

The Copart logo, featuring the word "Copart" in a stylized, italicized font with a blue and white oval background.

Carbon Literacy
Project



OUR VALUE

Act with integrity
Be an owner
Challenge the status quo

Carbon Literacy Case Study

Copart: Driving towards Net Zero

Copart, a global leader in vehicle re-marketing and recycling, began its Carbon Literacy journey in early 2022 as part of its commitment to Plan Net Zero.

Since then, Copart has made remarkable progress - training 80% of its workforce and attaining Platinum Carbon Literate Organisation status (CLO).

Overview

Copart's innovative approach to training implementation, measurable business benefits, and industry leadership demonstrate how Carbon Literacy can drive meaningful climate action and business success simultaneously.

Turning knowledge into action

Carbon Literacy has been an undisputed success in shifting awareness and changing behaviours across Copart.

Carbon Literate teammates are better equipped with the knowledge and skills needed to lower their carbon footprints both inside and outside of work. With their increased awareness, all Carbon Literate teammates are continually looking for ways to save energy and resources within their day-to-day work.



Jane Pocock,
CEO, Copart UK
& Ireland

Carbon Literacy training can help our sector understand the impact of its operations. It can also help develop more environmentally friendly vehicles and technologies.

It also has cost-saving benefits, identifying opportunities for efficiency improvements while benefiting the environment.

1

Greener infrastructure

Implemented LED lighting, paperless offices, green energy, and water recycling to ensure buildings are more efficient and sustainable long-term.

2

Smarter transport

Reduced fuel consumption through unique efficiency systems and dynamic routing capabilities.

£22,000
estimated annual
savings

As a result of actions taken following Carbon Literacy training, according to research conducted by Copart.

80%

Say they had minimal or no knowledge of climate change issues **before the training**

96%

Feel they have **good knowledge of climate change** issues having completed training

Copart's Carbon Literacy journey

In early 2022 a small group of senior leaders attended an open training session led by AutoTrader. By that summer Copart had earned **Bronze CLO** status

Carbon Literate
Organisation
Bronze



2022

By January 2023, Copart achieved **Silver CLO** status by delivering 120 online Carbon Literacy sessions to train 190 managers.

Carbon Literate
Organisation
Silver



2023

Carbon Literate
Organisation
Gold



2023

In 2023, Copart reached **Gold CLO** status after training 575+ teammates

Carbon Literate
Organisation
Platinum



2025

Achieved **Platinum** status, training 80% of its workforce and delivering Carbon Literacy across the Automotive sector.

Breaking barriers to train a diverse workforce

Delivering Carbon Literacy across Copart came with unique challenges, particularly reaching teams without regular device access, such as yard operatives and drivers. To overcome this Copart developed an innovative, blended learning approach that ensured accessibility for all teammates.

Condensed E-learning

The Automotive Toolkit was transformed into three one-hour e-learning modules with simplified language and condensed text, catering to a range of learning styles.

Interactive workshops

Online modules were followed by a five-hour classroom session, encouraging discussion and idea-sharing.

Rapid onboarding

After acquiring Green Parts Specialists, Copart prioritised Carbon Literacy for all new teammates. Rosie Hales, Learning & Development Coordinator, trained 62 teammates in one week, delivering daily in-person sessions at their Skelmersdale HQ.

Wide-reaching impact

This approach successfully engaged operational teams across Copart's vast geographical spread, empowering teammates to reduce emissions in their roles.

Industry Leaders

Reflecting on the successes of Carbon Literacy on their own business and people, as well as the importance of climate action, Copart has expanded its focus and endeavoured to bring Carbon Literacy to the Automotive Sector.

Training customers and partners

Delivered Automotive Toolkit to external partners, including contracted Sub-Haulers and apprenticeship providers.

Carbon Literacy Project Silver Partner

As a Silver Partner of The Carbon Literacy Project, Copart provides crucial financial support to help scale and extend the program's reach.



Ruth James,
*Automotive
Coordinator, The
Carbon Literacy
Project*

Throughout its Carbon Literacy journey, Copart has demonstrated an incredible commitment to low-carbon action, and is now providing a crucial example to the automotive sector.

Copart's journey showcases the measurable benefits of Carbon Literacy, how it can be tailored to support any organisation's goals and targets, and generate tangible results.

The future for Copart looks exciting, with many more low-carbon initiatives on the horizon. Embodying their ethos 'Always Moving Forward', Copart exemplifies how collaboration can accelerate the low-carbon revolution in the automotive sector and beyond.