

Carbon Literacy Action Day

Communications Guide

Carbon Literacy
Action Day
International



Introduction

Getting started

Thank you for taking part in the International Carbon Literacy Action Day 2025!

The CLAD Communications Pack provides all of the tools and resources for training providers to run an **effective communications campaign** promoting their involvement in the Carbon Literacy Action Day.

Using these resources, you can share information about the courses and activities you are running, in the run-up to and following 13th November 2025, to showcase your CLAD commitments and journey, and engage your online community.

Impact

Communication is one of the **most powerful tools** we can use to engage people with climate change.

Effective communication can enable climate messages to reach a broader audience, inspiring people to play their part in tackling climate change and **accelerating essential climate action**.



Campaign **aims**



The **CLAD communications campaign** aims to provide you with:



An opportunity to **share your involvement** in the fifth annual Carbon Literacy Action Day, and the **world's largest** climate education-and-action training event.



A chance to use the Action Day as a catalyst to **generate increased levels of involvement** and Carbon Literacy within your community, organisation or way of life.



An opportunity to **highlight what positive actions you are taking** - as part, and as a result of, COP30 - to mitigate climate change where you are.



“Saving the planet is now a communications challenge.”

Sir David Attenborough



What is Carbon Literacy?

Official definition of Carbon Literacy[®]:

“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.”

Official tagline:

“Carbon Literacy is climate action where you are.”

Other definitions:

“Carbon Literacy is the knowledge and capacity required to create a positive shift in how mankind lives, works and behaves in response to climate change.”

“Carbon Literacy is relevant climate change learning for everyone.”



What's included?

This communications guide includes background information and templates for copy that are designed to help you celebrate your unique contribution to the Action Day, and spread the word of your involvement via your **digital communications channels**.

Copy



The following pages provide suggested **base copy** to use for the following media & digital communications channels:

Website

Newsletter

Social Media

Where highlighted **in blue**, please add information to make it relevant to your unique training programme, organisation and wider Carbon Literacy journey.

Visual Assets



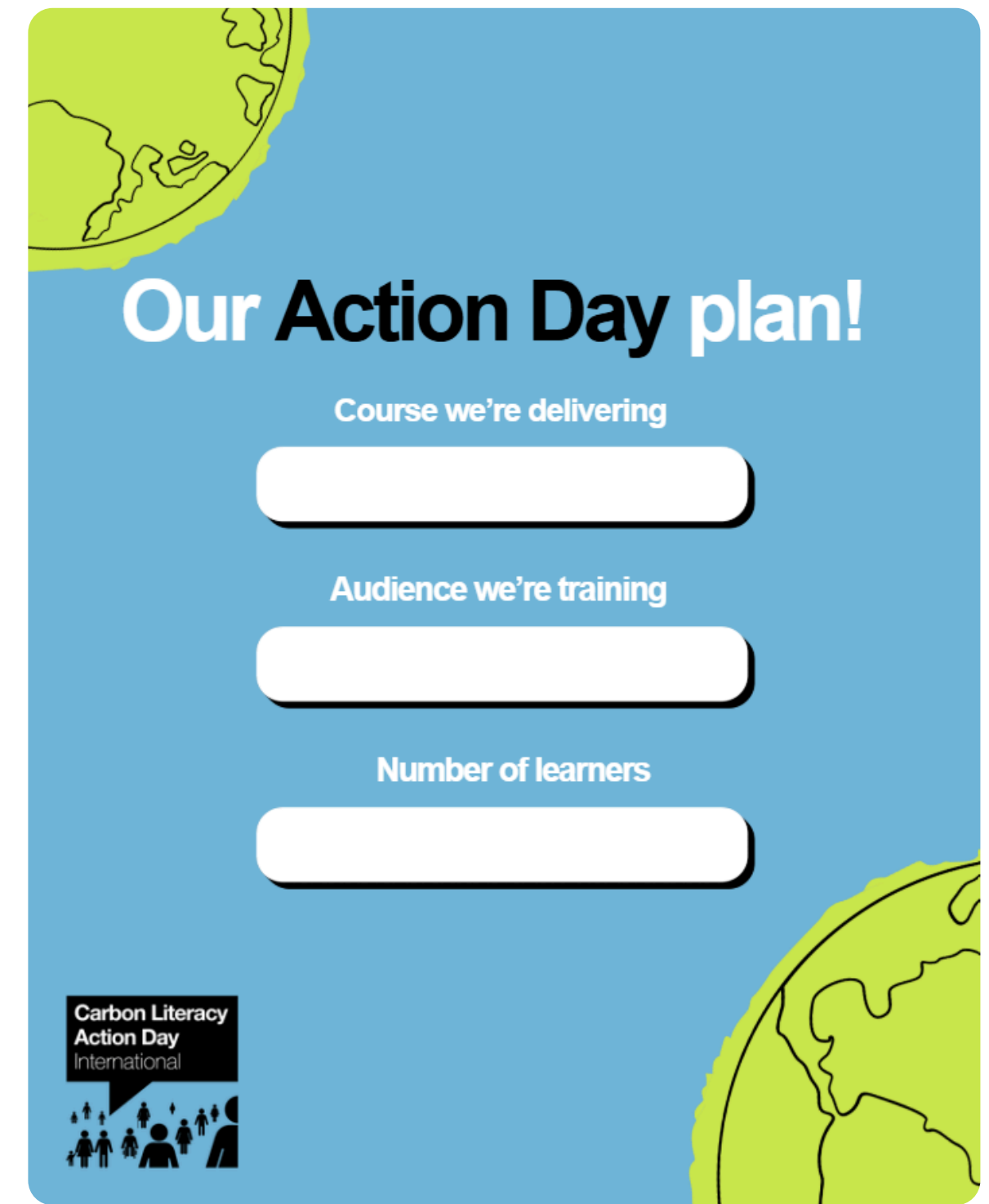
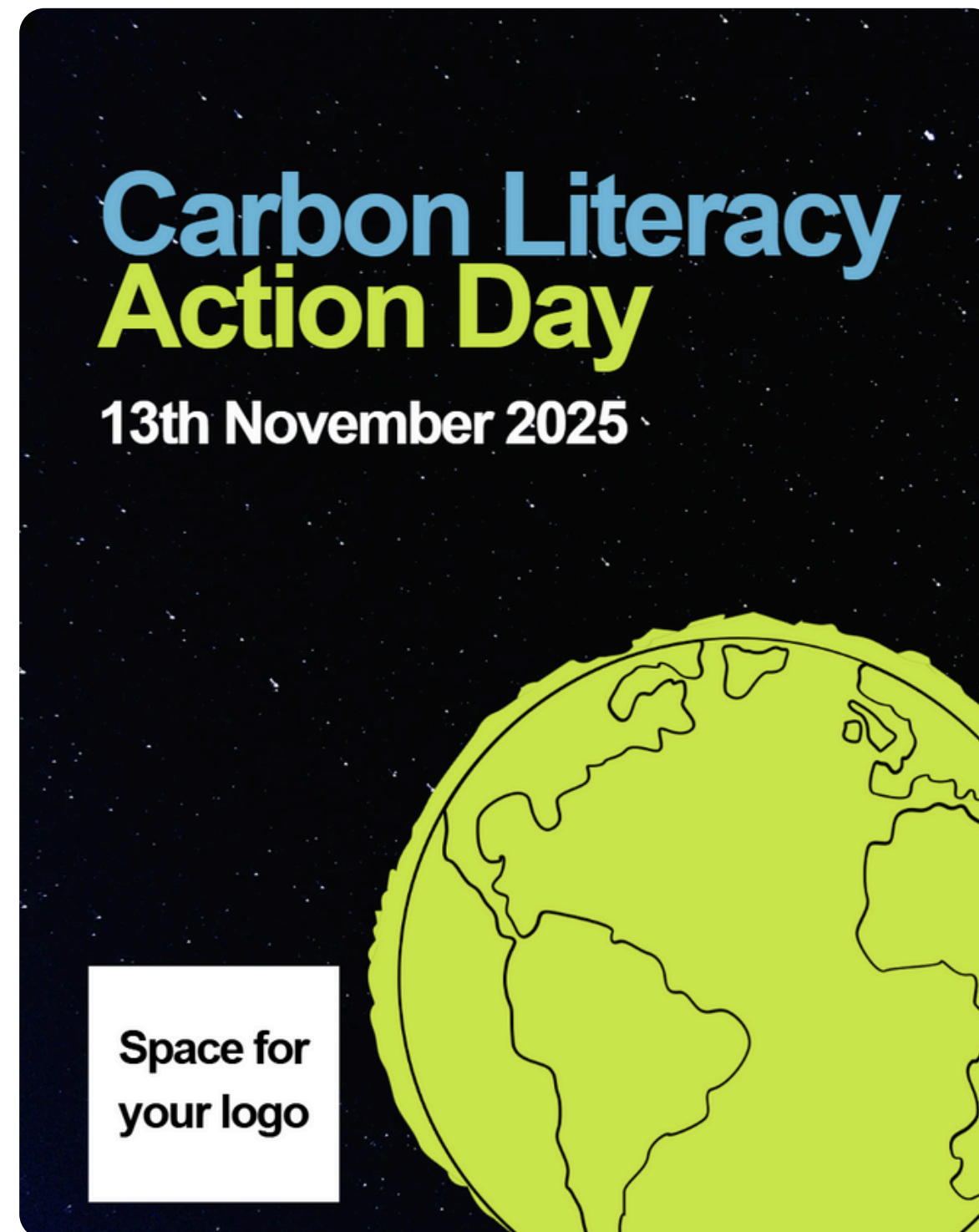
Alongside this pack, we have provided a range of **graphics** for organisations, trainers and learners, to use online to illustrate their participation in CLAD.

We also encourage you to snap and share your own photos of CLAD or Carbon Literacy training to highlight your organisation's unique activity.

How to Use Visual Assets

There are a range of CLAD graphics in a variety of dimensions for use across your website, newsletter, social media & more. You may customise these graphics by adding logos or personalised text, as shown above, or you can [contact us](#) for bespoke customisations.

If you are interested in customising graphics to your local or native language, please also [contact us](#).



About CLAD

The Carbon Literacy Action Day (CLAD) is the **world's largest climate education-and-action training event** of its kind. It brings together thousands of people from all walks of life, ages, backgrounds and nations all across the world, to simultaneously complete their day's worth of Carbon Literacy training. 🌍

Aligning with the UN COP30 Climate Change Conference this November – the pinnacle climate summit of the year – the Action Day is more than just a typical training day.

While world leaders gather to negotiate on climate policy in Belém, Brazil, Carbon Literacy learners will be on-the-ground learning, collaborating and becoming empowered to **take the best action they can on climate change**, wherever they are.

3926
citizens
certified



*2024 results

7852
actions
pledged



14000t
carbon
saved

CO₂e



Template **copy**

Website

Newsletter

1

On 13th November 2025, *[organisation name]* is participating in the Carbon Literacy Action Day - the world's largest climate education-and-action training event, coinciding with COP30!

The Action Day is a movement which sees the largest number of people, from all corners of the globe, simultaneously complete Carbon Literacy training in a single day.

Our planned activity for the Action Day is to deliver Carbon Literacy for */ [name of course]* to *[X members of staff / learners]*. Our training will culminate on November 13th, alongside hundreds of other training cohorts worldwide, as we collectively take the necessary steps to cut carbon emissions and drive climate action.

We believe training this cohort of learners will be highly impactful because... *[enter details about the potential impact your learners could have]*.



Template **copy**

Website

Newsletter

2

Becoming Carbon Literate means taking actionable steps towards tackling the climate emergency, and here at *[organisation]* we are passionate about doing what we can to mitigate the effects of climate change within our *[industry/community]*.

For us, taking action on climate change is vital because...

Taking part in the Carbon Literacy Action Day *is important to us because it means...*

- *Fostering a greater understanding of climate change, our carbon footprint and the different ways we can reduce our collective carbon impact.*
- *Creating a positive change across our organisation and industry.*
- *Developing a strong understanding of the global and local impacts of climate change.*
- *Getting out of our comfort zone and making an impact by doing something extraordinary.*
- *Taking effective climate action and aspiring towards a low-carbon culture.*
- *Inspiring others to act and create lasting change.*



Social media **copy**

The following slides include suggested copy for each of the different social media platforms on which the Carbon Literacy Project has a presence, linked below:



Bluesky



LinkedIn



Instagram



Facebook

The format and style for suggested copy has been adjusted for each platform's formatting, character limit and general audience, but please feel free to edit the copy to suit your organisations' audience and voice.



Remember to tag us
so we are notified and can
amplify your posts!



LinkedIn / Facebook

1

Exciting news! We are taking part in **@The Carbon Literacy Project's** fifth annual Carbon Literacy Action Day on 13th November 2025. 🌍

The Action Day coincides with #COP30, and for our Action Day activity, we will be delivering Carbon Literacy training */ [name of course] to [audience] / [X members of staff/learners], who as a result, will commit to two meaningful carbon reduction pledges, drive climate action and contribute to a low-carbon culture change.*

The Action Day is more than just a typical training day, it's a movement that sees the largest number of people, from all corners of the globe, simultaneously complete Carbon Literacy training in a single day. 💪

Find out more about our Action Day plans *via the link below.* 🔗 *[Link to announcement on your website]*

 28 others

 Like

 Comment

 Repost

 Send

LinkedIn / Facebook

2

This November, we're helping lead the way on climate education and action by participating in the Carbon Literacy Action Day 2025! 🌍

We'll be delivering *[name of course/training]* to *[X members of staff / learners]*, empowering them with the knowledge to make two actionable carbon reduction pledges. This training is a vital step in building a low-carbon culture across our organisation and driving meaningful change.

@The Carbon Literacy Project's Action Day is a global initiative that brings together individuals and organisations worldwide to tackle climate change through education and action. Together, we're empowering individuals to make informed decisions that positively impact our planet. 🌱

Learn more about the Carbon Literacy Action Day 2025 at:

🔗 <https://carbonliteracy.com/carbon-literacy-action-day> / *[Or link to announcement on your website]*

👍❤️🌱 28 others

👍 Like

💬 Comment

↻ Repost

➦ Send

LinkedIn / Facebook

3

Climate change is a challenge that requires collective action. That's why we're proud to participate in **@The Carbon Literacy Project's** fifth annual Carbon Literacy Action Day this November. 📅

On the Action Day, we're not just educating learners about climate change; we're inspiring them to take real steps to address it. Our commitment to a low-carbon future is stronger than ever in this critical decade for climate action, and we're dedicated to making an impact *across our organisation, and wider community*, through Carbon Literacy training.

Find out more about the Carbon Literacy Action Day at: <https://carbonliteracy.com/carbon-literacy-action-day> / *[Or link to announcement on your website]*

#CLActionDay #ClimateActionNow

   28 others

 Like

 Comment

 Repost

 Send

Instagram

1



Exciting news! We are taking part in the fifth annual Carbon Literacy Action Day on 13th November 2025. 🌍

Run by **@carbonliteracy**, the Action Day coincides with #COP30. For our Action Day activity, we will be delivering Carbon Literacy training / *[name of course]* to *[audience]* / *[X members of staff/learners]*, who will commit to two meaningful carbon reduction pledges, drive climate action and contribute to a low-carbon culture change.

The Action Day is more than just a typical training day, it's a movement that sees the largest number of people, from all corners of the globe, simultaneously complete Carbon Literacy training in a single day. 💪

Find out more about our Action Day plans *via the link in our bio.* 🔗 *[Link to announcement on your website]*



Instagram

2



Climate change is a challenge that requires collective action. That's why we're proud to participate in the fifth annual **@carbonliteracy** Action Day this November. 📅

On the Action Day, we're not just educating learners about climate change; we're inspiring them to take real steps to address it. Our commitment to a low-carbon future is stronger than ever in this critical decade for climate action, and we're dedicated to making an impact ***across our organisation and wider community*** through Carbon Literacy training.

Find out more about the Carbon Literacy Action Day ***via the link in our bio.*** 🔗 ***[Link to CLAD webpage or announcement on your website]***

#CLActionDay #ClimateActionNow



Instagram

3



This November, we're taking part in the fifth annual Carbon Literacy Action Day! 🌍

As part of the Action Day, we will be delivering *[name of course/training]* to *[X staff/learners]*. Participants will be empowered to make two actionable carbon reduction pledges, helping us build a low-carbon culture and drive meaningful change across our *organisation*. 🚀

The Carbon Literacy Action Day is a global initiative that brings together individuals and organisations worldwide to tackle climate change through education and action. Together, we're making a positive impact on our planet. 🌱

Learn more [via the link in our bio.](#) [\[Link to CLAD webpage or announcement on your website\]](#)

@CarbonLiteracy #CLActionDay #ClimateActionNow



Bluesky



We believe Carbon Literacy is an essential tool for engaging, educating, and inspiring citizens globally. That's why we're taking part in the #CLActionDay - to mobilise learners to effectively act on climate change while world leaders negotiate at #COP30. 🌍
[@carbonliteracy.bsky.social](#)



We are training *[x] [staff/individuals]* to become #CarbonLiterate as part of the Carbon Literacy Action Day this November. 📅 Every learner trained will commit to 2 carbon reduction actions to effectively address climate change. ✍️ #ClimateActionNow
[@carbonliteracy.bsky.social](#)



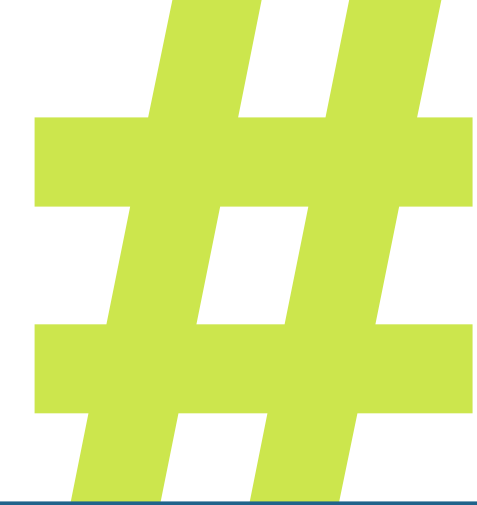
We're excited to participate in the Carbon Literacy Action Day; a day where thousands of individuals around the world will undergo Carbon Literacy training and become equipped with the skills and motivation to act on climate change. 💪
#CLActionDay [@carbonliteracy.bsky.social](#)



We are taking part in the fifth annual Carbon Literacy Action Day, the world's largest climate education-and-action training day, coinciding with #COP30 on November 13th. 🌍
[@carbonliteracy.bsky.social](#)



Social media hashtag



The **Main hashtag** to use to participate in this campaign on social media:

#CLActionDay

Other hashtags you might consider using:

#CarbonLiteracy #CarbonLit #CLAD #CLAD2025 #COP30 #ClimateAction
#ClimateEducation #ClimateActionNow #ZeroCarbonFuture #LowCarbonFuture

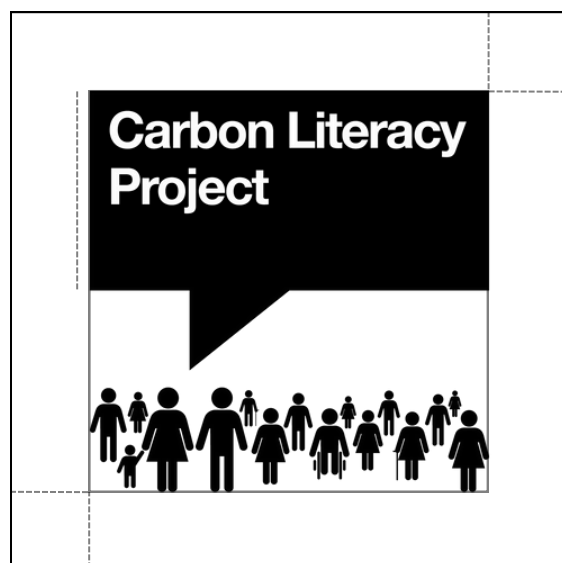
Sector-specific hashtags include:

#CLAutomotive #CLCivilService #CLCulture #CLEducation
#CLHealthcare #CL4LAs #CLMuseums #CLSocialHousing #CLSport

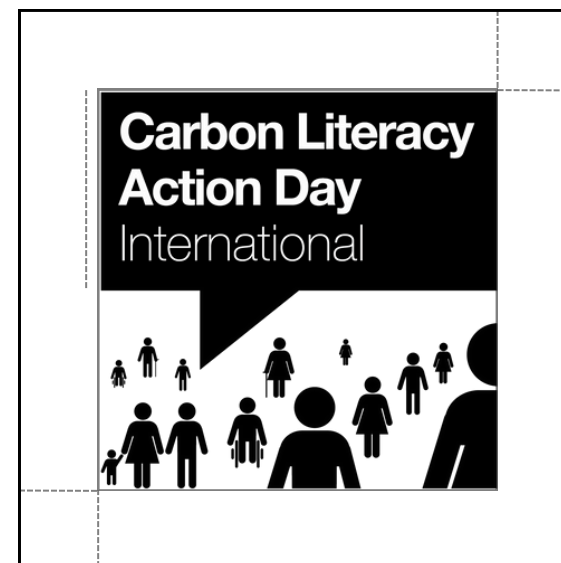


Brand guidelines

Please review our **Brand Guidelines*** to ensure the correct usage of the term 'Carbon Literacy' and Project logos.



**Main
Logo**

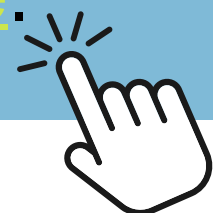


**CLAD
Logo**

Please note: in general usage and specifically within copy, the term Carbon Literacy is correctly **capitalised** as a noun.

It is therefore
“Carbon Literacy” not
“carbon literacy”.

*Our Brand Guidelines can be found under **‘Key Documents’** on the Documents page of our website [linked here](#).



Any questions?

For queries about the Action Day, contact:
CLAD@carbonliteracy.com

For media queries, contact:
media@carbonliteracy.com

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Action Day**
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