliband Backs International Climate **Education and Action** Day

15th November 2024

Ed Miliband, Secretary of State for Net Zero and Energy Security, has formally announced his support of The Carbon Literacy Project's [2] global and annual Action Day training event. Miliband broadcasted his support from Baku, Azerbaijan, where he is representing Britain at UN COP29 [4], signalling a powerful alignment with government leaders in tackling the climate crisis to protect our home for future generations to come. His support not only amplifies the

Media Leader_

Guardian staff asked to make pledges as part of climate training



Fleetham: '[The industry] avoids thinking about the much bigger things of our role in consumerism

The Guardian has begun plans to make its entire organisation certified in carbon literacy, starting with its advertising department.

Guardian Advertising's senior leadership team, led by chief advertising officer, Imogen Fox,

TUNNELS & TUNNELLING



Lower Thames Crossing awarded **Carbon Literacy** Gold



he Lower Thames Crossing has been awarded Gold level

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Over 5,000 industry professionals certified in carbon literacy through industry toolkit

By Aimee Turner | 12 November 2024











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More than 5,000 professionals from 260 businesses across the sector have achieved Carbon Literacy certification via the Automotive Carbon Literacy Toolkit since its launch at COP26 in November 2021.







Staffordshire-based schools are being handed a sustainability lifeline

Staffordshire schools struggling to meet Carbon Zero targets are being handed a lifeline by county-based experts that could save them thousands of pounds.





British Antarctic Survey Hits New Carbon Literacy Milestone

Over 120 scientists and operational professionals working for British Antarctic Survey, based in Antarctica and their headquarters in Cambridge, have received a new qualification to help the polar research institute reach net zero carbon emissions by 2040.



Staff at BAS organised a 'Clothes Swish' as part of their action plan following their Carbon Literacy training to reduce carbon emissions at work and in their personal lives.

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Osprey Housing accredited as a Carbon Literate Organisation



Jane McWhirr and Sofia Redford

Osprey Housing has been awarded silver accreditation by the Carbon Literacy Organisation, demonstrating its commitment to

pbsa news

Yugo achieves Silver

Accreditation for ESG efforts The Carbon Literacy Project recognition

highlights Yugo's continued commitment to responsibility.



Yugo's St Crispins House in Norwich

Global student housing brand and operator Yugo has announced that it has achieved the Silver Accreditation on The Carbon Literacy Project.

SomersetLive





North Somerset Council wins award for being cool

North Somerset Council is leading the way to a net zero future by hosting the larges* ever Carbon Literacy training event and inspiring hundreds of people to take climate action



The committee said the Government should follow the example of the private sector (Image: PA)

peoples gazette

Group unveils Nigeria's first carbon literacy programme

Mr Korbel said carbon literacy is the renewable fuel for a just transition in Nigeria.



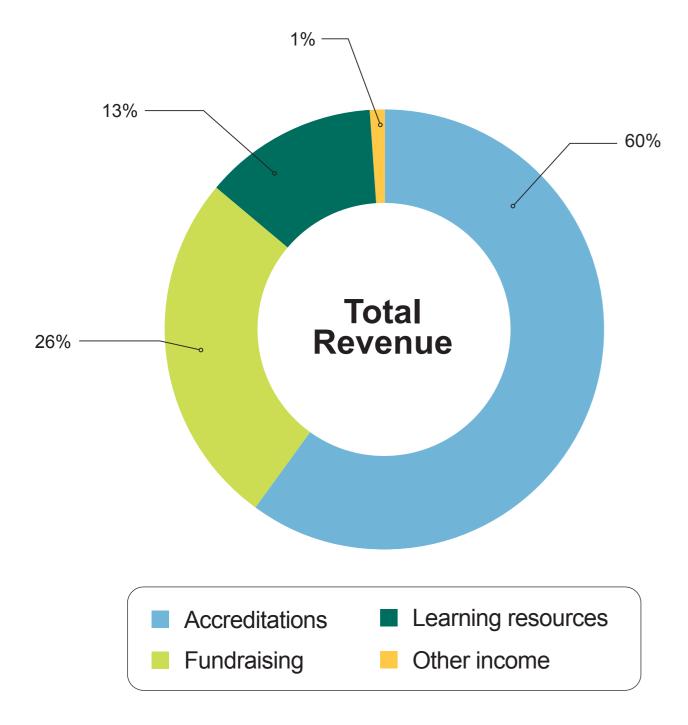
Climate change [Credit: Business Day]

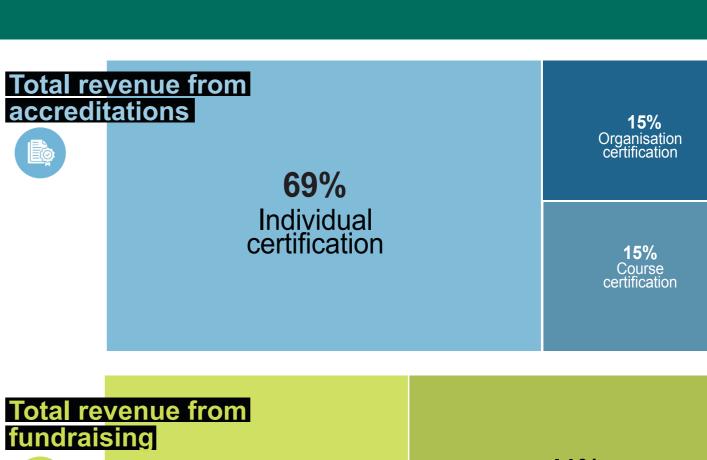
developmental and communication-based organisation, Green Waka, in collaboration with the UN-recognised carbon literacy project, has unveiled Nigeria's first carbon literacy

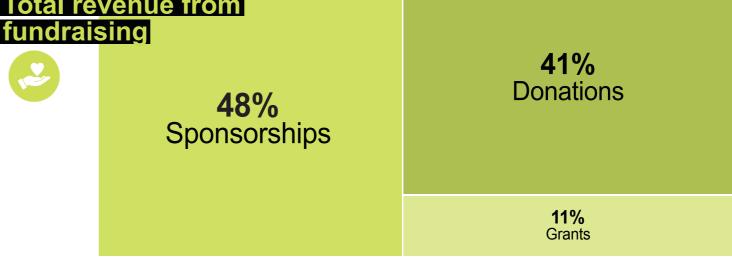
Finance



In the 2024 calendar year, the project's income exceeded the 1M mark as it increased by over 50%, from £954,622 in 2023 to over £1.45 million in 2024, in line with our continued growth. Our various accreditations were once again the main source of income that sustains the charity.









Fundraising



Campaigns



Green Match Fund 2024

£7,364.68 raised

Empowering Global Communities

Carbon Literacy is for everyone, but access to it varies globally due to relative spending power. Funds raised through this campaign were invested into our **Community Pot** to empower communities in the Global South to participate in the growing green economy by providing access to Carbon Literacy at an equaltable rate. With support from businesses paying the enhanced certificate rate, we delivered £25,000 worth of funded services to 13 community groups across the Global South.



Christmas Challenge 2024

£11,166.94 raised

The Carbon Literacy Snowball Effect

Carbon Literacy is a proven tool for creating cascades of climate action, but to drive the systems-level shifts we need for a liveable future, we must grow this solution at scale. For this campaign, we galvanised support to continue snowballing Carbon Literacy and climate action at the pace required. With support from 46 donors and our match funding partners, we increased the net total raised by £1,612 — a 17% rise from last year's campaign.

Funders



£30,000 **Compass Group Foundation**

Funded access for 20-30 SMEs to our Shareable Food Course, empowering them to conduct internal training sessions for their staff in a cascade model, which minimises cost whilst maximising impact!





Patagonia (\$10,000)

Part of their 1% For The Planet commitment, this grant will help provide Carbon Literacy training for underrepresented and minority communities across the City of Manchester. We will be galvanising support from local businesses to support schools and community groups that couldn't otherwise afford CL.

patagonia



Community support



Sport Positive (£300)

A Christmas donation to charities tackling environmental issues in sports – thanks to nominations from our incredible community of supporters on Linkedin!





£5,000 **Benefact Group**

As part of their 'Movement for Good' in their 'Climate and Environment' Round, awarded us with £5,000 of unrestricted grant funding. Check us out on their Funders Map!





A huge thank you to our grant funders for helping us expand Carbon Literacy access and drive climate action!

Partnerships

2024 marked the second year of our Partner Scheme, created to formalise and grow the relationships with organisations that support us financially. This year, the scheme has continued to go from strength to strength, with new supporters joining and renewed commitments from some of our most valued existing Partners. These partnerships are vital in enabling our work, and we're incredibly grateful to every organisation investing in a low-carbon future through Carbon Literacy.

New & Renewed Partners in 2024

Platinum Partner (£50,000+)



Renewed

Autotrader

Silver Partner (£10,000+)



New





Bronze Partner (£1000+)



New











Intelligent

Renewed

Friends of CLP (£365+)



New











"We must all play our part in reducing the carbon impacts that drive the climate crisis, and it is our decision-making as an organisation that can have the biggest impact. That is why Ecosurety has rapidly embraced Carbon Literacy within our own organisation. It is why we have developed our own bespoke training for the packaging sector, which we deliver to leading UK and global producers.

- Will Ghali, CEO Ecosurety







On top of our Partner Scheme donations, we also receive support from organisations committed to the planet through their 1% for the Planet membership. These businesses donate 1% of their annual turnover to environmental causes like ours — without any added benefits, just belief in the mission.

We thank:

Patagonia, Hattrick, and our founding sponsor Westford Mill

patagonia





Our Team

Our culture is centred around creating a supportive, inclusive environment where diverse identities are celebrated, and everyone's contributions are valued. In 2024, we proudly welcomed 20 volunteers, 24 new staff members, 8 placement students, and 1 intern to the Carbon Literacy team.

Our Diversity, Equity & Inclusion practices

Improving our diversity & inclusion

We are constantly striving to improve equality and diversity within our team, and ensure The Carbon Literacy Project is an inclusive place to work and volunteer.

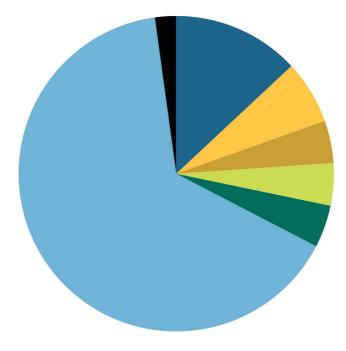
We know that measuring where we're at is the best way to improve year on year. So we were proud to take part in the RACE Report in 2024 for the third year since its launch.

THE RACE REPORT

An initiative which aims to boost transparency and encourage action amongst UK climate and environmental charities and funders when it comes to the racial and ethnic diversity of their workforce and governing bodies.

We are one of 57 organisations to have submitted data on the racial diversity of our team members for all three years of The RACE Report, helping to provide a valuable and consistent baseline for tracking racial diversity progress.

Diversity in data: Race & Ethnicity



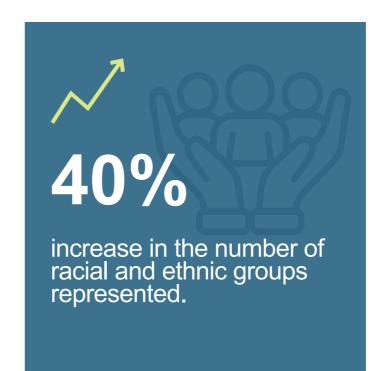
Progress

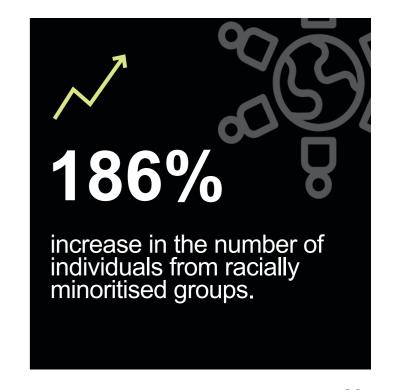
Overall, the diversity of our staff team is constantly improving, with greater representation of a wider variety of racial and ethnic groups in 2024.

Next Steps

Continue working to ensure this improvement in diversity is reflected across our team leaders, senior leaders, and board of trustees.







Our Team

Actions delivered in 2024

to build and nurture a more diverse and inclusive team



In the hiring process

- We now routinely provide interview feedback to unsuccessful applicants from racially minoritised groups.
- We've introduced questions around race equity and inclusion as part of our standard exit interviews.



- We continued our partnership with the 10,000 Black Interns programme to help build a talent pipeline for Black-identifying individuals within the organisation.
- Our colleague Ella joined us as a placement student in 2023 through the 10,000 Black Interns programme. Through our buddy system, she was able to develop the skills needed to take on the role of Operations Officer in 2024 and now manages a small team.



- We platformed the voice of our colleague Einass who shared her personal journey to being an environmentalist and her experience being Black within the environmental movement.
- We supported Black members of our team to host a session for the whole team, exploring the origins of Black History Month, and sharing experiences and insights to integrate into our wider work.
- This led to the establishment of the Carbon Literacy Black Network, aimed at empowering a vibrant community of Black colleagues.



Looking forward



