

Carbon Literacy: **Demystifying the jargon in sustainability**



Sojan Johny
Housing Coordinator,
The Carbon Literacy Project



Lucie Bolton
Sustainability Engagement Manager
Clarion Housing Group



We already have most of the **solutions** to tackle climate change...

Carbon Literacy
Project



BUT

Many people don't know where to start, or how they can take action.

We need all individuals to be educated, and motivated to take action and reduce carbon



What is Carbon Literacy?

Carbon Literacy is a day's worth of climate learning and action.

It equips **individuals**, **communities** and **organisations** with the knowledge, motivation and skills needed to take meaningful action against climate change.

**Carbon Literacy
Project**



The Carbon Literacy Project



A little about us...

- Based in **Manchester**, we oversee the spread of Carbon Literacy training across the UK, Europe and internationally
- Recognised by the UN as a **TAP100**
- **Accreditation** body- certify individuals, organisations and trainers



Our reach

Carbon Literacy
Project



Carbon Literacy is aimed at three distinct audiences – those who live, those who work, and those who study. This allows us to capture all audiences in our aim to offer every citizen Carbon Literacy learning.

140,406
citizens
certified



280,812
actions
pledged



506,000^t
carbon
saved

CO₂e



941 certified
training
professionals



921
courses
designed



16 Sectors



11 Toolkits



12,771
organisations
engaged



326

Carbon
Literate
Organisations

45
nations
delivering




5-15% carbon
savings
per-person



© The Carbon Literacy Trust 2025 (Registered Charity number: 1156722)

What's in the **course**?


Carbon Literacy
Project



**The
knowledge...**



**The
values...**



**Learning
method...**

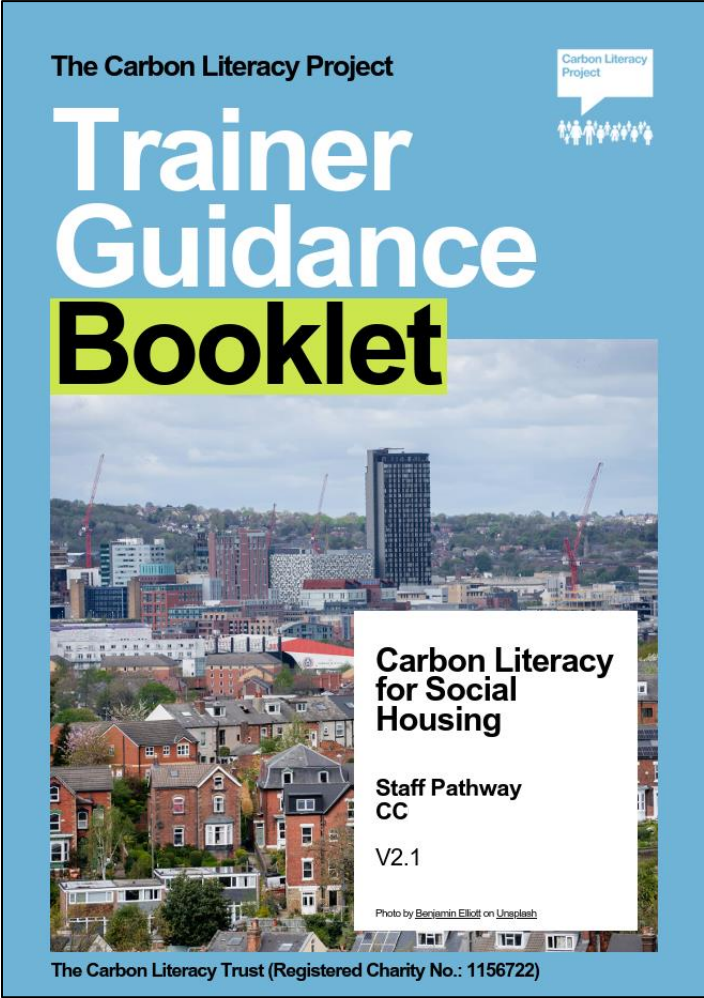


**Taking
action!**

The Carbon Literacy Housing Kit



An off the shelf Carbon Literacy course for staff, senior leadership and tenants



Participant Details & Evidence Form

Permission to store and use this information

The information you submit here will only be processed for the following purposes:

- To assess your application to be certified as Carbon Literate and maintain your certification record.
- To keep you informed about your certification and updates about the Carbon Literacy Project.
- In anonymised form, for research into Carbon Literacy by approved research partners.
- In aggregated form, to monitor the performance of The Carbon Literacy Project.

For more details, please see the [Privacy Notice](#) on our website: <https://carbonliteracy.com/>

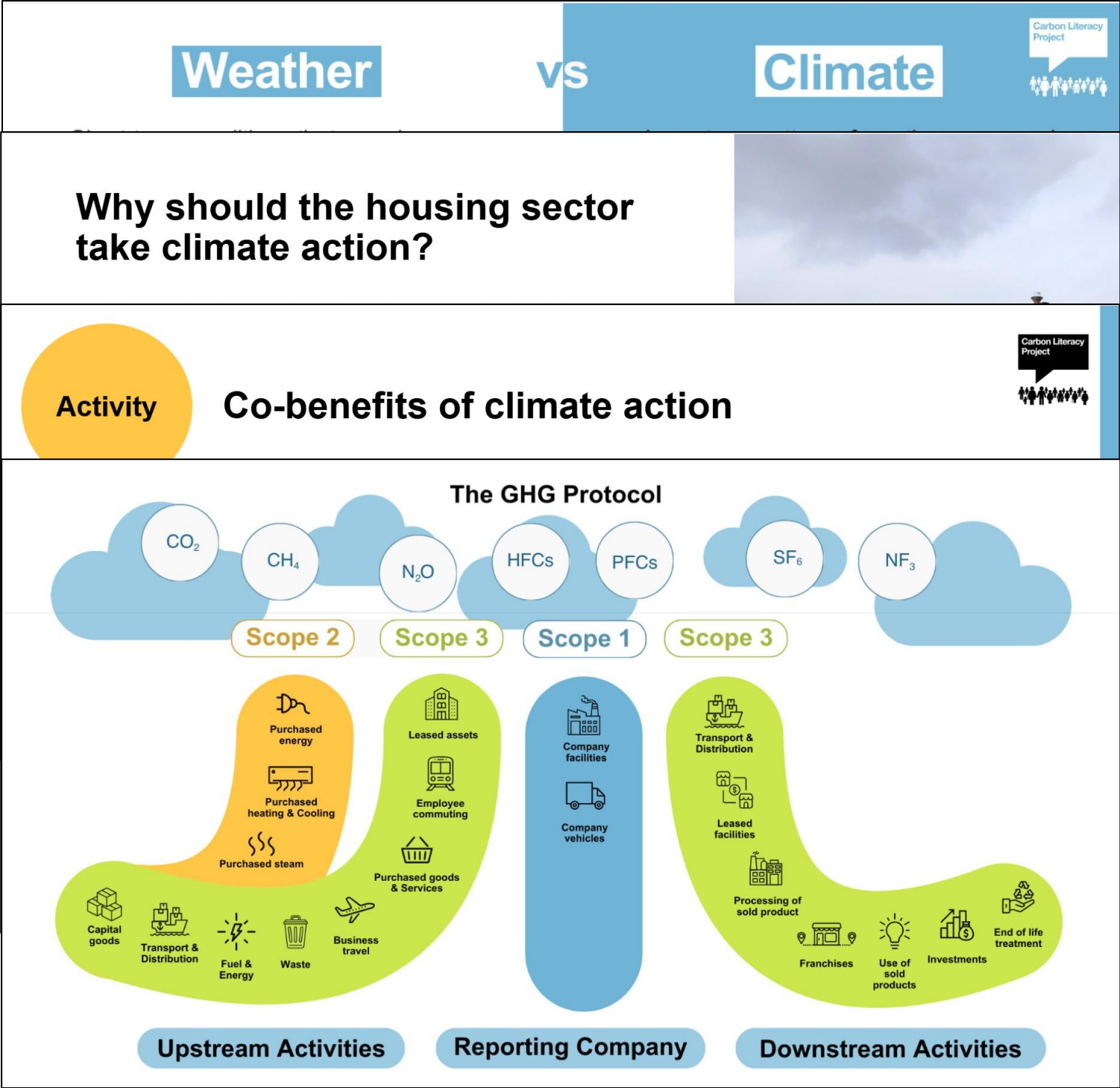
Essential Information (please write clearly - what you write goes on your certificate)

First name	Last name	Post code
Country (where you currently live)		
Email address		
Name of your organisation		
Role within organisation (e.g. job title)		
Name of the organisation delivering Carbon Literacy		
Date you completed your training		

Diversity Monitoring (Optional)

We collect additional data to help us improve the diversity and reach of Carbon Literacy, in line with our equal opportunities policy. All questions are voluntary, and your answers will be recorded anonymously.

Gender you identify as	Male Prefer not to disclose	Female Other:	Non-binary
Age	0-10 11-15 16-20 21-30 31-40 41-50 51-60	61-70 71-80 81+ Prefer not to disclose	
How would you describe your working status?	School Student University Student Self-Employed	Employed Seeking Work Retired	Homemaker Carer Other:
How would you	Asian/Asian British	Black/ African/ Caribbean/ Black	



Carbon Literacy
Project



CLARION
HOUSING GROUP





Clarion in Numbers:

360,000+

residents

125,000+

homes

4,000+

employees

Climate Transition Plan

Net zero by 2050 across new development, existing homes and our business

Just, fair and inclusive

Comfortable, healthier homes which are energy efficient



Carbon Literacy at Clarion



CLARION
HOUSING GROUP

Climate Change and Clarion

Carbon Literacy Training
at Clarion Housing Group



Key Learnings from Carbon Literacy rollout at Beacon Cymru



1. High Engagement & Positive Feedback

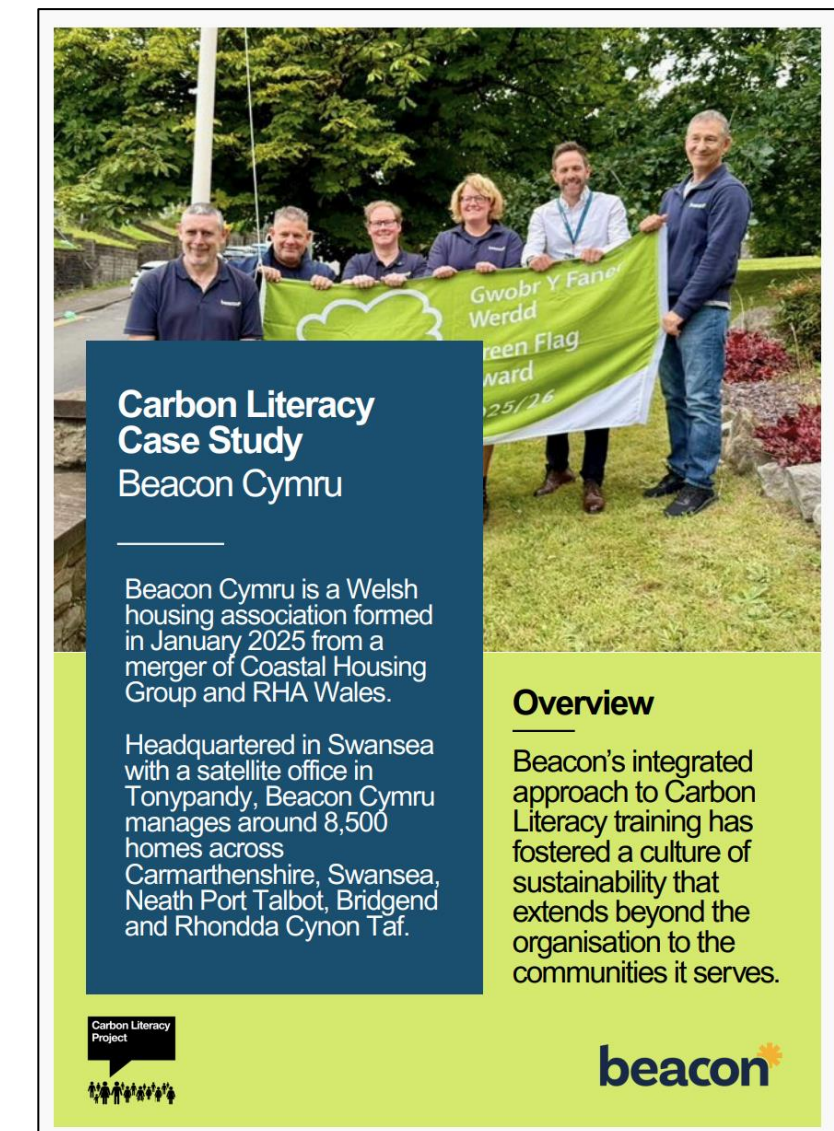
- 100% of staff accredited at RHA Wales; positive feedback on relevance and engagement.
- Staff integrating climate actions into daily roles.
- Action pledges already being fulfilled.

2. Leadership Buy-In is Crucial

- Top-down internal approach
- Leadership support reinforces the importance of sustainability for all staff.

3. Resident engagement

- Expanding Carbon Literacy training in the community
- Fighting misinformation and apathy



Overcoming Barriers & Maximising Impact

Carbon Literacy
Project



Barriers Faced

- **Scheduling challenges:** Full day sessions led to drop-off in attendance.
- **Solution:** Flexible options—offered morning/evening sessions over a week.
- **Capacity and costs:** Just need one interested staff in an organisation to begin the cascade

‘Is Carbon Literacy training really necessary for all the staff?’



Recommendations for other Housing associations



1. First get trained yourself

- Book onto an open training session via The Carbon Literacy Project

2. Start Small with Early Adopters

- Train passionate staff from key departments to champion the cause

3. Peer to peer training

- Your green champions can engage staff most effectively

4. Impact

- Engaging the people making key decisions can drive big changes



Get **in touch**

Find out more about Carbon Literacy
at **carbonliteracy.com**

Email us at
housing@carbonliteracy.com

or come speak to us!



**Sign up to the Housing
newsletter!**





Upcoming open training session

Georgina Patel
Sustainability Centric

Certified Carbon Literacy Consultant &
current Social Housing Board Member

3rd November and 10th November 2025
9:00 AM to 1:00 PM

