

Making the case for Carbon Literacy

Carbon Literacy
Project





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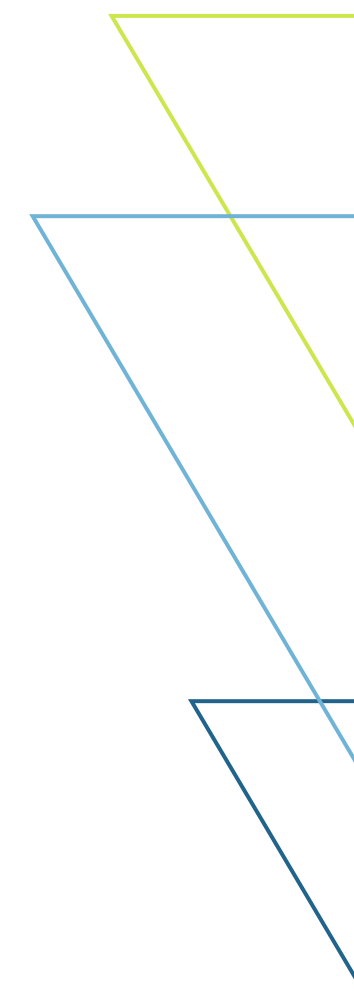
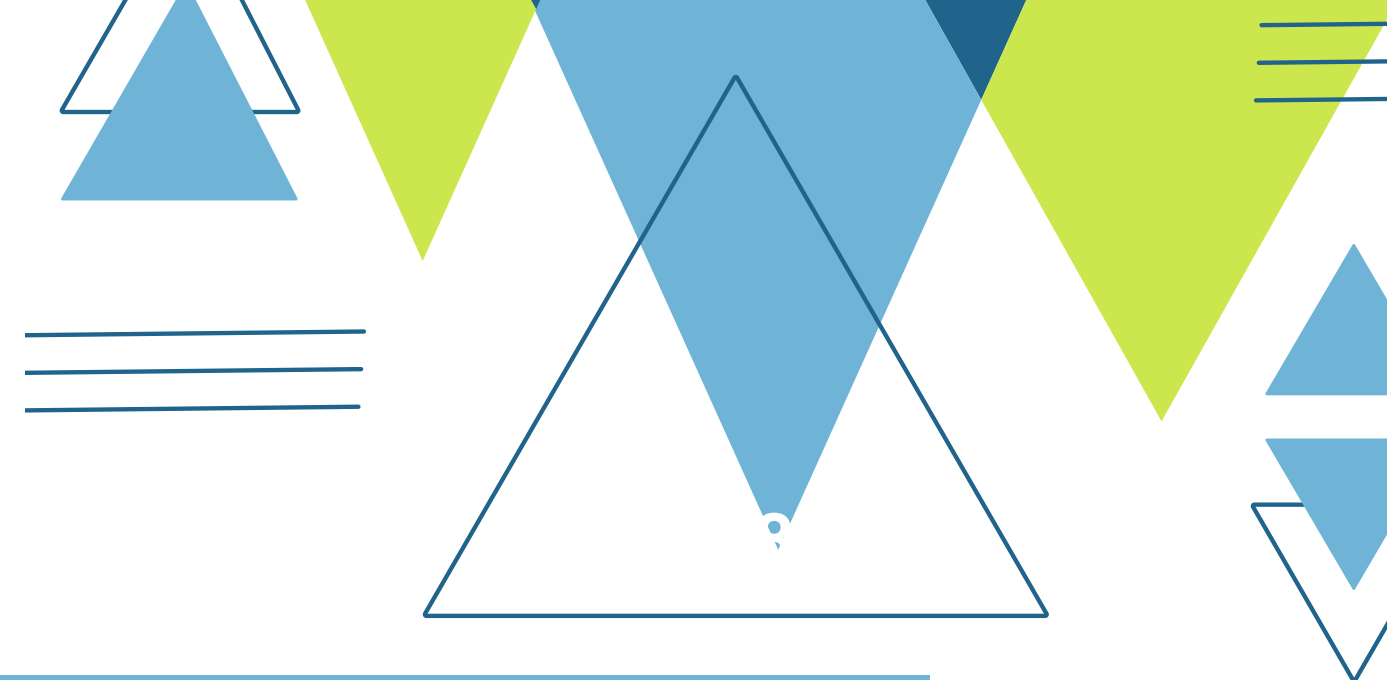
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What is Carbon Literacy?

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.

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Learner Testimonials



Scott Howes

*Strategic Lead,
Keep Northern Ireland Beautiful*

"If you want to be more informed about the climate science, and feel confident in your discussing your issues, if you want to overcome anxiety that comes with living in a climate emergency and how we can do specific things could really make a difference, this course is a great opportunity."

Hugh Fearnley-Whittingstall

*Celebrity Chef &
Environmental Campaigner*

"Thinking about running a Carbon Literacy course? Do it! You've got nothing to lose and everything to gain, and these guys run a really excellent course, a really, really great day. It's informative, it's fun, it's a little scary at times - I mean this is a big problem we're facing - but you go away feeling really empowered, ready to do something about it."

Lydia German

*Senior Content and Campaigns
Officer, Lancashire Wildlife Trust*

I'm not exaggerating when I say that Carbon Literacy training has completely changed my life. It has made me think about the carbon impact of everything I do, from the way I eat, the way I travel through to what I wear and even how I send emails.

It's so nice to actually have verified information and training about this topic, as there can be so much misinformation and contradictory statistics online about climate change. The fact that you also receive a qualification at the end too is such a bonus.

Why Carbon Literacy?



Engage your people

Equip staff, volunteers, and beneficiaries with the knowledge and confidence to make climate conscious choices part of everyday work and life.

Cut emissions and costs

Identify where your biggest impacts lie, reduce waste and energy use, and save money that can be redirected to your charitable mission.

Manage risk

Build resilience by understanding how climate change affects operations, funding, and supply chains plus stay ahead of compliance demands.

Build Credibility and Trust

Show supporters, funders, and partners that your charity is serious about sustainability and leads by example in tackling climate challenges.

Future proofing

Prepare for evolving environmental standards and identify emerging opportunities, such as the growth of green skills and sustainable innovation.

Tangible commitment

Carbon Literacy provides recognised evidence of your commitment to sustainability, aligning your climate goals with your charitable purpose.

Why this matters for Charities

Charities operate in a **unique** position as their credibility, public trust, and mission delivery all depend on integrity. As climate concerns grow, donors, regulators, and beneficiaries expect organisations to **act on climate**.

For larger charities, procurement, operations, and programme decisions represent significant carbon emissions. Embedding climate awareness across staff and leadership is a way to increase funding appeal, reduce costs, open new revenue streams and deepen your charity's impact.

Carbon Literacy offers a structured, credible way to build internal capacity. It helps organisations turn carbon knowledge into action across every department, programme, and partner rather than leaving climate ambition to the side.

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Benefits for Your Staff



In just one day's worth of training, employees and volunteers will:

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



How Carbon Literacy **Strengthens** your Charity's Impact

Charities sit at the heart of communities, trusted by the people they support and often working with those most affected by cost-of-living pressures, health inequalities and climate impacts. Carbon Literacy can help your organisation go further by giving staff, volunteers, and service users the clarity and confidence to take meaningful action that improves everyday lives.

Helps People Make Sense of a Confusing Issue

Many people want to do the right thing for the planet, but feel unsure, overwhelmed, or unclear about what actually makes a difference. Carbon Literacy translates climate science into real world examples that make sense for people's lives, empowering people to focus on actions that genuinely help.

Supports People Facing Hardship with Practical, Low Cost Actions

For people dealing with financial or wellbeing pressures, climate action must feel achievable. Carbon Literacy offers simple, everyday steps that save money, reduce waste, and build resilience.

Builds Stronger, More Connected Communities

It gives communities, a common language, a culture of mutual support and new opportunities to learn from one another

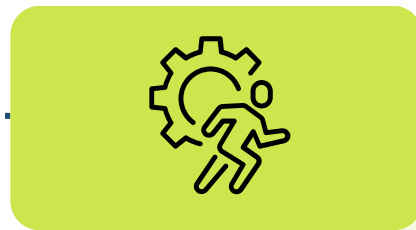
Boosts Motivation, Morale, and Well being

People often feel anxious or powerless when thinking about climate change. Carbon Literacy replaces fear with capability. Training participants consistently report feeling more optimistic, increased sense of purpose and renewed energy to make positive change



The **Financial** Case

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



Systematic sustainability action helps charities **cut costs, boost efficiency and enhance impact** (Magpie, 2024; City Harvest, 2024).



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



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

“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 **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 building a sense of pride and purpose, leading to
higher job satisfaction, better workplace culture and
lower staff turnover.





How **Carbon Literacy** Enhances Charities



Strengthen Funding Appeal

Carbon Literacy equips staff to deliver tangible climate action, helping meet grant criteria, attract ESG conscious donors, and show readiness for collaborative funding opportunities.



Become a Leader

Carbon Literacy enhances credibility, accountability and transparency, while positioning your organisation as a leader; inspiring peers and raising your influence.



Align Mission with Practice

Carbon Literate teams help ensure ethical consistency, integrate climate awareness into programmes and support beneficiaries in adopting low carbon practices fully aligning your mission and actions.



Expand Services

Your charity can offer Carbon Literacy training or consultancy to partners, peers, or community groups. This can create new revenue streams and opportunities to build capacity.



Enhances reputation

Show your commitment to climate action and strengthen trust with supporters, funders, and communities.



Ensure compliance

Stay ahead of regulations and public expectations by embedding transparent, climate conscious practices.



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 or guide you to create your own. 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 partners, suppliers and beneficiaries.

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

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Carbon Literate
Organisation
Platinum



Carbon Literate
Organisation
Gold



Carbon Literate
Organisation
Silver



Carbon Literate
Organisation
Bronze

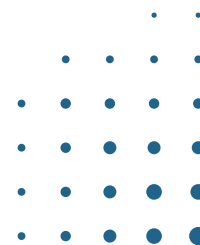


1 The organisation level accreditation that recognises an **organisation's significant dedication** to Carbon Literacy.

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 organisation**.





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 staff schedules.
- Anticipating and adapting to upcoming 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 an organisation, from operations to beneficiaries.
- Empowering all staff to understand how their role intersects with sustainability creates more engaged and responsible employees that can collectively contribute to the organisation'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 future 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 future proofing through regulatory preparedness which outweigh initial financial investment.

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 or 2 hours or a half day of learning has not been proven to bring about the long lasting behaviour change which is required.
- 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 including the charity [Greener Kirkcaldy](#).
[Research Studies](#) – Evidence on the positive impact of Carbon Literacy training

Start your **Carbon Literacy** journey

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