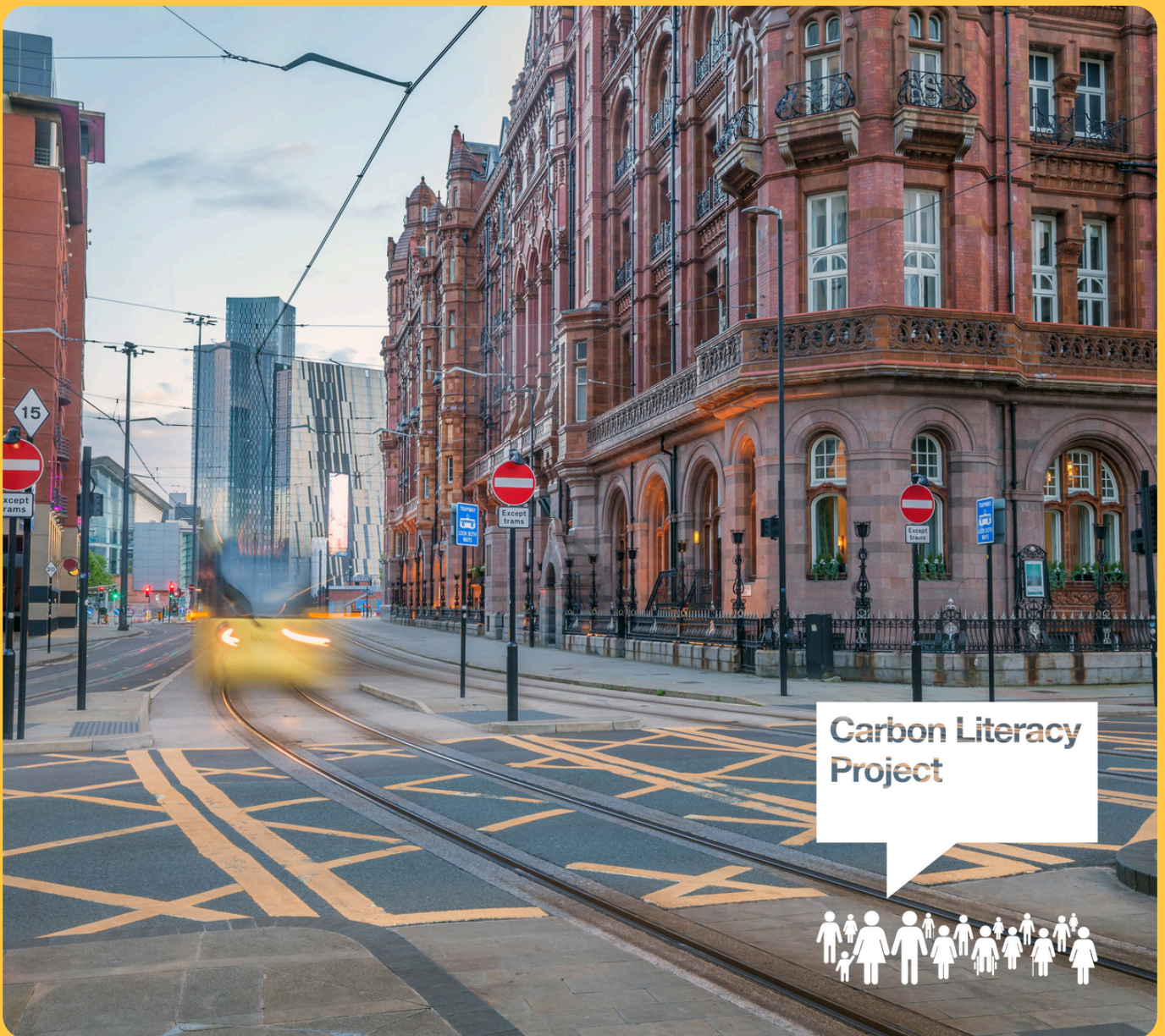


Carbon Literacy Community Pot



Application Guidance for Manchester-based Communities



patagonia



MANCHESTER
CITY COUNCIL



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Key terms

Community Group: A collection of people, likely within the same geographical area, demographic or with the same interests, coming together to promote a common cause for public/community benefit.

Recipient Community Group: A Community Group that has successfully received funded services from our Community Pot to support their Carbon Literacy initiative.

Training organisation: An external organisation that is responsible for delivering Carbon Literacy to the Recipient Community Group.

Individual trainer: A sole trader or a volunteer who acts independently of any group or organisation and is responsible for delivering Carbon Literacy to the Recipient Community Group.

Unincorporated Association: A voluntary or community group that is not registered with the Charity Commission and does not exist as a standalone legal entity. Instead, individual committee members of the group are liable for the legal proceedings of the group.

Registered charity (unincorporated): A voluntary or community organisation that's a registered charity but is not a company registered with Companies House.

Charitable Incorporated Organisation (CIO or SCIO): A registered charity with limited liability but is not a company registered with Companies House.

Community Interest Company (CIC): A company registered with Companies House and the Community Interest Company (CIC) regulator.

Faith-based group: A community group whose values, mission, and activities are inspired or guided by specific faith beliefs, teachings, or spiritual principles.

Social housing tenants: A community of people who rent their homes from either a local council or a housing association.

State school: A school that receives its primary funding from the government rather than from private sources like tuition fees.

What is Carbon Literacy?

Carbon Literacy® (CL) is 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.

CL training involves a day's worth of peer-led training in which a course tailored to your audience is delivered to learners. We have a range of 'off the shelf' courses and materials available to support you in creating a CL course that is suited to your Community Group.

To be accredited, your course will need to be Criteria Checked to ensure it meets all elements of our CL Standard. Once your course is approved, you can start to deliver CL training to your Community Group. After completing the course, each learner must complete a Certificate Application form – a short submission of evidence based on which our team determine if they can be certified as 'Carbon Literate'. Please find further details [here](#).

What is the Community Pot?

Carbon Literacy® training is one proven and reliable tool for delivering action to cut carbon emissions and improve the health and prosperity of our communities in the process.

Local communities, especially those that are underrepresented, marginalised or disadvantaged, are vital contributors to Manchester Carbon Literate City: an initiative bringing together people who live, work and study in Manchester, and organisations based here, to become Carbon Literate and collaborate in cultivating a low-carbon culture shift across the city.

Our Community Pot aims to improve access to Carbon Literacy training for those who might otherwise struggle to afford the costs associated with initiating training.

Use this opportunity to bring Carbon Literacy to your local community, empowering every community member to take their best action and help Manchester become a fairer, more resilient and connected Carbon Literate City.

Who is **eligible?**

We're looking to support Carbon Literacy training initiatives of:

- Community groups (see Key Terms)
- Faith-based groups
- Social housing tenants
- State schools
- Charities, Community Interest Companies (CICs) or Charitable Incorporated Organisations (CIOs)

Eligible groups must live, work, or study within the area of the city and metropolitan borough of Manchester ([check eligible postcodes here](#)).



Applications that support groups from underrepresented, marginalised, disadvantaged communities, with low or no income, are encouraged.

Organisations that exceed these criteria may apply as a training organisation on behalf of an eligible community group if they are well-placed to reach the specific community. Additional support, such as assisting with course development and training, would be expected of these applicants.

Please note that a Recipient Community Group can only receive a maximum of one award from the Carbon Literacy Fund in every 12 months; however, if your application isn't successful, there's no limit to how many times you can reapply within a year, provided that each application is suitable for the specific funding programme.

Who can we **not** support?

We cannot support:

- Initiatives that do not deliver or support the delivery of Carbon Literacy training.
- Initiatives that do not meet the eligibility criteria above.
- Applications submitted falsely, incompletely, in an unapproved format, or after the deadline.
- Applications from individuals to cover their own certification. Certificate Applications must be organised through a group or organisation wishing to cover funding for a community of learners they are delivering appropriate training to.
- Organisations undertaking activities that exacerbate climate change or are in direct opposition to climate action/solutions.
- The Carbon Literacy Trust would work with governments but not directly fund government bodies.



What's on offer?

This opportunity provides a one-off allocation of up to £3000 in funded credits to the Recipient Community Group's Carbon Literacy account. These credits can be used for the following services offered by The Carbon Literacy Project:

- Course accreditation
- Individual certificate applications
- Access to sectoral materials that are relevant to the Recipient Community Group

Please note that the costs of these services are subject to periodic increases. The amount deducted from your funded credits will always reflect our current pricing at the time the service is requested. Our current pricing can be found in our [Pricing Matrix](#).

The Recipient Community Group is the official beneficiary of the funded credits. These credits can only be used for services that benefit its members and that are directly related to the initiative outlined in the successful application. Any proposed changes to how these credits are used must be communicated in writing and are at the discretion of The Carbon Literacy Project.

Our Community Pot has a total of £15,000 in funded credits available. The Fund is supported by the contributions of organisations that have paid enhanced rates for Carbon Literacy Certificate Applications, and by generous grants received from [Patagonia](#) and [Manchester City Council](#) to support community groups in Manchester to contribute towards making Manchester a Carbon Literate City.

Additional services

In addition to the funded credits, all recipients benefit from:

- Access to our Delivering Successful Carbon Literacy workshop for those who wish to become certified facilitators
- Carbon Literacy Facilitator (CLF) accreditation
- Onboarding and a dedicated account manager to support your initiative
- Assistance with comms to amplify your work

Fund expiration

Your allocated funds will remain active until:

- They are fully used.
- The recipient withdraws interest.
- 12 months have passed since the Recipient Community Group last used or made plans to use the funded credits.

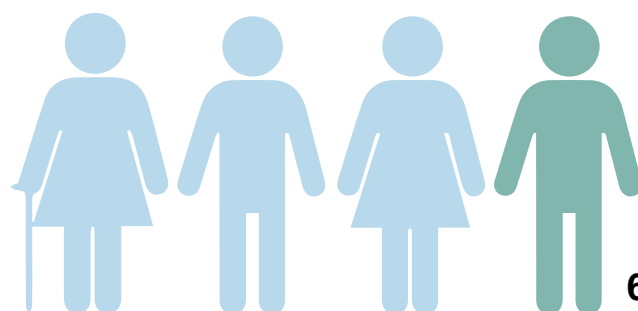
If any of these conditions are met, any unused funded credits will automatically return to the Community Pot.

What we cannot fund

We are unable to provide funding for anything outside of the above offer, such as:

Monetary grants: To avoid creating additional barriers like requiring a bank account for applications and to bypass legal complexities, we are unable to distribute monetary grants. This means the Community Pot cannot cover logistical expenses such as trainer time, transport costs, venue hire, or refreshments, etc.

Non-essential certification costs: The Community Pot's primary goal is to boost Carbon Literacy levels within communities, not to support organisational or individual professional development. While we hope professional growth occurs as a result (and trainers can undertake the free CLF accreditation), costs for Carbon Literate Organisation (CLO) and Carbon Literacy Trainer (CLT) accreditations do not align with the Community Pot's aims and therefore won't be covered. Organisations or individuals can still pursue these accreditations, but they will need to cover those costs themselves.



How to apply

To apply for funded Carbon Literacy services, you must complete **this online application form** by **Monday, 15th of September 2025, 13:00 (GMT)**.

The form takes approximately 30-60 minutes to complete, and you have the option to save your answers for later.

If it's difficult or impossible for you to complete an online application form due to a disability, please contact us for support. We're happy to discuss other ways you can share your idea, such as using EasyRead or an accessible PDF.

What happens after you apply?

Once you send us your application, we'll get back to you with a decision by the 15th of October 2025. During this time, we look at your initiative and carry out checks on the information you provide us. We might reach out to you within that time to talk a little more about your idea or to ask for more information.

If your application is successful, we'll send you an email with the good news. You must confirm your acceptance of the awarded funds within two weeks of our notification and book an onboarding call with us at a suitable time.

Upon your acceptance, we'll allocate the funded credits to the Recipient Community Group's Carbon Literacy account, and you can start rolling out your initiative. [Click here to find out about the offer and the included services](#).

Remember to let people know about your funding and the amazing work you've planned to carry out in your community. We will help to amplify your voice by providing digital content templates and sharing your Carbon Literacy initiative's achievements on our media platforms and with the organisations that contribute to the CL Fund.

What information do you need to apply?

Within the application form, we will ask you for:

Details of the Community Group

- Brief description
- Workforce makeup
- Name and address (or location where the group gathers)
- Registration numbers (if available)
- Income and fiscal year-end date (if available)
- Website and social media addresses
- Main contact's full name, role, email address, phone number and CL experience

Details of the CL initiative

- Description of the audience, including the number of people targeted
- Logistical plans
- Desired outcomes
- Long-term plans

Promotional content (optional but highly encouraged)

- Supporting media that best represents the community group
- Overview of the initiative for public statement

Details of the training organisation or individual trainer (if applying on behalf of a community group)

- Registered name and address
- Registration numbers
- Income and fiscal year-end date
- Website and social media addresses
- Main contact's full name, role, email address, phone number and CL experience

If you would like to prepare your answers to the application form, [a copy of all the questions can be found here](#). Please note that this is for your reference only, and it must not be submitted in place of the online application form - your application will not be accepted.

What makes a good application

To maximise impact, we will be prioritising support for community groups whose initiatives:

1) Promote and sustain broader community-led climate action using Carbon Literacy training as a key component.

Your application should clearly show how your initiative will create a high level of long-lasting, catalytic impact, boosting levels of Carbon Literacy and climate action within the community.

2) Have a logistically feasible plan to launch the Carbon Literacy initiative.

Your application should clearly show how your initiative will be logistically and financially feasible to launch.

To launch your initiative, you should consider:

- **Who will be responsible for delivering training:** Since The Carbon Literacy Project focuses on accrediting courses, individuals, and organisations rather than direct training, you'll need to explain who will develop and/or deliver training to the Recipient Community Group. This is often someone with relevant sectoral expertise or familiarity with the audience. Please note that anyone can deliver Carbon Literacy training as prior climate science knowledge isn't required, and support is available throughout.
- **Where will training take place:** Carbon Literacy training can be delivered both in-person or online; however, they both have advantages and limitations. When deciding on the format, you should consider your goals, your audience's needs, and available resources (i.e. venue, accessibility, digital literacy, etc).
- **Any costs** that you may incur and need to cover that are outside of the scope of this offer (i.e. venue hire, trainer time, subscriptions, etc).

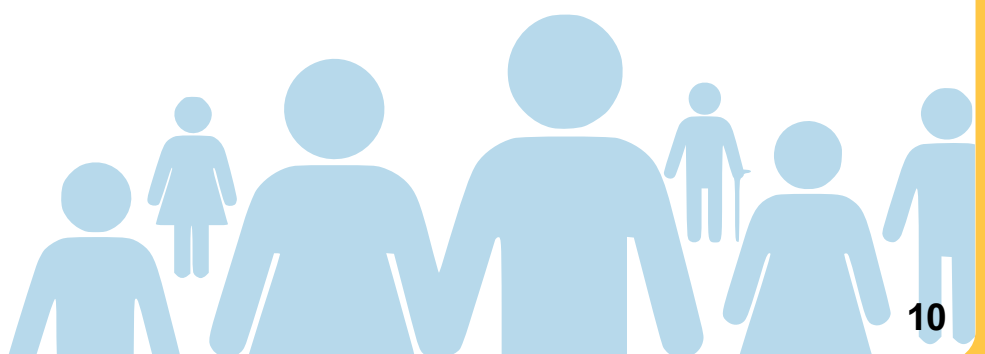
What makes a good application

3) Have a self-sustaining plan to continue the Carbon Literacy work beyond our funding.

To sustain your initiative long-term and grow independently, you should consider these strategies:

- **Flexible payment model:** Offer learners the option to pay for their training or Certificate Applications on a sliding scale, allowing those who can afford it to contribute partially or fully.
- **Pay-it-forward model:** Empower learners to 'pay forward' for the training or Certificate Applications of future participants, whereby each participant gets their place free of charge to them, but those who are able pay for the future space of another participant, creating a continuous cycle of support.
- **Diversify funding:** Actively seek additional funding and match-funding from other sources. Our '[Funding for You](#)' page lists alternative funding opportunities that could help cover your initiative's delivery costs.
- **Internal scaling & external training:** Develop a model where you expand your ability to deliver training internally, and also offer that training to external groups. Any profits generated from external training can then be reinvested directly back into your community initiatives. This can be achieved by upskilling community members to become workshop facilitators or by developing courses specifically for external audiences.

Take a look at [the initiatives we've funded](#) to get a better idea of whether your project might qualify.



Using **AI tools** in funding applications

Artificial Intelligence (AI) tools like ChatGPT and Google Gemini are changing how we work, offering ways to save time and improve accessibility. We understand that our communities may want to use these for funding applications. Therefore, you can use AI to help write your application; we won't reject it solely for AI use. AI can be especially helpful if English isn't your first language or if you're new to grant writing.

Key tips for using AI

AI can be a useful starting point, but its output often lacks depth and originality. Generic content doesn't tell your community's unique story and may disadvantage your application. Personalise your application by using real-life examples of your skills, experiences and the community's specific needs and aspirations. Remember, we prioritise clear and detailed applications. Describe what, why, when, and where you'll act.

Risks when using AI

- AI can generate incorrect information; therefore, always verify AI-sourced content with trusted sources and your expertise.
- If you input your organisation's data into AI tools, ensure that you do so in compliance with relevant legislation. Where personal information is used, please refer to the [Information Commissioner's Office](#) for guidance on AI and data protection.
- AI tools require large amounts of energy and fresh water to power their data centres. This creates significant environmental impact. Estimates suggest that ChatGPT consumes between 50 and 90 times more energy per query than a conventional search. Use AI mindfully, only use AI where it will clearly help you apply or significantly improve the quality of your application.

This statement explains our current approach to helping applicants navigate this new technology. As technology evolves, we may update our position and will keep this page up to date.

Decisions & conditions

Only eligible applications will be considered. [Click here to find out about our eligibility criteria](#). Incomplete applications, or applications submitted falsely, in an unapproved format, or after the deadline, will be automatically rejected.

The decision to award funded access to our services and to determine the final amount is at the complete discretion of The Carbon Literacy Trust. The process will be overseen by a review panel, which may include members and Trustees of The Carbon Literacy Project and external contributors to this programme.

If your application is successful, you must confirm your acceptance of the awarded funds within two weeks of our notification. [Click here to find out about the offer and the included services](#).

If your application isn't successful, we will notify you.

Reporting & collaboration

Successful recipients are required to collaborate with The Carbon Literacy Project to gather data and content for internal and external reporting and promotion. Where possible, this may involve in-person visits from The Carbon Literacy Project's team, upon agreement. Recipients must supplement the following to The Carbon Literacy Project:

- **Quarterly updates:** The progress of the initiative to be shared every three months (in writing or via call) until the majority of the funded credits are used up. Updates should cover the initiative's successes, challenges, and next steps, helping us provide you with support and keeping our contributing organisations informed.
- **Outcomes case study:** A one-page case study of your initiative to be submitted either after the funded credits were used or after 12 months (whichever comes first). The study should explain how the funded services were used and their impact on the Recipient Community Groups. A guidance template will be provided.

Your **agreement** & data

Applicants must be authorised by the governing body (the board or committee that runs the organisation) of their Training organisation and the Recipient Community Group to submit applications and accept the Terms and Conditions on their behalf.

All the information applicants provide on their application form must be accurate and complete, and The Carbon Literacy Project must be notified of any changes.

Details of the initiative applicants provide on their applications will be shared with the main contacts of the Training organisation and the Recipient Community Group.

The Carbon Literacy Project will use any provided personal information for the purposes described under our [Data Protection and Privacy Notice](#). The Carbon Literacy Project reserves the right to change or add to these terms and conditions from time to time for legal or other substantive reasons.





MANCHESTER
CITY COUNCIL

Carbon Literacy
Project



Carbon Literacy Community Pot



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