



Woven Housing: Connecting Homes, People & Communities

Woven Housing is a social housing provider focused on delivering high-quality, affordable homes while contributing to long-term social and environmental outcomes.

Woven Housing has embedded Carbon Literacy across its workforce and communities, driving organisational change, empowering staff and tenants, and supporting its journey towards net zero.

The Challenge

- **Limited understanding** among some staff of the scale and urgency of the climate crisis, both locally and globally.
- **Staff apprehension**, with concerns around workload pressures and the relevance of climate training within a housing context.

The Solution: A Cross-Organisational Approach

Before: Limited awareness

After: Shared responsibility

- ✓ Carbon Literacy training provided a shared, organisation-wide approach to build climate awareness, encourage behavioural change, and embed sustainability across all departments.
- ✓ Importantly, it has created cross-departmental engagement and a shared understanding of how different roles contribute to Woven's carbon footprint.

Actions & Outcomes

Action

Outcome

Woven began with its Environmental Steering Group, recognising the group's role in shaping the organisation's sustainability agenda.

A shift in strategic-thinking

Climate change is now recognised as an organisational risk and is actively considered within leadership-level decision making.

Development & HR coordinated Carbon Literacy training through cross-organisational approach, reaching 103 staff members.

Stronger departmental collaboration

Shared learning has fostered better cross-team understanding and collaboration in sustainability efforts.

Staff were supported to identify actions aligned with their roles and understand how these contribute to Scope 1, 2 and 3 emissions.

A change in departmental behaviours

Teams recognise how their role contributes to Woven's carbon footprint and identify ways to reduce emissions in their functions.

Bringing colleagues together created space for conversations about different roles, responsibilities, challenges and opportunities.

Greater recognition of Woven's role

Staff recognise how housing delivery impacts carbon emissions and Woven's role in addressing housing needs and supporting communities.

The Impact: Empowering Tenant Communities

Woven has expanded Carbon Literacy training to tenants, who have engaged positively and, in some cases, become advocates for carbon reduction in their communities.

Tenant-led initiatives: outcomes



Stronger sense of shared responsibility and collective action



Improved community morale, sense of ownership and belonging



Strengthened relationships between Woven and its tenants



More collaborative approach to building sustainable & resilient communities



Katrina Smyth,

Executive Director of Development and Asset Management

With 100% of Woven Housing staff now Carbon Literate, we are better equipped to address emissions across our operations, services, and supply chains. Having a workforce that understands how individual actions contribute to wider organisational goals makes the transition to a lower-carbon future both more effective and more achievable.

Looking Ahead: Building on the Journey

Carbon Literacy has helped Woven turn climate change from an abstract issue into a shared organisational responsibility connecting strategy, roles and practical action. Building on the progress already made, the focus now is on maintaining momentum, strengthening engagement and sharing learning more widely across the housing sector.

1

Embed Carbon Literacy into staff induction to maintain 100% Carbon Literacy as Woven grows.

2

Continue building on its Carbon Literacy journey, applying learning across departments and assets to support Woven's net zero ambitions.

3

Share learning and best practice across the housing sector, including opportunities to collaborate with other housing associations across Northern Ireland.

4

Continue engaging tenants and communities, supporting residents to become champions for carbon reduction and sustainability.