



## Carbon Literacy at Zenith

### Driving climate action in the UK's highest-emitting sector

Zenith, the UK's leading independent leasing, vehicle outsourcing, and fleet management provider, is on a mission to decarbonise road transport by eliminating tailpipe emissions.

## Zenith's Carbon Literacy journey

**March/April 2023**

Training rolled-out to Execs & Senior Leaders using Autotrader-funded Sector Toolkit

**April 2024**

Training extended to all colleagues

**December 2024**

Zenith becomes a Carbon Literacy Bronze Partner

2022

2023

2024

2025

**November 2022**

Sustainability Manager attended Autotrader's open Carbon Literacy training day

**July 2023**

Bronze Carbon Literate Organisation accreditation achieved

**November 2024**

First suppliers trained as part of the Carbon Literacy Action Day

**June 2025**

Zenith becomes a Silver Partner & sponsor of the Carbon Literacy Action Day

# The Challenge

With 1,450 employees managing nearly 167,000 vehicles, the company recognised that achieving this vision required one thing first: **a shared foundation of climate knowledge.**

# The Solution: Overcoming the Scale of Change

*“Before...it felt like it was something far away, and the size and the scale of it was huge. What can you do just as an individual? But...in the session itself, you learn about the small acts you can do. If we all do a little bit of something, that has a big...impact.”*

– Helen Naylor, Business Readiness Lead

**Before: Limited Understanding**

**After: Collective Responsibility**

Zenith adopted Carbon Literacy to **embed climate knowledge, align leadership, and create a culture of action.**

## Actions: Cultivating Culture Change



### Executive-first Strategy

Zenith secured full engagement by training the Executive Committee first. This ensured climate action became a strategic priority rather than a "box-ticking" exercise.



### Linking Accountability

Zenith linked senior remuneration to training attendance, ensuring 100% buy-in from the leadership level.



### Value Chain Expansion

Recognising that transport emissions occur across a vehicle's lifecycle, Zenith extended training to its suppliers as part of Carbon Literacy Action Day (CLAD) 2024.



### Building Internal Capacity

With 6 certified Carbon Literacy Facilitators, Zenith delivers training in-house, with both online and in-person sessions, sustaining momentum and ensuring all colleagues can access training.

# The Impact: Outcomes from actions

Carbon Literacy has helped create a shared sense of urgency and responsibility among colleagues, transforming climate action from a specialist topic into a company-wide value.

## The Numbers



### 367 staff trained

Including 200+ senior leaders in the first year alone



### Silver Partner

Rapidly moved from Bronze CLO (2023) to Silver Partner and CLAD Sponsor (2025)



### 44 suppliers trained

Extending influence beyond direct operations

## The Change

### → Validated Ambition

Having a 'common language' allowed teams to move faster on data; resulting in SBTi-validated near-term and long-term carbon reduction targets

### → Sector Leadership

By sponsoring Carbon Literacy Action Day 2025, Zenith moved from a participant to a global advocate for climate education in transport

### → Unified Decision-Making

Climate knowledge is now embedded in core business decisions

## Maintaining Impact: Future Plans

Zenith plans to maintain this momentum, expanding Carbon Literacy and, with it, progress towards their carbon reduction goals.

1

Increase network of in-house accredited Carbon Literacy Facilitators

2

All Zenith colleagues to be certified as Carbon Literate

3

Expand training to more suppliers, customers and the local community

4

Achieve Platinum Carbon Literate Organisation accreditation



*“Carbon Literacy training is the vital first step in embedding knowledge and understanding of climate change and its costs and impacts across all colleagues.”*

**Mark Wilson,**  
Sustainability Manager