



Carbon Literacy Trainer Code of Conduct

All Carbon Literacy trainers (whether informal, Facilitators, Trainers or Consultants) represent The Carbon Literacy Project.

This representation occurs during training, in the workplace, and in any location or environment where Carbon Literacy training and accreditation is mentioned, promoted or marketed. An open and thriving ecosystem exists, made up of Facilitators, Trainers and Consultants, customers and suppliers and the Project itself. This ecosystem is mutually supportive in that we all support and help each other, but we are also all mutually dependent, in that the standards and behaviour of each of us, affects all of us.

The values and expectations laid out within this document would ideally be upheld throughout a trainer's life, but we particularly expect trainers to demonstrate and uphold these values when delivering CL training, when interacting with Project staff and the Trainer Network, and in settings where their CL training services are promoted, advertised and delivered. Doing so protects the work invested in, shared, and delivered by everyone, creating a safe, respectful, positive, and impactful environment for everyone that encounters Carbon Literacy.

What Great Trainers Consistently Do

Carbon Literacy trainers are expected to:

- **Champion inclusive learning:** Recognise and accommodate different learning styles, literacy levels, and access needs. Tailor your approach to meet learners where they are.
- **Prepare with purpose:** Know your audience, anticipate their needs, and adapt your materials accordingly.
- **Create a welcoming space:** Be non-judgemental, open, and adaptable. Foster psychological safety and mutual respect.
- **Set clear expectations:** Explain the structure of the session, group agreements, and what you expect from participants.
- **Facilitate with confidence and care:** Use tools like a 'park it' board to manage off-topic questions and keep the session flowing.
- **Encourage peer learning:** Invite fellow trainers to observe or co-deliver sessions annually, creating opportunities for feedback and shared growth.
- **Model humility and curiosity:** Acknowledge when you don't have all the answers. Embrace group enquiry and co-learning.

- **Celebrate participation:** Ensure every attendee feels heard, valued, and encouraged to contribute.
- **Assume positive intent:** Expect the best of people and create space for growth.
- **Commit to continuous improvement:** Stay curious, keep learning, and bring fresh insights into your training. Self-evaluation after each cohort helps you to refine and improve your training.
- **Maintain professionalism:** Deliver consistently high-quality training, regardless of external pressures. Each session is a learner's first impression of Carbon Literacy - make it count.
- **Bring energy and enthusiasm:** Your passion sets the tone - inspire others by showing what's possible.
- **Be digitally confident:** When delivering online, ensure accessibility, engagement, and technical reliability. Use interactive tools and adapt pacing to avoid digital fatigue.
- **Act with cultural competence:** Reflect on your own biases, challenge stereotypes sensitively, and ensure materials represent diverse communities and lived experiences.
- **Uphold safeguarding principles:** Be aware of your duty of care, especially with vulnerable groups. Know how to respond appropriately to disclosures or concerns.
- **Welcome feedback:** Invite and act on feedback from participants and peers. Use it to strengthen your practice and model a growth mindset.
- **Maintain professional boundaries:** Be transparent about your role, fees, and affiliations. Avoid conflicts of interest and uphold ethical standards.
- **Model environmental integrity:** Lead by example in your own sustainable behaviours and encourage learners to reflect on their environmental impact.

What The Carbon Literacy Project Expects

As a Carbon Literacy trainer, you are expected to:

- **Be actively inclusive:** Avoid discriminatory language or behaviour. Be mindful of mental health, neurodiversity, and educational backgrounds.
- **Remain politically and religiously neutral:** Respect the diversity of your audience and the ethos of your group.
- **Lead with positivity:** Convey that change is possible, and that everyone has a role to play.
- **Celebrate progress:** Acknowledge individual and collective achievements, locally and globally.
- **Follow CL Brand Guidelines:** Uphold the integrity of the Carbon Literacy brand identity.
- **Meet deadlines:** Submit evidence and information promptly.
- **Review and refresh your materials:** Seek re-criteria checking when your resources evolve, and changes to course material are significant.
- **Protect the reputation of the Project:** Act with integrity and professionalism at all times.
- **Deliver only accredited courses:** Do not use The Carbon Literacy Project branding for any course or promotional materials that have not been accredited by the Project.
- **Handle administration efficiently:** Submit purchase orders, invoices, and paperwork accurately and on time.
- **Stay connected:** Engage with trainer events and updates to remain informed and inspired.
- **Promote leadership:** Share success stories, mentor new trainers, and help build a collaborative trainer community.

Beyond the Training Day

Carbon Literacy is more than a single session – it's a catalyst for ongoing change. Trainers should consider the following actions:

- **Follow-up and engagement:** How can you support learners after the session? How will you encourage action and reflection?
- **Self-reflection:** Use self-reflection to support your development, improve course content and strengthen future trainer certification scheme applications.
- **Collaboration:** Connect with other trainers in your sector or region to share ideas and build capacity.
- **Your public presence:** How do you present yourself and your training offer online? Ensure your communications reflect the values and professionalism of the Project.

The Carbon Literacy Trust is firmly committed to fostering an inclusive and respectful environment with zero tolerance of any form of discrimination or racism.

We reserve the right to withdraw accreditation from any learner, course, trainer, or organisation that, in our exclusive view, has not maintained or is not maintaining these standards.