



# Carbon Literacy Certification: A Guide for Trainers

Certification is an important part of Carbon Literacy training, but you may have found it challenging to advance all of your learners to this stage. This may happen for various reasons; learners not understanding the process, not realising the importance of applying for certification, or simply losing momentum once the session has ended. It may also be caused by administrative issues or time restraints on the trainer's end. Without an awarded certificate, a trained learner is not yet regarded as a Carbon Literate citizen, and the learners, their organisations, and the Carbon Literacy Project itself will not receive the benefits of this award and its prerequisite of pledged actions.

## Why is certification so important?

- **For individuals:** Learners who participate in the 1-days' worth of training deserve an award for their successful engagement with Carbon Literacy and the wider climate emergency. This award includes them in the ever-growing Carbon Literate community and can evidence the knowledge and skills related to the climate crisis that employers are increasingly looking for, this can be particularly important for students, and professionals of any age, when looking to progress their careers.
- **For organisations:** A Carbon Literate workforce is valuable in that it can foster an organisational shift away from carbon intensive operations and a reliance on fossil-fuels, reducing the carbon footprint of the organisation through the alignment and motivation of a common objective. Once Carbon Literate staff members can be found across an organisation, the organisation itself can benefit from the trusted public regard of what it means to be a Carbon Literate Organisation, should they wish to pursue this award.
- **For The Carbon Literacy Project:** As a self-funding non-profit organisation, we rely on the revenue generated from the certification fee to pursue our goal of inspiring a

culture change that will benefit both those that engage with the project, and those that do not. Our certificates are only awarded after learner evidence is reviewed by one of our team, so certification is also one of the ways that we ensure consistency and value in what it means to be a Carbon Literate citizen.

With all of this in mind, we have produced this document to detail best practices when it comes to this facet of Carbon Literacy training, and to advise trainers on how to overcome the issue of certification drop-off.

## **The Certification Process**

Once you have delivered your training, the next step will be to submit your learner evidence to us for review. Learners can complete their evidence forms in one of two formats: by using Microsoft Forms, see *A **Guide to Participant Evidence Forms*** or by filling out our [Participant Details and Evidence Form](#) (physically or electronically). Learners must complete their evidence within 2 weeks of receiving their training. You will also need to submit a [Certification Request Form](#) alongside your learnerevidence. It is important you fully complete the Certificate Request Form as this is how those processing your evidence can easily find the information they need, such as payment information, your course ID and what you would like your certificates to read.

Once you have the learner evidence and completed the Certificate Request Form, you are ready to submit the batch to [evidence@carbonliteracy.com](mailto:evidence@carbonliteracy.com). You can submit evidence to us in Word, PDF or Excel format, and you can attach it as singular documents, as a zip file, or for bigger batches, you may want to send using a WeTransfer link.

We aim to get back to you within 3-4 weeks of receiving your evidence, if it is taking longer than usual, feel free to contact us and we can give you an estimate of when you can expect to receive your certificates and/or learner feedback. It is best not to resend your evidence to us at this stage as we operate a queue system.

After processing your evidence, we will email you back with the certificates, and feedback for any learners that we were unable to pass. It is up to you to distribute the certificates and any feedback to your learners. Learners who are asked to submit further evidence/revised pledges will have 2 weeks to do so. The process here is similar in that you will forward us the evidence and can expect to hear back within 3-4 weeks.

As you can see there are quite a few administrative tasks throughout the certification process that fall onto the trainer. Trainers that are submitting batches regularly may find it useful to have somebody to help with these tasks. This could be something you offer as a volunteering opportunity or something that a colleague may be interested in assisting with after attending Carbon Literacy training. Of course, this depends on the trainer, and the organisation, but it may be something to consider. It may also be useful to keep track of your learners, whether they have submitted evidence, and whether they have passed or failed. If you would like an up-to-date learner tracker, but do not have your historic data, please email [evidence@carbonliteracy.com](mailto:evidence@carbonliteracy.com) and we can send you an up-to-date learner tracker sheet.

## **How to prevent certification drop off**

When learners are attending Carbon Literacy training, but not submitting certificate applications, we call this certification drop-off. If you have struggled on numerous occasions to get your learners to submit evidence, either on time or at all, you may want to consider some of the advice given below.

- **Make time for action planning within the session**

Most learners will leave Carbon Literacy training feeling excited to make changes in their personal and professional lives. Unfortunately, once out of the learning environment, this level of motivation may decrease (which is why pledging action to take after the training is so important) and the learner may not make time for filling out the required evidence form. Learners may also have questions about the form, or about what sort of actions are acceptable, and may not find it easy to communicate with trainers once the session has ended. If time is made during the training session, completion of the form will not solely rest on the learner's own initiative, and the trainer can be present to provide support. If you are planning on incorporating this into your session, we advise trainers give around 40 minutes for learners to plan their actions and completed the evidence form.

- **Go through the form with learners during the session**

If you find you cannot make time for the form to be completed during the session, it is very important that you still talk through the evidence form in the session and allow time for learners to ask any questions they may have. It may be useful to show the form, and if possible, give learners 10 minutes or so to start planning their actions.

- **Host drop-ins**

You may want to dedicate some time in your schedule to helping trained learners fill out their evidence forms. During the session and in a follow up email, you can share the details of this drop-in with learners, along with any contact details for other who can help them with their forms (if you have multiple facilitators/trainers in your organisation).

- **Explain the process clearly**

Making sure that the learner understands the certification process is important in getting them to follow through with their application, some learners may fail to complete their evidence forms as they are not fully aware that you cannot be certified as Carbon Literate through training session attendance only. It may be that learners are also uncertain about the practical elements of applying for a certificate, such as the submission deadline or who to send their completed form to. This information needs to be given during the session, and ideally, in a follow up email.

- **Motivating learners to apply for certification**

It could be useful to discuss the benefits of certification (see above, *Why is certification so important?*) as well as clearly explaining the process. It could be that learners understand what they have to do apply but feel they have gained the knowledge that they need from the training session and don't see the point in applying for certification. Again, this could be included in the slide deck, and in a follow up email.

If you have any questions, please get in touch. We can't wait to receive your evidence!