

The Carbon Literacy Project:

The Carbon Literacy Trainer Standard

Version 4.2

"Carbon Literacy[®] is an awareness of the carbon dioxide costs and impacts of everyday activities, and the ability and motivation to reduce emissions, on an individual, community and organisational basis."

Acknowledgements

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We would particularly like to thank:

The founding members of The Carbon Literacy Working Group

The current and former trustees of The Carbon Literacy Trust

And especially our Project Volunteers, past and present

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Introduction

Overview of the Carbon Literacy Trainer Certification Scheme

Peer-to-peer delivery is an integral part of the Carbon Literacy (CL) learning method and so a lot of training is delivered by non-professional trainers who belong to the peer groups of the participants. This is exactly as intended, but as some organisations have sought the support of professional trainers or consultants in; (i) developing and customising their own CL training, and/or (ii) delivering it, we recognised that there is a need to identify and distinguish the most experienced and capable trainers, and to enable them to evidence their experience and ability.

As a result, the Carbon Literacy **Trainer Standard** was developed, introducing three distinct tiers of CL Training support certification, each reflecting increasing levels of CL expertise:

- Carbon Literacy Facilitator (CLF) (Level 1)
- Carbon Literacy Trainer (CLT) (Level 2)
- Carbon Literacy Consultant (CLC) (Level 3)

The previous version of the Carbon Literacy Trainer Standard was published in 2017 and since then, the number of trainers interacting with the Project has grown significantly. With an increasing number of trainers of varying experience, capacity and funding wishing to get accredited, we recognised the need for a more flexible pathway to accreditation. The level of expertise represented by each level of accreditation has not changed, but the parameters of the prerequisites have been adjusted with some alternatives provided to accommodate this variation. As the Project matures and trainers progress, the requirements for the CLC accreditation have done the same and so additional requirements have been added to this level of accreditation to reflect the expertise of the most accomplished CL trainers.

Why Apply to Achieve Carbon Literacy Trainer Certification?

The CL Trainer Certification Scheme showcases an Administrator or Facilitator, Trainer, or Consultant as 1) Carbon Literate; 2) very familiar with the Carbon Literacy Standard; and 3) experienced at a specific level of CL course design and delivery.

- A certified CLF will have a level of experience and expertise in either arranging, organising, supporting and communicating a training initiative for learners to meet the Standard, and/or assisting with the direct delivery of training and supporting learners in a face-to-face or online environment.
- A certified CLT/CLC will have a defined level of experience and expertise, as indicated by the certification tier they have achieved, and will have passed an assessment of training delivery and communication skills to reflect that tier.
- A certified CLT/CLC will be offered a profile on the online CL Trainer register and priority in being offered training referrals which come via the Project.
- Achievement of formal CL trainer accreditation underlines and emphasises trainer and consultancy qualification and experience when trainers pitch for CL training work.

- Any trainer who gains these certifications will be invited to celebrate their achievements at an annual "Carbon Literacy Trainer Awards" ceremony, which can be used as an opportunity to meet other CL Facilitators/Trainers/Consultants and provide additional selfpromotion material/exposure.
- These certifications can contribute directly toward other accreditations of any organisation that the holder works for, for example, the Carbon Literate Organisation (CLO) and Carbon Literacy Training Organisation (CLTO).

The following pages detail the process to gain CL Trainer qualifications and the benefits conferred, and will answer some of the most frequently asked questions.

Trainer Certification Scheme Tiers

The three tiers of the **Trainer Certification Scheme** reflect increasing levels of expertise in CL course organisation, communication, design, and delivery. Each is summarised below, and the requirements are mapped out in detail in the pages that follow.

Level 1: Carbon Literacy Facilitator (CLF)

The first step on the trainer accreditation ladder. CLF certification accredits a basic understanding of the Standard, training group organisation, communication of the messages surrounding the training, classroom facilitation and basic Carbon Literacy training skills for both freelance and internally based staff.

Level 2: Carbon Literacy Trainer (CLT)

This certification builds upon facilitator experience and requires an increased level of CL delivery experience. CLT is designed to accredit those who can evidence the development of their trainer skills through non-CL CPD or by attending a recognised CL Train-the-Trainer process. Accredited CLTs will have delivered Carbon Literacy to multiple groups of learners in a community, workplace, or educational setting, and submitted the evidence of this.

Level 3: Carbon Literacy Consultant (CLC)

A Carbon Literacy Consultant is currently the highest rank of individual qualification. CLC certification highlights and awards individuals who have both depth and breadth of experience in Carbon Literacy training design and delivery to multiple organisations. This includes experience with a range of organisations and is likely to include not just successful certification of individuals, but also experience in training individuals to become Carbon Literacy Facilitators and Trainers (CLF and CLT) and/or supporting organisations to achieve accreditations (CLO and CLE). Candidates will undergo direct external observation and assessment of training delivery in order to validate the evidence in their portfolio.

We hope that participants will be both challenged and excited by the prospect of gaining these higher-level Carbon Literacy qualifications and will enjoy and benefit directly – not just from the process of gaining the qualification, but from the volume, variety and quality of work and experience that being a certified Facilitator, Trainer or Consultant generates.

Qualifying as a Certified Trainer

Overview

To qualify as a CL Facilitator, Trainer or Consultant, several assessment criteria must be met at each level to demonstrate increasing levels of expertise within the field of training delivery. The criteria must be achieved in succession, starting with Level 1: CLF.

The criteria for each are explained in detail in the pages that follow. In designing this process, we have endeavoured to strike a balance between sufficient rigour to ensure that the certification has real substance whilst not being overly arduous or time-consuming to apply for or administer.

The costs to apply for these certification levels are in the Pricing Matrix, which can be found on the Documents page on our website.

The Practical Steps to Certification

- 1. Read this Carbon Literacy Trainer Standard and the FAQs in full.
- 2. Notify us that you intend to apply by emailing us at ctt@carbonliteracy.com.
- 3. We will provide you with guidance regarding the route to your desired award level and provide you with the relevant documentation.
- 4. Once you're ready to apply, complete the application form and attach any relevant documents to evidence your achievement. (Details in 'Requirement' sections below.)
- 5. Submit your application materials to clt@carbonliteracy.com where a member of the team will organise payment with you.

You will find it helpful to gather evidence of your CL training delivery (just as you do for your learners) and keep these on file <u>as you go</u>, e.g. dates of delivery, examples of communication strategies, preparatory notes from your training sessions, feedback from your learners, etc.

We may ask for additional evidence and information regarding your application, and some aspects will be randomly selected for more detailed enquiry as part of internal quality assurance processes, so the more collateral evidence of the work you have delivered, the better. The higher the level of certification, the more formal this process is, but this is explained in detail in the relevant sections of this Standard.

Further queries? Please address them to: clt@carbonliteracy.com.

Level 1: Carbon Literacy Facilitator (CLF) Requirements

The Carbon Literacy Facilitator certification accredits group organisation and facilitation skills.

A CLF will have overseen and/or supported the delivery of Carbon Literacy within their setting.

A CLF will:

Requirement:	Evidenced by:	Notes:
1. Be a Carbon Literate Citizen.	The delegate must have achieved full Carbon Literacy certification and will be able to supply their unique certificate number on the Carbon Literacy Facilitator (CLF) Application Form.	All delegates must have full CL certification in advance of application. Email us at info@carbonliteracy.com if you are not yet Carbon Literate but wish to apply for CLF.
2. Have attended a Delivering Successful CL Workshop.	The delegate must have attended and participated in a Delivering Successful CL Workshop run by The Carbon Literacy Project. This course familiarises the delegate with the Carbon Literacy Standard and ensures confidence in facilitation through the discussion of key processes.	Please email clt@carbonliteracy.com to book onto a Delivering Successful CL Workshop.
3. Have overseen and/or supported the delivery of one full-day CL workshop OR two elearning / other CL half-day workshops. OR Managed the evidence gathering and certification process for a minimum of one cohort, through to successful, full CL certification.	The delegate must oversee or otherwise assist in the delivery of either one full-day CL workshop, or two half-day workshops. The evidence for this will be presented in the Carbon Literacy Facilitator (CLF) Application Form whereby delegates will be asked to declare their role in supporting CL delivery for their audience(s). OR The delegate must have managed the evidence gathering and certification process for a minimum of one cohort. Details of how the delegate has managed the evidence collection must be declared in the Carbon Literacy Facilitator (CLF) Application Form. The strength of either declaration will determine whether a delegate can be certified as a CLF or not.	The delegate must have overseen and/or assisted with the delivery of CL, to the equivalent of one full day of CL delivery to qualify. Names of learners within the cohort/s must be provided to allow us to check that learners have successfully achieved full CL certification.

The Benefits of Becoming a Carbon Literacy Facilitator

A certified Carbon Literacy Facilitator (CLF) will be awarded:

- 1. A uniquely coded Carbon Literacy Facilitator certificate for display, showcasing the skill and experience gained by the delegate.
- 2. An exclusive Carbon Literacy Facilitator logo for use on the facilitator's own website, letterhead, and written Carbon Literacy materials.
- 3. Access to trainer resources.
- 4. Invitations to low or no-cost Carbon Literacy Trainer workshops and networking events.
- 5. Access to the growing informal network of Carbon Literacy Trainers.
- 6. A formal invitation to receive this certification at the Carbon Literacy Trainer Awards ceremony.

Additionally, the CLF certification, awarded to the delegate, can contribute directly toward other accreditations of any organisation that the holder works for – for example, the Carbon Literate Organisation (CLO) and Carbon Literacy Training Organisation (CLTO). See pages 15 and 16 for more details about these accreditations.

Level 2: Carbon Literacy Trainer (CLT) Requirements

A Carbon Literacy Trainer (CLT) is an experienced freelance or organisational CL Trainer who has advocated, overseen, organised and managed the delivery of Carbon Literacy training, to multiple groups of learners in a community, workplace and/oreducation setting.

A CLT will have had more CL delivery experience than a CLF and will have a detailed knowledge of the Carbon Literacy Standard, having devised their own CL course and had a Criteria Checker approved by the Project.

A CLT will:

Requirement:	Evidenced by:	Notes:
Be an accredited Carbon Literacy Facilitator.	The delegate must have been accredited as a Carbon Literacy Facilitator and will be able to supply their unique certificate number on the Carbon Literacy Trainer (CLT) Application Form.	All delegates must have been accredited as Carbon Literacy Facilitators in advance of application. Contact us at clt@carbonliteracy.com if you have not yet been accredited as a CLF but wish to apply for CLT.
2. (a) Have completed a CLP- recognised CL Trainer-the-Trainer course or process. OR, where agreed with The Project (b) Be able to evidence training experience and capabilities through non-CL training deliveries and continued professional development.	(a) The delegate must supply course dates and times as well as details of the delivery organisation within their Carbon Literacy (CLT) Trainer Application Form. (b) Where agreed with The Project, the applicant will provide details of their previous training deliveries and professional development activities such as attendance to non-CL trainer training sessions and complete a CLT Supplementary Question Paper to evidence their CL-specific knowledge and skills. Email us at clt@carbonliteracy.com for details of upcoming Train-the-Trainer courses.	(a) A CLP-recognised CL Train-the-Trainer course is geared to professional or organisational trainers undergoing this certification process. The Carbon Literacy Project must have recognised the Train-the-Trainer course prior to delivery, only recognised courses can be used to obtain CLT certification. (b) Attending a Train-the-Trainer course is the preferred route to certification as it specifically focuses on the delivery of CL which usually requires a different set of skills than other kinds of training. Where a trainer feels that they have already developed the skills required to deliver CL, and are willing to provide detailed evidence of this, we are open to discussing alternatives to completing a CL-approved Train-the-Trainer course. This decision will be made at our discretion and will only be granted to the most accomplished trainers.

Requirement:	Evidenced by:	Notes:
3. Have successfully	For three of the first five cohorts, the	Full CL certification may be delivered
organised and delivered CL	delegate must complete a Self -	through face-to-face workshops or be
training and gathered	Evaluation Form (template provided	supplemented with e-learning, as per
learner evidence for	in the accreditation document pack)	the training initiative's Criteria
multiple groups of learners,	as to how they have progressed,	Checker.
as lead trainer, so that each	adapted and developed their training	
cohort has achieved full	within and between cohorts. These	The trainer does not have to have
Carbon Literacy certification,	three reports combine to produce a	designed the training or been
and compiled a Self-	Self-Evaluation Portfolio to be	responsible for the Criteria Checker
Evaluation Portfolio.	submitted with the Carbon Literacy	but must have collected and
	Trainer (CLT) Application Form.	submitted the evidence for the
Including:	The self-evaluations should report on	training delegates as far as the
	the implementation of devised	organisation's agreed process
(a) Overseeing delivery to at	improvements from one delivery to	allows.
least 5 cohorts (1 cohort = 1	the next. In all cases the delegate	
group of at least 4 learners, a	may add and answer extra questions	The trainer must be named as the
majority of whom have	to the standard forms if they wish.	lead trainer on each cohort being
reached full CL certification)		submitted as evidence. For the
	Trainers who have delivered more	purposes of qualification, only one
AND	than five sessions by the time of	trainer can be lead trainer on any one
	applying can submit a case study	cohort, so any one cohort can only
(b) Overseeing successful	instead of 3 self-evaluations. Please	be submitted to support one trainer's
delivery to a minimum of 30	contact clt@carbonliteracy.com to	application.
individuals in total (each	discuss if this option is suitable for	Discourse West Was all assessment of T
having reached full CL	you, and to request the Self-	Please note: We will assess the CLT
certification).	Evaluation Case Study Guidance.	capabilities of the delegate based
	Cohort information (training dates,	solely upon the strength of the evidence that is supplied.
	course code and names of the	evidence mans supplied.
	learners) must be given so that we	
	can review the evidence submitted	
	from a particular cohort if required	
	and check that the learners have	
	received full CL certification (see	
	Carbon Literacy Trainer (CLT)	
	Application Form).	
	,	

The Benefits of Becoming a Carbon Literacy Trainer

A Certified Carbon Literacy Trainer (CLT) will be awarded:

- 1. A uniquely coded Carbon Literacy Trainer (CLT) certificate for display, showcasing the skill and experience gained by the delegate.
- 2. Priority inclusion on the Carbon Literacy Project online Directory of certified Carbon Literacy Trainers.
- 3. An exclusive Carbon Literacy Trainer logo for the trainer's personal use on their own website, letterhead and written Carbon Literacy materials.
- 4. Access to Carbon Literacy Trainer resources.
- 5. At the trainer's option: priority introductions to organisations seeking paid and/or voluntary CL training work.
- 6. Invitations to low or no-cost Carbon Literacy Trainer workshops and networking events.
- 7. Access to the growing informal network of Carbon Literacy Trainers.
- 8. A formal invitation to receive this certification on stage at the annual Carbon Literacy Trainer Awards ceremony.

Additionally, the CLT certification, awarded to the delegate, can contribute directly toward other accreditations of any organisation that the holder works for – for example, the Carbon Literate Organisation (CLO) and Carbon Literacy Training Organisation (CLTO). See pages 15 and 16 for more details about these accreditations.

Level 3: Carbon Literacy Consultant (CLC) Requirements

CLC is the highest rank of CL Trainer certification, and is offered directly by The Carbon Literacy Project, on an invitation-only basis.

A CLC encompasses both **depth** and **breadth** of experience in Carbon Literacy training design and delivery, and usually across a range of organisations/ settings.

A CLC is highly familiar with the Carbon Literacy Standard and has designed and successfully accredited multiple CL courses for a range of different audiences.

A CLC has also demonstrated the skills required to train individuals to become Carbon Literacy Trainers (CLFs and CLTs). They will have supported other trainers and organisations to reach a range of CL accreditations.

An external assessment of training delivery and communication skills ensures the quality and expertise of every certified CLC is maintained.

The Benefits of Becoming a Carbon Literacy Consultant

The CLC certification is intended to be relatively "light touch" and maximise the work and experience already gained by trainers as they disseminate Carbon Literacy.

At the same time, the achievement of the CLC qualification must be a significant enough challenge to ensure both high quality and value in differentiating CLC-certified trainers as having very substantial experience and expertise in CL design and delivery, and being a member of the cadre of the very best Carbon Literacy trainers.

To reflect that investment and achievement, CLCs will have:

- 1. A uniquely coded Carbon Literacy Consultant (CLC) Certificate for display, showcasing the top-level skill and experience gained by the applicant.
- 2. A one-to-one Training Observation Exercise and personal coaching session designed to support improved performance and professional development.
- 3. An exclusive Carbon Literacy Consultant (CLC) logo for use on their own website, letterhead, and written Carbon Literacy materials.
- 4. The highest position and profile on The Carbon Literacy Project online Directory of certified Carbon Literacy Trainers, above that of CLTs (optional).
- 5. Priority recommendation (optional) to organisations interested in being quoted for CL Training and Consultancy work.
- 6. Priority notification of and access to funding opportunities in support of Carbon Literacy training.
- 7. Direct marketing support and communication collateral from The Carbon Literacy Project.
- 8. Access to exclusive Carbon Literacy Consultant resources.
- 9. Invitations to low or no-cost Carbon Literacy Trainer workshops and networking events.
- 10. Access to the growing informal network of Carbon Literacy Trainers.
- 11. A formal invitation to receive the highest level of certification on stage at the annual Carbon Literacy Trainer Awards ceremony, with the guarantee of additional exposure via an indepth spotlight feature at the event.

Additionally, the CLC certification, awarded to the delegate, can contribute directly toward other accreditations of any organisation that the holder works for – for example, the Carbon Literate Organisation (CLO) and Carbon Literacy Training Organisation (CLTO). See pages 15 and 16 for more details about these accreditations.

Supporting Documentation

To obtain the CLF, CLT or CLC application form, you must contact clt@carbonliteracy.com; application forms will only be shared once we are confident that you are ready to apply. The rest of the supporting documents are contained in the Trainer Certification Scheme Pack. The costs to apply for these certification levels are in the Pricing Matrix, which can be found on the Documents Documents Dage on our website.

The documents in the pack which should be submitted alongside each level of application are:

Carbon Literacy Facilitator (CLF):

Carbon Literacy Facilitator (CLF) Application Form

Carbon Literacy Trainer (CLT):

- Carbon Literacy Trainer (CLT) Application Form
- Self-Evaluation Portfolio (x 3 Trainer Self-Evaluation Forms OR *where agreed, a case study*)
- Carbon Literacy Trainer (CLT) Supplementary Evidence (where agreed)

Carbon Literacy Consultant (CLC):

- Carbon Literacy Consultant (CLC) Application Form
- Carbon Literacy Consultant (CLC) Trainer Log
- Carbon Literacy Consultant (CLC) Observation Form:

This is the matrix Assessment Tool we use during the Training Observation to assess ability and delivery as a trainer against a series of measures. Applicants do not complete this but may wish to view and be familiar with it prior to the Training Observation. This is completed by us during the observation and then reviewed and discussed in detail directly with the trainer applicant.

Carbon Literacy Certification and Accreditation Schemes

One of the key aspects of The Carbon Literacy Project has always been that involvement would enable any successful participant to receive a certificate to evidence their Carbon Literacy. The Carbon Literacy Trust (registered charity number: 1156722) was established to own and safeguard the assets of The Carbon Literacy Project, and oversee the dissemination of Carbon Literacy nationally and globally.

The full list of certification and accreditation schemes offered by The Carbon Literacy Project includes:

Carbon Literacy certificate

Successful participation in a Carbon Literacy initiative by an individual will result in the awarding of a Carbon Literacy (CL) certificate. Each certificate is uniquely numbered, and participant details are held on a secure database to allow for later verification by the participant and their employers or other external bodies.

Carbon Literacy Facilitator (CLF)

The first step in the Trainer Certification scheme. CLF level accredits basic group facilitation and Carbon Literacy training skills for freelance and internally-based organisational trainers.

Carbon Literacy Trainer (CLT)

This certification accredits experienced freelance or organisational administrators or facilitators who have advocated, overseen, organised and managed the delivery of Carbon Literacy training, to groups of learners in a community, workplace or educational setting. This is the second tier of the Trainer Certification scheme.

Carbon Literacy Consultant (CLC)

The Carbon Literacy Consultant is our highest rank of trainer qualification, showcasing individuals with a depth of experience in Carbon Literacy course design and delivery, with a range of organisations, and are experienced enough to train individuals to be Carbon Literacy Trainers.

Carbon Literate Organisation (CLO)

The Carbon Literate Organisation (CLO) accreditation is the visible 'badge' that showcases an organisation as (i) committed to Carbon Literacy (CL), (ii) having a substantial number of staff as CL trained, and (iii) having a commitment to maintain this capacity. An organisation uses this status to better interact with its communities – whether they are customers, neighbours, learners or suppliers. The CLO accreditation scheme is tiered, to showcase the varying levels of organisational commitment to low carbon culture change.

Carbon Literate Educator (CLE)

A Carbon Literate Educator (CLE) is an educational organisation that has been accredited by The Carbon Literacy Project as having a substantial commitment to Carbon Literacy, within its internal organisational culture, the provision of its educational outcomes and the delivery of its wider role in society.

Educator, in this context, refers to any kind of educational institution, and CLE allows a demonstration of the progress being made towards a low carbon culture through collaborating and working with students, academic and non-academic staff, its governance, the parents and families it interacts with and its wider stakeholders and communities.

Following a similar structure to the CLO accreditation, CLE has been designed to better reflect the needs and opportunities educators have in terms of their spheres of influence.

CLE also has four levels (Bronze, Silver, Gold and Platinum), each is designed to reflect the progress educators are making toward a low carbon culture through the delivery of Carbon Literacy and the generation of a Carbon Literate society.

Carbon Literacy Training Organisation (CLTO)

The Carbon Literacy Training Organisation (CLTO) is the accreditation that identifies an organisation as having a depth of experience and expertise, developed over time, in designing and delivering Carbon Literacy training to others at scale.

It is primarily aimed at professional training organisations and consultancies that design and deliver Carbon Literacy training solutions at scale to many individuals and multiple organisations, often within a geographical region or an identified sector. CLTOs are ambassadors for material action on climate change catalysed through Carbon Literacy.

CLTO is offered directly by The Carbon Literacy Project, on an invitation-only basis.

Frequently Asked Questions

"What is Carbon Literacy?"

Carbon Literacy is "An awareness of the carbon dioxide costs and impacts of everyday activities, and the ability and motivation to reduce emissions, on an individual, community and organisational basis." [The Carbon Literacy Standard, 2011]. It is achieved through participation in, and successful testing and certification of individuals as Carbon Literate, at the completion of a day's worth of learning and action.

Carbon Literacy ® and The Carbon Literacy Project ® are registered trademarks belonging to The Carbon Literacy Trust (registered charity number 1156722).

In general usage and specifically within copy, the term "Carbon Literacy" is correctly capitalised as a noun, as it forms part of the registered trademark: it is therefore always "Carbon Literacy" and "Carbon Literate", not "carbon literacy" or "carbon literate".

"Do I need to be a Certified Trainer (CLF, CLT or CLC) to deliver Carbon Literacy?"

No, but individuals are strongly encouraged to apply for at least CLF once involved in delivering Carbon Literacy. Becoming a certified Facilitator, Trainer, or Consultant has numerous advantages, but is not a prerequisite to delivering Carbon Literacy. Whether certified as a Trainer or not, you are able to deliver Carbon Literacy.

"How long does a Carbon Literacy Trainer (CLF, CLT, CLC) Certificate last?"

Certificates awarded to CL Facilitators do not expire. CL Trainer and CL Consultant accreditations are valid for 3 years from the date of issue, after which they can be renewed for a reduced fee.

Over time the experience requirements for the CLC accreditation are likely to increase to ensure that CLC remains with only the most experienced trainers delivering Carbon Literacy.

The Carbon Literacy Project and The Carbon Literacy Trust

The Carbon Literacy Project (CLP) was created and founded by Cooler Projects CIC in 2011 and launched publicly in November 2012.

In 2013, The Carbon Literacy Trust (registered charity number: 1156722) was established to take over all project assets, so that the charity's trustees could oversee the dissemination of Carbon Literacy across the UK and beyond, for the public good.

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