



Case Study Help Sheet

The Basics

One of the requirements of the [CLO Silver accreditation](#) is the submission of a case study that discusses how the implementation of Carbon Literacy has changed your organisation and the behaviour of your workforce.

To fulfil the requirements of CLO Silver, your case study should ideally aim to:

- Be 1 page of A4
- Contain images (pictures, web links, screenshots, etc.)
- Contain basic information including:
 - o Name and brief description of your organisation
 - o Organisation logo
 - o Date the organisation begun its Carbon Literacy journey
 - o Details of the Carbon Literacy initiative in your organisation

Write a short paragraph on each of these three sections to structure your case study:

1. Before

Discuss how your organisation / workforce behaved prior to Carbon Literacy training. Why did your organisation choose to go Carbon Literate?

2. During

How did you deliver Carbon Literacy? How did you engage learners to create their personal and group actions? How easy was it? What challenges did you have? How did you overcome these?

3. After

Reflect on the changes your organisation has seen since Carbon Literacy training. How has your organisation changed? What benefits have you seen (e.g. staff moral, money saving, office

efficiency)? Discuss the good things you have observed and try to quantify them if you can (for example, use facts, graphs, details of CO₂ saved/ £'s saved). Explain what evidence you have. You could also include some key quotes.

Describe how the changes that have been implemented fit with your organisational ethical statements and core values.

Discuss which other organisations you are partnering with to deliver Carbon Literacy. What are the next steps for your organisation? How will you maintain engagement with Carbon Literacy? What are your plans for the future?

Please Note: We recommend that you publish your case study (or an adapted version) on your website or via other digital communication channels and may publish these via our own channels, so please only include information that you are happy to have in the public domain.

Please ensure that our [Brand Guidelines](#) are followed.

Need more help?

If you have any further questions about writing or designing a case study for your organisation, please contact us: clo@carbonliteracy.com