

# Carbon Literacy Project



**Phil Korbel**



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# starting point:

Carbon Literacy  
Project



- we know what we've got to do to tackle climate change
- we just need to get people doing it
- 'just'
- framework for learning & action
- to instill a 'carbon instinct'
- in everyone



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# barriers

- it's not me
- it's not us
- it's not here
- it's not now
- knock 'em down and the learning sticks...

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# just think

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- how different it would be if...
- everyone 'got it'
- thought low carbon
- acted low carbon
- how much more effective would your existing SD measures be?

# The Carbon Literacy Project

## Cooler Projects CIC

- A not-for-profit Community Interest Company
- Our Community Objective:  
*“ideas, advocacy and action for low carbon futures”*
- Compatible skills



## Cooler Projects CIC

Ideas, advocacy and action for low carbon futures

Cooler Projects CIC is a Manchester based Community Interest Company, that delivers projects and advocacy to create a low carbon future. Cooler's founders and associates have a breadth and depth of experience in community engagement, coaching, project delivery and advocacy.

Dangerous climate change is having increasingly negative effects on communities in our home city of Manchester, and more widely.

In contrast, addressing issues of energy consumption and efficiency stands to benefit us all. The positives are not just the direct reductions in climate change emissions and improved financial security, but reduced fuel poverty, healthier living and more social, happy and sustainable communities.

Whilst government bodies, voluntary organisations and private companies all make contributions to environmental improvement, there are few not-for-profit-distributing consultancies working in this area.

Cooler Projects Community Interest Company was founded by Dave Coleman and Phil Korbel in 2009 to act as just such a consultancy. It creates, facilitates and delivers projects to accelerate Manchester and its city region toward our collective low carbon future.

We:

- advocate and communicate the latest thinking in Carbon Literacy
- offer focused design, advice and co-ordinate projects delivering improved business, product and behavioural sustainability
- coach and mentor organisations and individuals
- write, speak and advocate in the written and broadcast media
- lead, chair and facilitate meetings and events
- create the context and environment to bring together the best of third sector, private sector and public sector thinking and initiatives to generate greater change



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# MANCHESTER: A CERTAIN FUTURE

- A stakeholder-written plan,  
co-ordinated by Manchester City Council
- 5 writing-groups
- 100 individuals and organisations
- overseen by a voluntary  
Stakeholder Steering Group
- [www.manchesterclimate.com](http://www.manchesterclimate.com)



# MANCHESTER: A CERTAIN FUTURE

## one

To reduce the city of Manchester's emissions of CO<sup>2</sup> by **41% by 2020**, from 2005 levels. This equates to a reduction from current levels of 3.2 million tonnes per annum to less than two million; it also equates to a reduction in per capita emissions from 7.3 tonnes to 4.3 tonnes per head.

## two

To engage all individuals, neighbourhoods and organisations in Manchester in a process of **cultural change** that embeds 'low-carbon thinking' into the lifestyles and operations of the city.

# PLAYING OUR FULL PART

How Manchester's Residents and Businesses Can Benefit from Ambitious Action on Climate Change



MANCHESTER  
CLIMATE CHANGE BOARD



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## THE GREATER MANCHESTER CLIMATE STRATEGY

2011-2020:

“Transformation, adaptation & a competitive advantage”

The plan outlines four headline visions for Greater Manchester by 2020:

- A rapid transition to a low carbon economy
- Collective carbon emissions reduced by 48%
- Be prepared for and actively adapting to a rapidly changing climate
- **‘Carbon Literacy’ will have become embedded into the culture of organisations, lifestyles and behaviours**

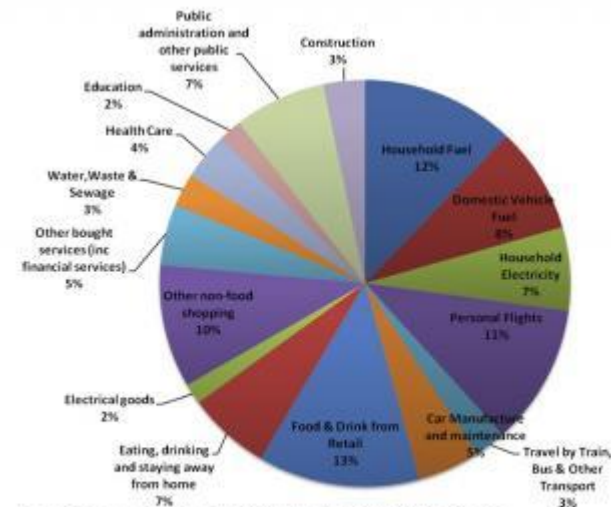


Figure 7 : A consumption-based 'total carbon footprint' for Greater Manchester. The greenhouse gas footprint of Greater Manchester residents broken down by consumption category (A total including 'embedded' emissions of 41.2 million tonnes CO<sub>2</sub>e compared to 18.0 million tonnes of 'direct' emissions).

**THE GREATER MANCHESTER MAYOR**  
**Andy Burnham**

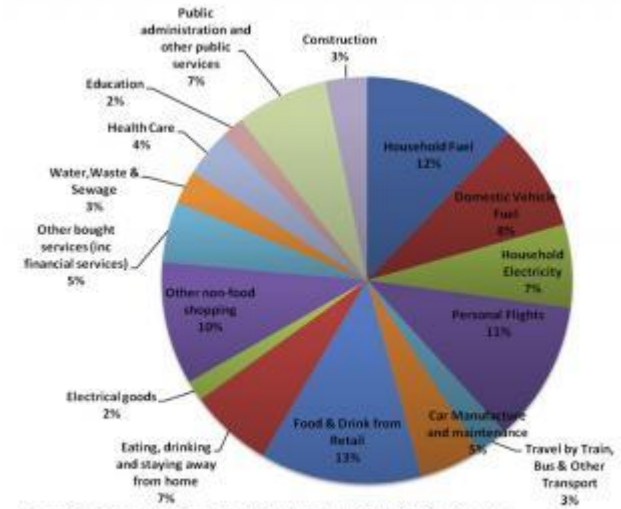


Figure 7 : A consumption-based 'total carbon footprint' for Greater Manchester. The greenhouse gas footprint of Greater Manchester residents broken down by consumption category (A total including 'embedded' emissions of 41.2 million tonnes CO<sub>2</sub>e compared to 18.0 million tonnes of 'direct' emissions).

**Green City Summit March 2018**

**GM Carbon Neutral 'before 2040' & 15% a year, from now**

# Greater Manchester's Springboard to a Green City Region

A carbon neutral, climate resilient  
city-region with a thriving natural  
environment and  
circular, zero-waste economy

15. Greater Manchester leaders will receive Carbon Literacy training and encourage employers across the region to join organisations like BBC North, Manchester City Council and our housing providers, in signing up as Carbon Literate



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# Leading a Carbon Neutral Greater Manchester



Phil Korbel - The Carbon Literacy Project  
Sarah McClelland - Great Places Housing Group

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GMCA GREATER  
MANCHESTER  
COMBINED  
AUTHORITY

great  
places  
HOUSING GROUP

*“The Carbon Neutrality event was extremely informative as well as shocking in terms of the potential consequences for our city region and beyond. As a leader it really made you think about your own role-modelling and energised me to really start to drive the agenda from a strategic perspective within my own organisation”*

**Ian Hopkins,**

**Chief Constable, Greater Manchester**

# Carbon Literacy in numbers

8000  
citizens  
certified



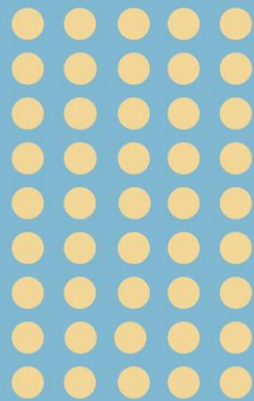
348 organisations  
engaged



6  
nations  
engaged



40  
certified  
training  
professionals



6 consortia  
initiated



16,000  
actions  
pledged



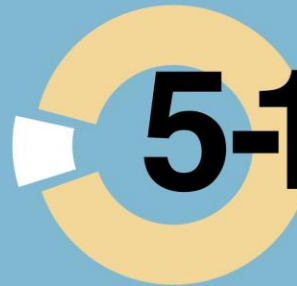
58 courses  
designed



20

Carbon  
Literate  
Organisations

5-15% carbon  
savings  
per-person



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But what is Carbon Literacy?

“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.”



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But what is Carbon Literacy?

**a day's-worth of adaptable, relevant, action-based  
learning-and-doing on climate change that you deliver**

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- learning will be “Social Learning” – relevance to be reinforced continually
- delivery will be peer to peer – because peers are the most the most trusted source (Cooler does not train)
- ends with action
- the training must meet The Carbon Literacy Standard and certified as such

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**Carbon Literacy:  
The Carbon Literacy Standard**

Version 1.05

*Carbon Literacy is about understanding what I actually need to do, where I can get help to do it, actually doing it and seeing that I've done it.*

MANCHESTER:  
A CERTAIN FUTURE

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v1.05



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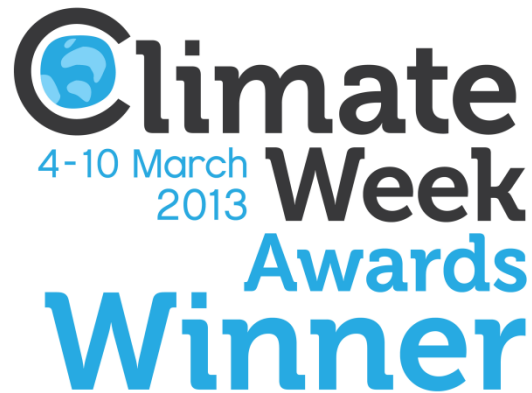
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# The Carbon Literacy Project

absolutely unique ...

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Final Shortlist



# The Carbon Literacy Project

## COP21 Paris 2015



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“Transformative Action Project” (TAP) status  
- ICLEI / C40 / United Nations Environment Programme (UNEP)

# The Carbon Literacy Project



the three audiences:



residents



employees



learners

# The Carbon Literacy Project



## CL4RPs

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## CL4RPs

- shared training resources, trainer training courses, mutual support and funding
- drew down ERDF funding
- 50 trainers, including 5 community organisations
- 1000+ staff trained

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# “a day’s worth”

- a day in a room (or eco-park)
- two half days
- two sessions & homework
- credit bearing modules
- tool-box sessions
- e-learning & workshop
- a film and a workshop!

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# THE DAY AFTER TOMORROW



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# BEFORE THE FLOOD



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# The Carbon Literacy Project

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employees



## E-Learning Framework:

developed in partnership with The  
Virtual College.

general version for workplaces and  
customised versions for housing  
providers, local government and  
fire services.

shortlisted for national Learning  
Technologies Awards Nov 2016



# what do the learners say?

- Carbon Literacy Learners @ BBC North

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# sectoral consortia

- sector very strong in media, arts & housing
- common cause vs competition
- first mover advantage vs ‘title grab’
- future sectors – LA’s, health, emergency, construction
- professional services



# area consortia

- less common cause & shared competences
- bigger impact
- can mitigate rivalry barrier
- buyers and suppliers in one room
- needs strong leadership
- could be local government, could be other networks

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# public sector CL Toolkit

- is TBC, via BEIS
- CL 'kits' for LA's, central govt, NHS, blue light services & FE
- courses/materials, trainers, free certificates & advocacy events
- evaluated
- cross-cutting e.g. for CE's, CFO's, procurement
- delivered with existing networks eg APSE

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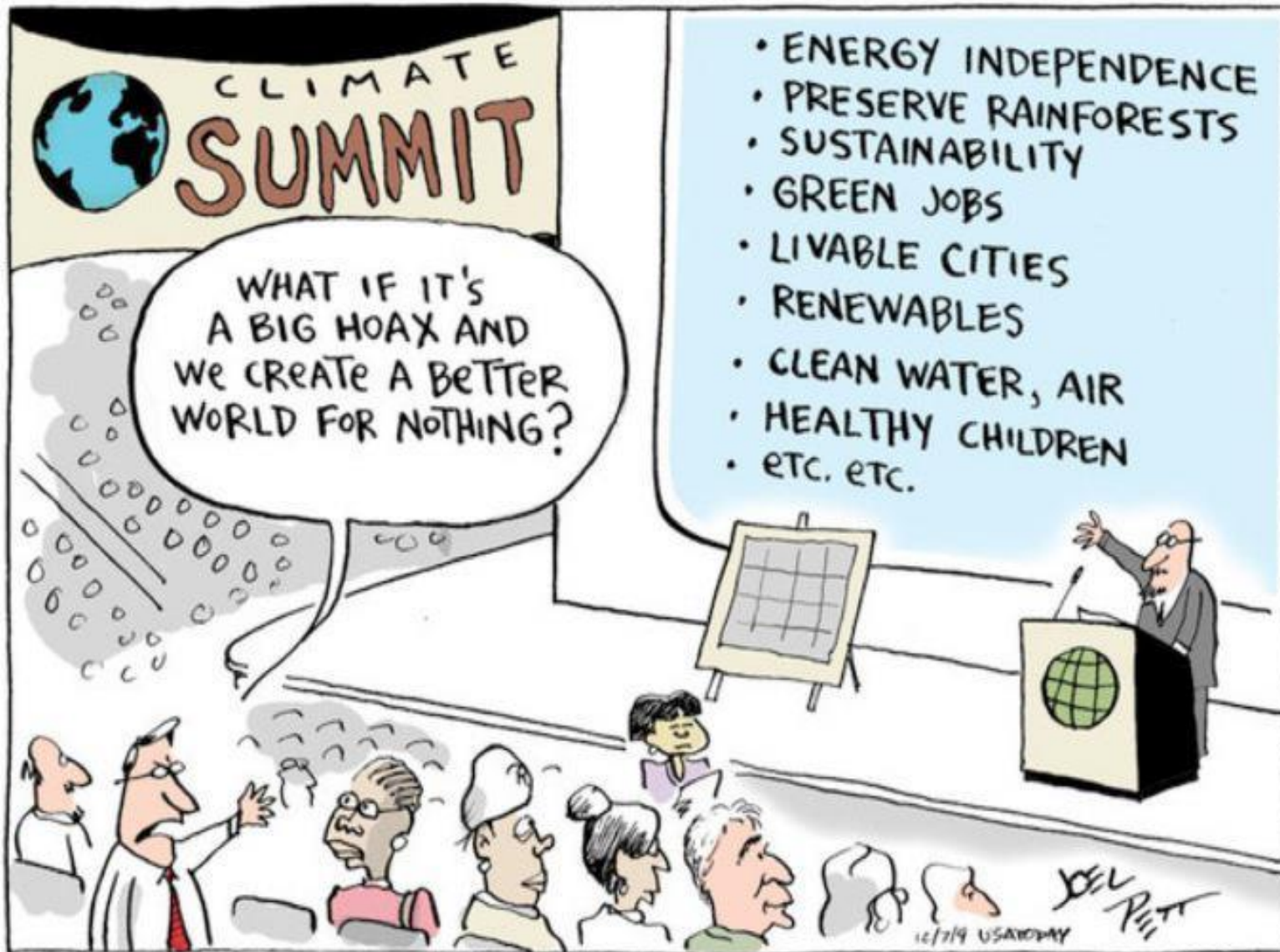
# you know it makes sense...

- we've a massive task ahead
- engaged, Carbon Literate colleagues:
- mainstream the agenda
- bring their ideas to the table
- bring their influence
- bring their work
- gives us a chance

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