

FIVE THINGS TO KNOW ABOUT...

Carbon literacy

Find out more about carbon literacy and why your organisation should consider implementing its own carbon literacy training programme

WORDS / LAURA FENIMORE



Laura Fenimore is senior sustainability manager for Transport for London

+ DEFINED AS “AN AWARENESS OF THE carbon costs and impacts of everyday activities and the ability and motivation to reduce emissions on an individual, community and organisational basis”, carbon literacy is gaining a lot of attention in businesses and organisations keen to reduce their emissions.

One of those organisations is Transport for London (TfL), whose carbon literacy training programme was Highly Commended in this year’s CIHT Awards in the Sustainability category. The programme has trained over 5,200 people so far, who have all made individual pledges to reduce carbon emissions.

1 Defining carbon

TfL has always been a highly sustainable organisation, but one of the things we need to do is bring more knowledge into the organisation about what sustainability actually means. A huge part of that is around carbon, recognising what carbon is and how we contribute to it, both in terms of consuming goods and services, and what we’re doing to keep London moving.

So in partnership with the Department for Transport and the Carbon Literacy Project, TfL built a carbon literacy training programme and ran a pilot in the summer of 2022. In that short period of time, we built the programme, had it accredited with the Carbon Literacy Project, and trained about 800 of us, along with 24 in-house volunteer trainers.

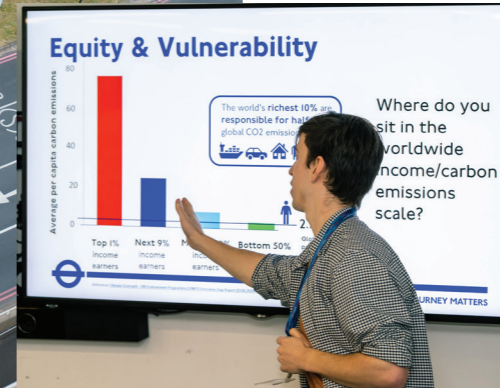
2 What the training involves

Our carbon literacy course is a day of in-person training made up of four modules. The first is on climate change, asking what it is, what the difference is between weather and climate, and what the carbon cycle is. We give ourselves the space to define these terms we may not all fully understand.

The second module is around policy, so how is the world responding in a global, national and local way through the policy lens to address climate change? After lunch, we go into the



Transport for London's carbon literacy training has improved confidence in talking about carbon throughout the organisation and creating solutions



third module, which explores what TfL is doing about its carbon emissions. We also discuss the differences between Scopes 1, 2 and 3 emissions as they are new concepts to many of us.

Finally, module four is about taking action. Each participant asks themselves how what they have learned so far applies to their teams and TfL as a whole. That session ends with each of us making two pledges. The first is something that, as an individual, can be done to help drive down emissions. The second is what can be done as part of a team to reduce carbon. It’s a powerful day and you leave quite excited by the possibilities.

3 Building your own carbon team

Forming a group of in-house trainers meant we were building a group of in-house experts. TfL is a huge, complicated business, and the idea of having volunteer in-house trainers from different parts of the business made a lot of sense. If we had someone come in and give us that training, they would have left after the training was over. So we thought, why not do that for ourselves as a career development opportunity?

After our first year of having 24 in-house volunteer trainers and training 800 colleagues, in 2023-24, we decided to challenge ourselves, so we put the training on the TfL scorecard and set a stretch target of training 3,000 colleagues. The TfL scorecard is something that our board holds us to account for and determines how we’re performing against our priorities. It’s

based on our five corporate strategy priorities of Safety and Security, Colleagues, Customers, Finance, and Green, which represents our environmental sustainability priority. These are given equal weighting, with each contributing 20% to the overall scorecard outturn.

That was really exciting because it put environment front and centre, with three green objectives in 2023-24. The first was operational carbon, tracking towards reducing our carbon use as a business. The second was expanding ULEZ and the third was our carbon literacy training target. By the end of 2023-24 we had trained over 4,000 colleagues and, to date, we have trained more than 5,200. To put this into perspective, just over 100,000 people globally in more than 7,000 organisations have become certified in carbon literacy.

4 Our survey said

After any engagement, we always carry out an immediate survey. With the carbon literacy training, we were impressed by how many people actually returned the survey, which was a lot more than the usual proportion. Another thing that struck me was the fact that 91% of the trainers said they would fully recommend becoming a trainer to any colleague. The experience of stretching yourself to enrich your role is really powerful.

Before the training began, we also asked people how confident they were about carbon and climate change, then asked them again at the end of the course. Before the training, 17%

said they felt confident, but at the end, that figure grew to 85%. That was after just one day of in-person training.

5 Long-term impact

When thinking about the long-term impact of carbon literacy training, we use the Fitzpatrick Model in our learning and development approach, which has several stages of whether or not something’s been effective. First it looks at the immediate response, and having confidence levels go from 17% to 85% is a great indication of short-term effectiveness.

The model then looks at retention – how it actually impacts the organisation. We are currently measuring this, but over the past two years, it’s become an expectation that we have environmental metrics on our TfL scorecard, have an annual climate budget and ensure that our financial disclosures are in line with the Task Force on Climate-Related Financial Disclosures (TCFD) and the Task Force on Nature-Related Disclosures (TFND).

On a day-to-day level, the carbon literacy programme has improved our openness about talking and asking questions. It’s made it more acceptable, and since we all have the same level of vocabulary, it gives us the confidence to talk about something that was less familiar to many of us just a few years ago. The conversation has moved on from why we are doing something about climate change to how.

TAKE THE COURSE

Start your carbon literacy journey with CIHT's Introduction to Decarbonisation course at bit.ly/Transport_Decarbonisation_course

THE BIG NUMBER

\$340BN

+ A NEW REPORT BY MCKINSEY HAS FOUND THAT THE global micromobility market is expected to reach \$340bn by 2030 – up from \$160bn in 2022. Within that 2030 figure, Europe represents the highest share with \$140bn, up from \$60bn in 2022.

“We believe that regulation is the key market driver for micromobility,” said Kersten Heineke, McKinsey Center’s co-leader for future mobility. “Almost 60% of cities in the EU and US support micromobility through different forms of investment schemes, infrastructure projects or urban vehicle access restrictions.”

The surge in micromobility value has been driven by the sales of e-bikes and cargo bikes, with almost one-third of respondents saying they plan to increase their use of micromobility.

TO READ THE REPORT, GO TO bit.ly/McKinsey-micromobility-report

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