



Carbon Literacy Case Study Beacon Cymru

Beacon Cymru is a Welsh housing association formed in January 2025 from a merger of Coastal Housing Group and RHA Wales.

Headquartered in Swansea with a satellite office in Tonypandy, Beacon Cymru manages around 8,500 homes across Carmarthenshire, Swansea, Neath Port Talbot, Bridgend and Rhondda Cynon Taf.

Overview

Beacon's integrated approach to Carbon Literacy training has fostered a culture of sustainability that extends beyond the organisation to the communities it serves.

Carbon Literacy
Project



beacon 

Embedding a culture of sustainability

Carbon Literacy has been an undisputed success in cultivating conversation and coordinating action across Beacon.



Adam West,
*Research
Manager,
Beacon Cymru*

Knowledge sharing

Carbon Literacy brought departmental heads and operational leads into the same room, enabling focused discussions about climate change and sustainability across the business.



Gas engineers told their peers about the pros and cons of heat pumps.



Finance colleagues told of grant and funding issues.



Development colleagues shared their experiences building innovative, low-carbon homes.



“If you want to create a culture which takes sustainability seriously and makes informed decisions at all levels, it helps that staff have an understanding of what we’re fighting for.

Carbon Literacy means that climate change is no longer an abstract, distant concept for colleagues. It stimulates vital conversations and changes cultures.”

Integrating climate consciousness into business practices

Learners pledged to review their department’s tech procurement, schedule maintenance visits geographically, examine maintenance and office waste flows and manage cloud-based data storage to save on distant energy use. Colleagues have interrogated the investment choices of their pension funds and have swapped to cycling or walking to work.

All staff trained become active advocates for Carbon Literacy and climate awareness, taking initiative to cut carbon, save energy and resources in their daily work.

70%

of Beacon staff reported feeling supported and able to make work choices based on sustainability reasoning.

Beacon’s Carbon Literacy journey

Coastal & RHA join a consortium of Welsh housing associations to create a Carbon Literacy course for Welsh social landlords.

2019

Coastal & RHA staff take part in ‘Train-the-Trainer’ training ready to deliver the bespoke Welsh social housing course.

2021

Coastal run in-person Carbon Literacy training pilots to engage staff. RHA quickly train 100% of staff and begin delivering to its communities.

2022

2024

Motivated by RHA’s progress, Coastal steps up its efforts to train staff, achieving Silver Carbon Literate Organisation accreditation

Carbon Literate
Organisation
Silver



Unique approaches to delivery

The housing associations that now make up Beacon faced common and distinct challenges when implementing Carbon Literacy. They used a combination of collaborative and innovative strategies to overcome these obstacles while maximising available resources, internally and externally.

* Collaborative course development

Coastal and RHA were founding members of Carbon Literacy Cartrefi Cymru (CLCC), a consortium of Welsh registered housing associations, inspired by the Carbon Literacy for Registered Providers (CL4RPs) consortium in Greater Manchester. They pooled knowledge and resources to cost-effectively create a bespoke Carbon Literacy course for Welsh social landlords.

* Upskilling staff to deliver training

After delays due to the Covid-19 pandemic, Coastal and RHA staff took part in a 'Train-the-Trainer' course to gain the skills and confidence for course delivery. Although designed for remote learning, in-person training provided a more engaging learning experience after the isolation of the pandemic.

* A top-down, internal approach

Coastal prioritised training senior management in Carbon Literacy to foster a culture of sustainability within the organisation from the top-down.

* Utilising funding to deliver externally

After training all staff, RHA joined a Shared Prosperity Fund project, utilising funding to deliver Carbon Literacy and boost climate engagement in their communities.

Future goals & next steps

Reflecting on the successes of Carbon Literacy on their own business and people, as well as the importance of engaging the communities they serve, Beacon has plans to expand its efforts to bring Carbon Literacy to its wider network.

* Continuing a two-prong approach

Beacon continues to focus on staff training while also expanding its Carbon Literacy delivery in the community.

* Engaging residents to fight misinformation

Beacon is committed to improving resident engagement in Carbon Literacy, recognising its importance in combating growing misinformation and apathy.



Sojan Johnny,
*Housing
Coordinator, The
Carbon Literacy
Project*

“Coastal and RHA Wales each took distinct yet effective approaches to delivering Carbon Literacy, using collaboration and healthy competition to drive progress.

Now, through Beacon, these efforts are being unified, amplifying impact and building a shared culture of understanding and action across the workforce and wider tenant community.”