

Making the case for Carbon Literacy

Carbon Literacy
Project





Contents



What is Carbon Literacy?

3

Why Carbon Literacy?

4

Benefits for Your Staff

5

Benefits for Your Business

6

The Financial Case

7

The Social Case

8

A ‘Must-Have’ not a ‘Nice-to-Have’

9

Addressing Barriers

10

FAQs

11

Find out More

12



What is Carbon Literacy?

Carbon Literacy is the ability to understand, communicate about, and act on climate change in our daily lives, wherever we are.

It enables individuals, communities, and organisations to enact the cultural shift necessary to transition to a low-carbon economy.

A day's worth of accredited Carbon Literacy training covers the essential climate science, carbon footprints, and how an individual and organisation can have the greatest impact.

Participants complete an action plan committing to practical individual and group actions to reduce carbon emissions and can be certified as Carbon Literate.

Carbon Literacy
Project



Why Carbon Literacy?



Engage your people

Empower employees with the skills and motivation to make carbon-conscious decisions part and parcel of their daily lives.

Cut emissions and costs

Increase efficiency and save money through actions which identify carbon hotspots, address scope 3 emissions and minimise waste.

Manage risk

Better navigate risk and regulatory compliance and improve supply chain management as climate impacts on business increase.

Competitive edge

Drives innovation by encouraging adoption of next-generation processes and technologies and supports client and customer engagement by positioning you as experts in an increasingly vital area.

Future-proofing

Positions businesses ahead of evolving environmental regulations.

Tangible commitment

Offers a globally recognised, quantifiable commitment to carbon reduction, aligning employees with corporate sustainability goals and social values by integrating carbon reducing action into business as usual.



Benefits for Your Staff



In just one day, employees will:

- Understand emissions sources and sector-specific solutions.
- Recognise the business benefits of low-carbon actions.
- Grasp high-impact steps towards net zero.
- Commit to at least two carbon-reduction actions.
- Gain confidence in talking about climate issues.



Benefits for Your Business

Cost Savings

Lower energy and transport costs.



Reputation & Trust

Enhanced reputation and credibility.

Workplace benefits

Increased employee morale and productivity.



Informed Workforce

Up-to-date sustainability knowledge for staff.





The **Financial** Case

Low or no-cost behaviour changes can **cut energy costs by at least 10%** (The Carbon Trust).



Copart UK has saved **£22,000 annually** from initiatives instigated by Carbon Literacy.



Systematic action can save between **£400 and £1,000 per employee annually**.

“To say [Carbon Literacy] has been something of a life changing experience for me, is probably not an overstatement.... In hard economic terms, so far we have already reduced our organisation’s energy consumption significantly, and this has saved us over £10,000 this year alone. All the more impressive perhaps when you consider that we’ve been doing this now for less than six months.”

– Building Operations and Logistics Manager from The Atkinson, Southport

The Atkinson theatre saved over **£10,000 in under six months**.



The **Social** Case

Boosts employee well-being

by driving environmentally conscious behaviour which creates healthier, happier and more active staff.

Attracts and retains talent,
especially among values-driven Millennials
and Gen Z.

Strengthens teamwork & engagement,

by fostering a sense of pride and purpose, leading to higher job satisfaction, better workplace culture and lower staff turnover.





A **‘Must Have’** Not a ‘Nice to Have’



Enhances reputation

by demonstrating climate commitment to customers and clients.



Strengthens investor appeal

by aligning with sustainability-driven funding criteria.



Builds resilience

by encouraging adaptable business strategies. For example, increased digital operations helps safeguard against complications and minimises resource wastage.



Ensures compliance

by proactively adopting low-carbon practices, reducing the risk of non-compliance, potential fines and operational disruptions, thereby enhancing stability.



Rolling Out Training

1. Get Started

Start by sending a few employees to an open training course. Check out our [events](#) page for upcoming courses or contact us if you can't find what you're looking for.

2. Access Tailored Support

The Carbon Literacy Project can help you identify the most relevant accredited course for your needs. Certified staff can then train others, creating a **self-sustaining cascade model**.

3. Build Internal Capacity

You do not need to be a certified Trainer – just Carbon Literate and confident in presenting. Our free online *Delivering Successful Carbon Literacy* workshops can help you get started.

4. Expand Your Impact

Once rolling, training can be extended to partner and supply chain organisations.

5. Showcase Your Commitment

Apply for Carbon Literate Organisation (CLO) accreditation to visibly demonstrate your organisation's commitment to Carbon Literacy and climate action.



Carbon Literate Organisation (CLO) Accreditation

Carbon Literacy
Project



Carbon Literate
Organisation
Platinum



Carbon Literate
Organisation
Gold



Carbon Literate
Organisation
Silver



Carbon Literate
Organisation
Bronze

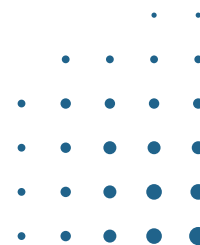


1 The organisation-level accreditation that recognises an **organisation's significant dedication** to Carbon Literacy.

2 A four-level pathway – **Bronze, Silver, Gold, Platinum** – reflecting increasing levels of commitment.

3 Supports the development of a Carbon Literate workforce and requires an organisation to **promote a low-carbon culture** and engage positively with its audience or community.

4 Demonstrates to stakeholders the value your organisation places on sustainability and shows that a **holistic approach** is being taken to reducing emissions across **all areas of your business**.



Learner Testimonials

Carbon Literacy
Project



Ian Hopkins

*Chief Constable,
Greater Manchester Police*

The Carbon Literacy event was extremely informative as well as shocking in terms of the potential consequences for our city region and beyond. As a leader, it really made you think about your own role-modelling and **energised me to really start to drive the agenda from a strategic perspective** within my own organisation.

Bobby Janagan

*Managing Director,
Rolls-Royce & Partner Finance*

People have been talking about it in abstract terms – about climate change and sustainability. **Carbon Literacy puts a measurable goal** that people can think about – what their actions are contributing in terms of carbon emissions.

Alice Webb

*Director,
BBC North*

Some of the most important training I've ever done... I thought I knew about climate change, carbon reduction and sustainability. I thought we were doing our bit, and then I went on a Carbon Literacy course. **One day out of a busy diary, but boy did it make a massive difference.** I was wrong on so many things that I thought I knew about.



Addressing Barriers

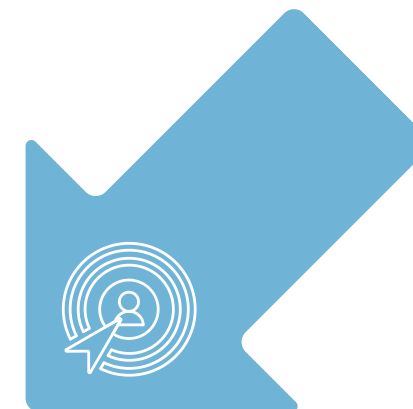
01 Time constraints: *"We don't have the time"*

- Training is flexible – the 8 hours can be split into shorter sessions or online modules to integrate into employees' schedules.
- Anticipating and adapting to future challenges ensures smoother operations, fewer disruptions, and a more efficient transition, saving time in the long run.



02 Relevance: *"It's not my responsibility"*

- Carbon Literacy is relevant to everyone, as climate change impacts all aspects of the business, from operations to customer expectations.
- Empowering all staff to understand how their role intersects with sustainability fosters a more engaged and responsible workforce that can collectively contribute to the company's sustainability goals.



03 Resources & capacity: *"We don't have the capacity and resources"*

- External trainers and digital learning tools are available to lighten the load on internal training capacity or expertise.
- Investment in capacity building will pay off in the long run through improved efficiencies and risk mitigation.

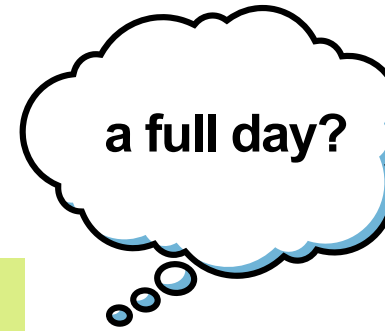


04 Cost: *"It's not worth the cost"*

- Training options are cost effective – the certification fee for each learner will be more than offset by the resource savings made through more carbon-conscious behaviour.
- Carbon Literacy is a strategic investment – it drives long-term savings by improving operational efficiency and futureproofing through regulatory preparedness which outweigh initial certification expenses.



FAQs



• Why is it a full day's (~7-8 hours) worth of learning?

- To instil long-term behaviour change and equip learners with the tools to take meaningful action.
- Learners gauge the scale of the challenge in the first half of the course, before learning about the specific and significant actions they can take in the second half.
- 1-2 hours or a half day of learning has not been proven to bring about the long-lasting behaviour change which is required of us.
- Only learners who have completed a day's worth of approved Carbon Literacy learning and met the accreditation requirements can be certified as Carbon Literate.

• Does The Carbon Literacy Project deliver training?

- No. The Carbon Literacy Project is the accreditation body.
- Training is delivered in-house by each organisation or outsourced to experienced Carbon Literacy trainers or training organisations.



More Resources:

[Video Playlist](#) – Hear from other organisations

[Research Studies](#) – Evidence on the positive impact of Carbon Literacy training

Find out **more**

Carbon Literacy
Project



Download our **Introduction to Carbon Literacy Pack**



Sign up to our **mailing list**



Visit our website: **www.carbonliteracy.com**

Contact Us

Carbon Literacy
Project



info@carbonliteracy.com



0161 2981782



LinkedIn: [The Carbon Literacy Project](#)

Instagram: [@carbonliteracy](#)

Bluesky: [@carbonliteracy.bsky.social](#)