

**Carbon Literacy Action Day**

**Press Release Template**

This press release template offers training providers that are taking part in the annual International Carbon Literacy Action Day, and would like to share the news of their involvement, some guidance on writing a press release, where to start, and what to include. There is no obligation to follow this guide, nor is it an exhaustive list of what to include in a press release, but this template offers a ‘fill in the blanks’ system, so that you can include information about your activity for this international event and what it means to your organisation.

Where highlighted in red, please insert relevant information for your news release, and see text prompts in italics for the main body of text.

Please also see a copy of our [Brand Guidelines](https://carbonliteracy.com/trainer-consultant/documents/).

**[Starts]**

**NEWS RELEASE**

**Dateline/Embargo 00.01am \*day, date, month, year\*.**

**Title suggestion:**

\*Organisation Name\* is taking part in the International Carbon Literacy Action Day!

**Main Body of Text:**

*[Involvement announcement]:*

\*Organisation Name\* has today announced its participation in the annual International Carbon Literacy Action Day [3], highlighting its dedication towards tackling climate change through Carbon Literacy, lowering its organisations carbon emissions, and its commitment to working towards a zero-carbon future.

*[Background to the Carbon Literacy Action Day]:*

The Carbon Literacy Action Day, this year sponsored by Zenith [5], is the largest climate education-and-action training event worldwide, taking place on Thursday 13th of November 2025, coinciding with COP30 [4] United Nations Climate Change Conference, the largest climate conference annually.

Now in its fifth year, the Action Day will see thousands of learners from all walks of life, sectors, genders, ages and nations all around the world, participate in and complete their days’ worth of Carbon Literacy training simultaneously, to become certified as Carbon Literate [1]. As part of their training day, learners will devise pledges to reduce their own carbon footprints, using their developed understanding of climate change to take action in both their personal and professional lives.

While global leaders convene in Belém, Brazil to negotiate climate policies, thousands of individuals and organisations will be united across continents through Carbon Literacy, becoming equipped with the knowledge and motivation to address climate change within their organisations, communities and beyond.

*[What is Carbon Literacy®?]:*

Carbon Literacy® is relevant climate education for everyone, and equates to a day’s worth of learning and action on climate change. It is defined as “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.”

*[What is your activity for the Action Day?]:*[Your Organisation Name] will deliver Carbon Literacy training to [insert number] individuals as part of CLAD 2025. The training will engage [insert audience type, e.g. staff, students, community members] and will take place at [insert location/format]. The session will cover core climate science, the organisation’s carbon impact, and end with participants creating tailored pledges for taking action to reduce carbon emissions in both their roles and daily lives.

*[What does this mean to your organisation?]:*

Taking part in CLAD 2025 reflects [Your Organisation Name]’s growing commitment to climate responsibility. We view Carbon Literacy as an essential step toward embedding climate education and action throughout our organisation and beyond. The Action Day represents a key opportunity to build a shared understanding and empower our community to contribute to the transition toward a zero-carbon culture.

[You may also like to include any climate-related goals/targets your organisation or group has for working towards a low-carbon culture and Carbon Literate future.]

***[Quote from your organisation]:***

Organisation spokesperson name, job title at organisation, commented:

*[Include quote here from organisation spokesperson]*

***[Quote from CLP]***

Please choose from one or both of the quotes below.

**Dave Coleman, Co-Founder and Managing Director of The Carbon Literacy Project, said:**

*“Carbon Literacy is not about creating a future ‘slightly less bad than it could be’, it’s about creating a future that is secure, inspiring, and actually better than the recent past. Carbon Literacy is a unique approach to dealing with climate change: not-for-profit, co-developed and immediately relevant to participants, it is scalable and adaptable, and tested and proven in use by thousands of organisations and tens of thousands of people. Carbon Literacy Action Day (CLAD) brings us all together, acting to deliver immediate solutions to the climate crisis, and not just surviving, but thriving, now and in the future. Carbon Literacy – “climate action where you are”.”*

**Phil Korbel, Co-Founder and Director of Advocacy at The Carbon Literacy Project, said:**

Climate training without action is pretty much pointless, which is why we insist on all Carbon Literacy training delivering action in where the learners are. The Carbon Literacy Action Day is the best platform for showing what Carbon Literacy delivers - in your place and beyond. It captures amazing examples of action from across the world and all walks of life - and distils the power that our community of 130,000+ learners in the fight against global heating.

**[Ends]**

**NOTES TO EDITORS**

[1] **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.”

It is achieved by the testing, assessment and then certification of successful individuals as Carbon Literate after they have participated in a days-worth of learning and climate-change action and planning.

[2] **The** **Carbon Literacy Project: (www.carbonliteracy.com)**

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

**Note:** The subject of multiple trademarks, 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”.

The Project's Brand Guidelines covering usage of Carbon Literacy terminology and imagery are available at <https://carbonliteracy.com/our-brand-guidelines/>

[3] **The Carbon Literacy Action Day:**

The Carbon Literacy Action Day (CLAD) is an annual international mass climate action training day, aiming to see the largest number of learners across the world complete their Carbon Literacy training simultaneously in a single day.

[4] **COP30:**

The 30th United Nations Conference of the Parties (COP30) is the 2025 UN global climate change conference, taking place in Belém, Brazil. The COP conference and summit bring together almost every country on earth annually to address climate change.

[5] **Zenith: (www.zenith.co.uk)**

Zenith is the UK’s leading independent leasing, fleet management and vehicle outsourcing business. Zenith is a Bronze level Carbon Literate Organisation and the official sponsor of the Carbon Literacy Action Day 2025.