

The Carbon Literacy Project:

Carbon Literate Organisation Standard

Version 2.0

“Carbon Literacy® is an awareness of the carbon dioxide 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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Acknowledgements

In preparing this Standard we would like to gratefully acknowledge all those people and organisations who have contributed their time, knowledge and goodwill to influence and improve this Standard and support The Carbon Literacy Project.

We would particularly like to thank:

The founding members of The Carbon Literacy Working Group;

The current and former trustees of The Carbon Literacy Trust

All those many individuals and organisations that have contributed materials, intellect and effort to this collective endeavour, and

All our Project Volunteers, past and present

We gratefully acknowledge the founding support of Manchester City Council,

and

Founding Sponsor of The Carbon Literacy Project:
Westford Mill
www.westfordmill.com

The Carbon Literacy Project is owned for the public benefit by:

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Introduction:

What is a **Carbon Literate Organisation** (CLO)?

Carbon Literacy makes a tangible contribution to staff well-being, to the effectiveness of workplace learning, to the employability of learners, to the efficiency of work-places, to the competitiveness of companies – and of course to our collective role in tackling climate change.

The CLO accreditation supports the development (and recruitment and retention) of a Carbon Literate workforce, and requires an organisation to engage positively with its audience or community in developing and delivering zero carbon behaviour. The accreditation is applicable to any organisation, from large corporations to small or medium sized enterprises. The exception to this is organisations in the education sector that can apply for the Carbon Literate Educator (CLE) accreditation instead.

There are four tiers of CLO accreditation: Bronze, Silver, Gold and Platinum, each demonstrating increasing levels of commitment to and achievement in Carbon Literacy. Accreditation can be applied for at any level, e.g. an organisation that is not currently CLO accredited, may wish to apply directly for Gold or Platinum level accreditation, and enter the scheme at that level, providing they meet all the previous award requirements.

The following pages detail the process of gaining CLO accreditation, the benefits conferred, the price, and answer some of the most frequently asked questions.

We are often told that Carbon Literacy is the most interesting piece of training yet undertaken in a workplace. In the widest sense, it is almost certainly one of the most important. We hope that you, your staff and your organisation will be challenged, excited and benefit greatly from CLO accreditation.

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Why Apply to Achieve **Carbon Literate Organisation** Accreditation?

The Carbon Literate Organisation (CLO) accreditation is the visible ‘badge’ that showcases an organisation as (i) committed to Carbon Literacy (CL), (ii) having a substantial number of people who are Carbon Literate, and (iii) having a commitment to support its Carbon Literate people and maintain its low carbon culture. An organisation uses this status to better interact with its communities – whether they are staff or customers, neighbours, learners, suppliers or stakeholders.

A Carbon Literate Organisation will typically experience decreased in-house energy and resource consumption, improved organisational profile, healthier and happier staff, a healthier working environment, a safer supply chain, lower variable costs, enhanced competitiveness, and reduced commercial risk.

CLO accreditation also demonstrates an organisation’s corporate social responsibility in the clearest possible way.

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Qualifying as a Carbon Literate Organisation:

Overview

In order to qualify as a CLO, a number of assessment criteria must be met. An organisation must also supply supplementary evidence to show they meet these criteria. There are four tiers of CLO accreditation, and the criteria for each are explained in detail in the pages that follow.

In designing this process we have endeavoured to strike the balance between sufficient rigour to ensure that accreditation has real substance, whilst not being overly time-consuming.

The Practical Steps to qualify as a CLO:

1. Read this Carbon Literate Organisation Standard document and FAQs in full
2. Fill out a CLO Application Form (indicating which tier you are applying for) and collate the supplementary evidence of your achievement (details below)
3. Submit your completed CLO Application Form, including your evidence and payment to clo@carbonliteracy.com

Have any further queries? Please contact: clo@carbonliteracy.com

Accreditation Duration

CLO covers a three-year period from the date of accreditation. The organisation must demonstrate that it still meets all of the requirements for the award level that it is renewing at. If organisations are renewing at Silver or above, they will need to update their case study and their previous CLO Application Form and submit them to clo@carbonliteracy.com.

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Guidance:

Course suitability

The first requirement for Bronze CLO accreditation is to have registered a training initiative with the Project. This course must be approved for rollout across the whole organisation. The type of course suitable will depend on the size of the organisation, based on staff numbers. The table below shows which types of courses are appropriate based on organisation size.

Organisation Size Category	Size of the organisation (i.e., staff numbers)	Courses appropriate for rollout across the whole organisation
Micro	< 10	CLIO*, SME, Sector-specific, Org-specific
Small	11 - 50	CLIO*, SME, Sector-specific, Org-specific
SMEs	51 - 250	SME, Sector-specific, Org-specific
Large Organisations	> 250	Ideally Org-specific, but Sector-specific can be acceptable

*Carbon Literacy for Interested Organisations (CLIO) is a one-day course that enables an individual to gain CL certification on completion. Different from other Carbon Literacy courses, this is designed specifically for individuals with an interest in rolling out CL. CLIO courses are more generic to cover a broad range of sectors, and focus on activities that an individual can take in their workplace. CLIO is intended for a few people from an organisation who will be developing their own staff course, and as such, is inappropriate for large groups from a single organisation. The use of a CLIO course for CLO application will be accepted only for small organisations where it is not cost effective for a bespoke course to be created and a toolkit does not already exist for the sector. However, where possible, tailored materials are preferable.

Assessment Criteria

The assessment criteria are structured around four key action areas: Training, Advocacy, Impact, and Research. Organisations aspiring to attain Bronze and Silver CLO accreditation will be assessed across three core action categories: Training, Impact, and Advocacy. For those pursuing Gold or Platinum accreditation, the evaluation also extends to a fourth action category: Research.

The key action categories will demand progressively higher standards from organisations as they progress through the CLO levels. Beginning with foundational expectations, the requirements increase in depth, ensuring that higher CLO levels showcase more sophisticated and impactful contributions in Training, Advocacy, Impact, and Research. The four categories are defined below.

Training: Actions within the Training category focus on implementation of Carbon Literacy training within the organisation that is applying for CLO accreditation.

Advocacy: Advocacy involves efforts to promote and raise awareness about Carbon Literacy within and beyond the organisation. This category assesses initiatives that contribute to the public discourse on the organisation's CL training, engaging stakeholders, and advocate for CL.

Impact: The Impact category evaluates tangible outcomes and results of Carbon Literacy initiatives. This includes measurable reductions in carbon emissions, documented behavioural changes, and the overall effectiveness of actions implemented as a result of CL training.

Research: Actions that entail investigations and studies on the impact and effectiveness of Carbon Literacy programmes.

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The Requirements for Carbon Literate Organisation Accreditation:

BRONZE: Awareness

Bronze accreditation marks the initiation of an organisation's Carbon Literacy initiative, establishing a baseline against which to measure progress.

Bronze CLOs will:

Commitment to CL:	Evidenced by:	Notes:
Training		
1. Have **registered a training initiative** with the Project.	A CL course ID number, which has been approved by the CLP for your organisation. OR A course ID for a CL Toolkit or Shareable course, appropriate for your organisation, accessed via The Project. OR You have access to Criteria Checked CL training from a training provider which has been approved for use with your organisational audience. AND Successfully certified participants through that training.	Your organisation must have either registered, or be able to evidence access to, at least one piece of training that has been Criteria Checked by the Project and is appropriate for your organisation. (For more information on Criteria Checking and how to register a piece of training, see **the Carbon Literacy Standard** (Full or Executive Summary versions) or contact the Project on clo@carbonliteracy.com) AND Be able to show participants were certified through this training. There must be at least one certified staff member in addition to your Board Member / Organisational leader (see below). Whilst participants already certified through previous employment or other initiatives count towards your total below, an organisation cannot be accredited without delivery of training into the current organisation. For it to be valid for certification, any training intervention must be approved by the Project *prior* to any training taking place.

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2. Have a **Board Member / Organisational Leader certified** as Carbon Literate.	A named senior member of your organisation must have achieved full Carbon Literacy certification, and be able to supply their unique certificate number.	A Board Member / Leader means someone at the most senior tier of leadership within your organisation; a board or executive director, or leader if the organisation is not incorporated, to a maximum of one level below Chief Executive. This ensures Senior staff / Board members / Leaders buy-in, by undertaking CL before or at the same time as more junior co-workers. Where the application is being made on behalf of a sub-unit within a larger organisation, the organisational leader must be at the most senior tier of leadership within that sub-unit. For Local Authorities, a Council Leader, Deputy Leader or Cabinet member can be accepted.
3. Have a **future plan for CL**.	Describe your plans for Carbon Literacy within your organisation going forward.	Demonstrating Commitment: This requirement shows that the organisation is committed to increasing its level of Carbon Literacy (e.g., through continuing CL rollout across the organisation; and taking part in initiatives such as the Carbon Literacy Action Day). It emphasises that CL is not a one-time offering but a commitment to a continuous journey of learning and action, catalysing concrete change.
Advocacy		
4. **Submit a video reflection** from the Organisational Leader.	A short video from your CEO or nominated accredited senior member must be sent alongside your CLO application.	Please follow the video brief (found in the CLO Pack) and send to us alongside your application. By sending your video you consent to its use on The Carbon Literacy Project website, on social media, and as a showcase at the CLO Awards ceremony.

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Impact		
5. Put in place a system to **begin to record the impacts and outcomes** of your organisation's Carbon Literacy.	Please briefly outline how your organisation plans to record the impact of Carbon Literacy. You can explain this in writing on the application form and attach any accompanying documents as relevant.	Setting up a system to track the impact and outcomes of Carbon Literacy training is essential to demonstrate its effectiveness and provides the foundation to apply for higher levels of CLO accreditation. Tell us HOW you will record the impacts and outcomes of the training. Some examples may include: • Defining specific training objectives. • Monitoring relevant factors - such as energy savings, emission calculations - against certification rates to measure outcomes and progress. • Monitoring learner actions. • Recording staff perceptions (e.g. engagement with organisation's zero carbon initiatives). • Developing a process for collecting data related to your chosen KPIs, using surveys, records, or calculations.

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SILVER: Action

Silver accreditation demonstrates that an organisation has taken practical action to embed Carbon Literacy internally and externally.

Silver CLOs will:

<table>
<tr><th>Commitment to CL:</th><th>Evidenced by:</th><th>Notes:</th></tr>
<tr><td colspan="3">Training</td></tr>
<tr><td>1. Have met and evidenced each commitment for the Bronze accreditation.</td><td>See Bronze accreditation section.</td><td>An organisation does not need to have applied for or achieved Bronze accreditation prior to Silver, but needs to demonstrate that they currently meet all the requirements of the Bronze accreditation as part of their evidence for the Silver accreditation.</td></tr>
<tr><td>2. Have a substantial percentage of the workforce certified as Carbon Literate.</td><td>Your organisation must declare how many employees or workforce contributors it has, and provide a list of current Carbon Literate employees, including unique certification numbers for each.</td><td>Your organisation needs to demonstrate that a substantial percentage of your workforce is certified as Carbon Literate. The matrix below demonstrates the <u>minimum</u> percentage of workers required for Silver CLO accreditation. Note that not all these individuals have to have been trained within or on behalf of the applicant organisation, but may be recruited as Carbon Literate.

‘Workforce contributors’ includes all full-time, part-time, voluntary and subcontracted workers.

For councils, elected members and councillors count towards the total workforce.

<table><tr><th>Your Organisational Workforce:</th><th>Minimum % CL Workers:</th></tr><tr><td>1-9</td><td>50%</td></tr><tr><td>10-99</td><td>40%</td></tr><tr><td>100-999</td><td>30%</td></tr><tr><td>1,000-4,999</td><td>20%</td></tr><tr><td>5,000 - 9,999</td><td>15%</td></tr><tr><td>>10,000</td><td>12.5%</td></tr></table></td></tr>
<tr><td colspan="3">Impact</td></tr>
<tr><td>3. Have integrated Carbon Literacy into the performance management and assessment systems of the organisation.</td><td>Your organisation will be able to demonstrate commitment to Carbon Literacy and the actions being taken by your people as a consequence of their Carbon Literacy training in the organisational objectives and performance assessment systems of the organisation.</td><td>This is likely to include the appearance of Carbon Literacy and its consequent actions in Organisational, Team and Individual Objectives.

AND

Support being offered within the organisation for individuals and teams to take action on initiatives arising from CL training.

E.g. Organisational support for actions within individual and organisational KPIs; discussion</td></tr>
</table>

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		of action within team meetings; action supported, invested in, and carried out; incorporating CL into environmental and sustainability action plans; include CL in the induction process; and other performance assessment systems.
Advocacy		
4. Have demonstrated **visual promotion** of your organisation's Carbon Literacy.	Evidence for this may include screenshots, web links or other relevant documents. Visible promotion or commitment could look like a published webpage, press release, blog or video about your engagement with CL (can be informed by your case study), mentions of CL engagement on social media and in internal and / or external newsletters (e.g. case studies of staff who have given permission for their name / role / photo and action pledges to be shared, photos and / or videos of in-person training sessions and / or pledges in action), CL listed as a desirable criteria on job adverts, previously achieved levels of CLO logo displayed on main (or local presence page) of website, certified Carbon Literate badge on staff email signatures. It may also be evidenced in alternative ways, particularly for national organisations with restrictions on local branding. If you are unsure how to evidence this section then please contact the Project.	Your organisation must show noticeable visual promotion of Carbon Literacy – this means a commitment that is visible to staff, customers, suppliers, stakeholders, learners and other organisations and / or audiences. You must be able to evidence this visual commitment (e.g. links, images, by tagging the Project on LinkedIn, X (Twitter), Instagram, Facebook, and using the #carbonliteracy hashtag on social media).
5. **Publication of a CL case study**.	A link to your published CL case study where possible. We can accept a document version if you are unable to publish it or intend to publish it following your accreditation.	The one-page case study is intended to encourage the organisation to reflect on what it has achieved through Carbon Literacy training, the benefits of the training to staff and the organisation, and its plans for future initiatives. The case study should be created in a way that allows it to be shared and used publicly by the applying organisation and The Carbon Literacy Project. Please follow the case study template, found in the CLO pack.

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GOLD: Achievement

Gold accreditation demonstrates that an organisation has made substantial progress with its Carbon Literacy, formalised its environmental systems, and can verify real results from its improvements.

Gold CLOs will:

<table>
<tr><th>Commitment to CL:</th><th>Evidenced by:</th><th>Notes:</th></tr>
<tr><td colspan="3">Training</td></tr>
<tr><td>1. Have met and evidenced each commitment for the Silver accreditation.</td><td>See Silver accreditation section.</td><td>An organisation does not need to have applied for a Bronze or Silver accreditation prior to Gold, but needs to demonstrate that they meet all the requirements for the Bronze and Silver accreditations as part of their evidence for Gold accreditation.</td></tr>
<tr><td>2. Have a substantial portion of the workforce certified as Carbon Literate.</td><td>Your organisation must declare how many employees or workforce contributors it has, and provide a list of current Carbon Literate employees, including their unique certification numbers.</td><td>The requirement is for *50% or more of the workforce to be Carbon Literate, exact percentage is dependent on organisational size, and shown in the matrix below.

Note that not all these individuals have to have been trained within or on behalf of the applicant organisation, but may be recruited as Carbon Literate.

<table>
<tr><th>Your Organisational Workforce:</th><th>Minimum % CL Workers:</th></tr>
<tr><td>1-4,999</td><td>*60% (effectively 55%)</td></tr>
<tr><td>5,000 - 9,999</td><td>*55% (effectively 50%)</td></tr>
<tr><td>>10,000</td><td>*50% (effectively 45%)</td></tr>
</table>
*The numbers of staff certified can be reduced by 5% if 90% of the organisation’s senior management team are certified (e.g. Directors / Organisational leaders / C-suite / Cabinet / SLT / ELT).

We have structured the percentages in this way to allow for a reduction in the number of staff certified overall, if almost all of the effective senior management team have become certified as Carbon Literate. This is to acknowledge that whilst it is important and beneficial for all staff to be trained in Carbon Literacy, senior leaders have the power and agency to speed up and sustain these programmes. This in turn enables the organisation to become culturally Carbon Literate more quickly and effectively. This percentage reduction can also be used internally by the applicant organisation to incentivise senior team members to undertake training. Please speak with us if you are uncertain as to how your leadership structure might meet these criteria.</td></tr>
</table>

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Please Complete a Minimum of one Action from Each Category: Impact, Advocacy and Research; Making a Total of Three Actions.		
Impact		
a. Have directly **delivered CL training** to **another organisation**.	a. Evidence the learner names, certification numbers, and organisation for / to whom the training has been delivered.	For Gold CLO, you need to complete **<u>any one</u>** of the Impact boxes.
b. Have **worked in partnership with another CL organisation** to deliver to a third party organisation.	b. Your organisation must provide basic information or evidence of collaboration with another organisation on CL, indicating its role in CL delivery.	
c. Have **developed (or supported the development) of a CL course for another organisation**.	c. Evidence the relevant Criteria Checker, including details of the intended audience(s) and your organisation's involvement in the course development.	
d. Have contributed funding or partnered towards the development of a **new or existing sectoral Toolkit**.	d. Evidence your involvement in sectoral Toolkit development and / or funding.	
e. Evidence the completion of **5 significant actions initiated by the senior management team**.	e. Evidence the completion of 5 significant actions initiated by your senior management team after undertaking their CL training and your rationale and justification as to why these actions are significant for your organisation. You may use images, screenshots, links to documents etc.	
Advocacy		
a. Demonstrate **active advocacy** for the CL Project.	a. Active advocacy should be outward facing. This could look like: • Sharing internal reports on the impact of the CL training with stakeholders and the wider community. • Appearances in national / local press and media in relation to your CL and its impacts on your organisation. • Active and continuous social media engagement (publishing regular updates on CL progress e.g. numbers trained, delivery of actions, quantifiable benefits achieved).	

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	• Deliver public presentations at events and sector-wide conferences, actively advocating for CL. • Support and endorse CLP staff participation as speakers at events or conferences to help extend the reach of CL. • Invite a member of the CLP to an approved strategic meeting with an adjacent partner, supplier or stakeholder.	For Gold CLO, you need to complete **any one** of the Advocacy boxes.
b. Incorporate CL into **procurement frameworks and contracts.**	b. This action ensures integration of Carbon Literacy into organisational procurement practices, fostering a commitment to CL across the supply chain. Actions could include: • Including a mandate for CL training in contracts for suppliers, contractors, service providers, and partners. • Provision of catalytic CL training to suppliers. • Encouraging suppliers to work towards achieving CLO. • Establishing a method for suppliers to report on CL initiatives and progress. Evidence: examples of contracts; evidence of people who undertook CL training as a result of this action; actively delivering training for suppliers; evidence of supplier progress towards CLO accreditation.	
c. Become a **Formal Sponsor** of the CL Trust via the **Partner Scheme**.	c. This is an opportunity for your organisation to become a sponsor of The Carbon Literacy Project through the Partner Scheme. By choosing this action, your organisation would provide crucial financial support to help expand the reach and impact of Carbon Literacy. The scheme aims to create mutually beneficial relationships that accelerate action on climate change. You must be a Silver Partner or above to meet this criteria. Further details on the Partner Scheme can be found here.	
Research		
a. Have developed and contributed to the CL evidence base through a detailed quantitative **cost / benefit analysis** for your organisation.	a. Develop and track specific performance metrics, such as energy consumption, employee satisfaction, carbon emission reductions and distil into an impact report of how CL is impacting your organisation.	

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b. Have completed a **research collaboration** for measuring the impact of Carbon Literacy training.	b. Establish strategic research partnership (e.g. with a university) to conduct a comparative study to assess the long-term impact of Carbon Literacy training. This should emphasise quantifiable metrics such as carbon emission reductions and measurable behavioural changes. This action should generate quantifiable evidence of the impacts of Carbon Literacy, in order to complement the existing wealth of qualitative evidence. Findings should be published and sharable, to contribute insight and broader understanding of the effectiveness of Carbon Literacy programmes, and inform future improvements.	For Gold CLO, you need to complete **<u>any one</u>** of the Research boxes.
c. Have completed a **community needs assessment**.	c. Conduct research to identify local groups or organisations around you, in need of support with Carbon Literacy. This research should include an evaluation of the organisation's current capacity and its potential to support itself with delivery, focusing on any existing agency and how this could be built on. Assess how these organisations can actively seek and receive assistance. For certain sizes and types of organisations, applying to the CL Community Fund might be appropriate. Additionally, you (the applying organisation) might offer your own resources, funding, staff volunteering, and/or other assets to contribute to increasing the identified organisation's ability to deliver Carbon Literacy.	

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PLATINUM: Exemplar

Platinum is the highest level of CLO accreditation, highlighting organisations as industry leaders in climate engagement and exemplars of excellence in fostering Carbon Literacy among their people.

Platinum CLOs will:

<table>
<tr><th>Commitment to CL:</th><th>Evidenced by:</th><th>Notes:</th></tr>
<tr><td colspan="3">Training</td></tr>
<tr><td>1. Have met and evidenced each commitment for the Gold accreditation.</td><td>See Gold accreditation section.</td><td>An organisation does not need to have applied for Bronze, Silver or Gold accreditation prior to Platinum, but needs to demonstrate that they cover all the requirements of the Bronze, Silver and Gold accreditations as part of their evidence for the Platinum accreditation.</td></tr>
<tr><td>2. Have *70%+ of the workforce certified as Carbon Literate.</td><td>Your organisation must declare how many employees or workforce contributors it has, and provide a list of current Carbon Literate employees, including their unique certification numbers.</td><td>*70% or more of your workforce must be certified as Carbon Literate, exact percentage is dependent on organisational size, and shown in the matrix below.

Note that not all these individuals have to have been trained within or on behalf of the applicant organisation, but may be recruited as Carbon Literate.

<table>
<tr><th>Your Organisational Workforce:</th><th>Minimum % CL Workers:</th></tr>
<tr><td>1-4,999</td><td>*80% (effectively 70%)</td></tr>
<tr><td>5,000 - 9,999</td><td>*75% (effectively 65%)</td></tr>
<tr><td>>10,000</td><td>*70% (effectively 60%)</td></tr>
</table>
*The numbers of staff certified can be reduced by 10% if 90% of the organisation’s senior management team are certified (e.g. Directors / Organisational leaders / C-suite / Cabinet / SLT / ELT).

We have structured the percentages in this way to allow for a reduction in the number of staff certified overall, if almost all of the effective senior management team have become certified as Carbon Literate. This is to acknowledge that whilst it is important and beneficial for all staff to be trained in Carbon Literacy, senior leaders have the power and agency to speed up and sustain these programmes. This in turn enables the organisation to become culturally Carbon Literate more quickly and effectively. This percentage reduction can also be used internally by the applicant organisation to incentivise senior team members to undertake training. Please speak with us if you are uncertain as to how your leadership structure might meet these criteria.</td></tr>
</table>

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Please Complete Three New actions from the list to make a total of 6 actions including Gold actions.		
Impact		
a. Have directly **delivered CL training** to **another organisation**.	a. Evidence the learner names, certification numbers, and organisation for / to whom the training has been delivered.	For Platinum CLO, you need to complete **any three further actions** from either Impact, Advocacy or Research. These should be new actions that your organisation has undertaken that have not already been used to evidence your Gold application.
b. Have **worked in partnership with another CL organisation** to deliver to a third party organisation.	b. Your organisation must provide basic information or evidence of collaboration with another organisation on CL, indicating its role in CL delivery.	
c. Have **developed (or supported the development) of a CL course for another organisation**.	c. Evidence the relevant Criteria Checker, including details of the intended audience(s) and your organisation's involvement in the course development.	
d. Have contributed funding or partnered towards the creation of a **new or existing sectoral Toolkit**.	d. Evidence your involvement in sectoral Toolkit development and / or funding.	
e. Evidence the completion of **5 significant actions initiated by the senior management team**.	e. Evidence the completion of 5 significant actions initiated by your senior management team after undertaking their CL training and your rationale and justification as to why these actions are significant for your organisation. You may use images, screenshots, links to documents etc.	
Advocacy		
a. Demonstrate **active advocacy** for the CL Project.	a. Active advocacy should be outward facing. This could look like: • Sharing internal reports on the impact of the CL training with stakeholders and the wider community. • Appearances in national / local press and media in relation to your CL and its impacts on your organisation. • Active and continuous social media engagement (publishing regular updates on CL progress e.g. numbers trained, delivery of actions, quantifiable benefits achieved). • Deliver public presentations at	

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	events and sector-wide conferences, actively advocating for CL. • Support and endorse CLP staff participation as speakers at events or conferences to help extend the reach of CL. • Invite a member of the CLP to an approved strategic meeting with an adjacent partner, supplier or stakeholder.	For Platinum CLO, you need to complete **<u>any three further actions</u>** from either Impact, Advocacy or Research. These should be new actions that your organisation has undertaken that have not already been used to evidence your Gold application.
b. Incorporate CL into **procurement frameworks and contracts**.	b. This action ensures integration of Carbon Literacy into organisational procurement practices, fostering a commitment to CL across the supply chain. Actions could include: • Including a mandate for CL training in contracts for suppliers, contractors, service providers, and partners. • Provision of catalytic CL training to suppliers. • Encouraging suppliers to work towards achieving CLO. • Establishing a method for suppliers to report on CL initiatives and progress. Evidence: examples of contracts; evidence of people who undertook CL training as a result of this action; actively delivering training for suppliers; evidence of supplier progress towards CLO accreditation.	
c. Become a **Formal Sponsor** of the CL Trust via the **Partner Scheme**.	c. This is an opportunity for your organisation to become a sponsor of The Carbon Literacy Project through the Partner Scheme. By choosing this action, your organisation would provide crucial financial support to help expand the reach and impact of Carbon Literacy. The scheme aims to create mutually beneficial relationships that accelerate action on climate change. You must be a <u>Silver Partner or above</u> to meet this criteria. Further details on the Partner Scheme can be found <u>here</u>.	
Research		
a. Have developed and contributed to the CL evidence base through a detailed quantitative **cost / benefit analysis** for your organisation.	a. Develop and track specific performance metrics, such as energy consumption, employee satisfaction, carbon emission reductions and distil into an impact report of how CL is impacting your organisation.	

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b. Have completed a **research collaboration** for measuring the impact of Carbon Literacy training.	b. Establish strategic research partnership (e.g. with a university) to conduct a comparative study to assess the long-term impact of Carbon Literacy training. This should emphasise quantifiable metrics such as carbon emission reductions and measurable behavioural changes. This action should generate quantifiable evidence of the impacts of Carbon Literacy, in order to complement the existing wealth of qualitative evidence. Findings should be published and sharable, to contribute insight and broader understanding of the effectiveness of Carbon Literacy programmes, and inform future improvements.	For Platinum CLO, you need to complete **any three further actions** from either Impact, Advocacy or Research. These should be new actions that your organisation has undertaken that have not already been used to evidence your Gold application.
c. Have completed a **community needs assessment**.	c. Conduct research to identify local groups or organisations around you, in need of support with Carbon Literacy. This research should include an evaluation of the organisation's current capacity and its potential to support itself with delivery, focusing on any existing agency and how this could be built on. Assess how these organisations can actively seek and receive assistance. For certain sizes and types of organisations, applying to the CL Community Fund might be appropriate. Additionally, you (the applying organisation) might offer your own resources, funding, staff volunteering, and/or other assets to contribute to increasing the identified organisation's ability to deliver Carbon Literacy.	

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Supporting Documentation:

All documents necessary for the accreditation process are provided in the CLO Pack.

Document	Purpose	Action
CLO Application Form	Enables you to apply for CLO accreditation and evidence your achievement against each requirement.	Please fill in the CLO Application Form for the criteria relevant to the accreditation level you are applying / renewing at.
Bronze CLO Video Brief	A structured format to ensure that video submissions are of a consistent format.	Follow the video brief when creating a video from your most senior staff member and submit alongside your CLO Application Form.
Silver CLO Case Study Template	A structured format to assist organisations in preparing a case study to meet the Silver criteria.	Use this Case Study Template as guidance for your Silver evidence and submit alongside your CLO Application Form.

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Benefits of Accreditation:

Although very competitively priced as an organisational award, there is obviously a financial investment involved in accrediting as a Carbon Literate Organisation.

The Carbon Literacy Project is a registered charity, and relies on sponsorship, certification work and generous donations and grants to deliver its work. The costs indicated reflect the time commitment from the Project in accrediting an organisation, and also helps to ensure that the CLO accreditation remains a distinctive badge, and its quality is upheld.

The Project believes the direct benefits of accreditation to any organisation will far outweigh the financial and resource investment.

Benefits of Carbon Literate Organisation accreditation include:

The benefits to your organisation of undertaking Carbon Literacy are significant. The specific benefits of being accredited as a Carbon Literate Organisation include:

- A personalised Carbon Literate Organisation certificate for display (one for each of Bronze, Silver, Gold and Platinum levels) with a unique certificate number.
- Rights for the usage of the exclusive suite of Carbon Literate Organisation logos and branding, for use on materials relating to the organisation and its CLO status.
- A personalised Carbon Literate Organisation award (made from recycled wood), for public display, with individual plaques for each level awarded. Please note that organisations who fall in the lowest pricing tier (< £25k) will receive certificates and logos for each level attained but will not be automatically eligible for a CLO trophy.
- A pre-prepared press-release template and marketing materials to support the organisation’s marketing of its accreditation and award.
- Promotional support and publicity from The Carbon Literacy Project via social media, journalism and events.
- Publication and promotion of recruitment for CL relevant roles and CL certified individuals.
- Visible alignment to public and Government policy on climate change.
- Invited to an exclusive Carbon Literate Organisation awards ceremony where organisations are given a spotlight for their incredible work and can network with other Carbon Literate Organisations.
- Evidenced action to meet procurement framework requirements, support tender responses and the awarding of other international standards e.g. ISO 14001, ISO20121, BREEAM and others.

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Further Details:

Pricing Matrix:
The Pricing Matrix outlines the cost of CLO accreditations. On our Documents page, you will find Pricing Matrices in GBP, EUR, USD and AUS.

Unique Identifier:
Each organisational certificate is uniquely numbered (against the version of the CLO Standard that the organisation has been accredited against), is valid for three years from date of issue, and organisational details are securely stored to allow certificates to be validated and reissued (if necessary).

Trophy:
Organisations will receive one CLO Trophy against which personalised plaques for each CLO accreditation level gained will be affixed. The CLO trophy is made from recycled post-manufacture waste wood, with a plaque attached showing your organisational name, the level of and year in which the accreditation is reached.

To ensure CLO Accreditation is affordable for organisations with revenue or turnover of less than £25k pa, these organisations will receive certificates for each level attained, but will not be eligible for a CLO trophy. These organisations can choose to pay the price difference if they wish to receive a trophy.

Renewal of CLO:
CLO covers a three-year period from the date of accreditation. If upgrading within the three-year period, usual upgrade costs apply. If the three-year period lapses, the full list-price applies for reaccreditation / renewal at the level being applied for. If renewing at a lower level at the end of the three-year period (e.g. due to reorganisation or reduction in staff numbers), full list-price for that level applies. Renewal of Platinum accreditation is always charged at Bronze pricing. It will always be cheaper to upgrade CLO accreditation, than to downgrade, or to renew at the same level.

Increasing the Requirements of The CLO Standard:
Over time the requirements for CLO re / accreditation (as laid out in the CLO Standard) will increase to reflect the increasing levels of societal expectation for climate action, and existing achievements by CLOs. Organisations renewing or upgrading will need to meet all existing and new criteria to gain re / accreditation.

If you have any further questions about any aspect of CLO accreditation, please contact the Project at clo@carbonliteracy.com.

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Frequently Asked Questions:

“What is Carbon Literacy?”

Carbon Literacy is “An awareness of the carbon dioxide costs and impacts of everyday activities, and the ability and motivation to reduce emissions, on an individual, community and organisational basis.” [The Carbon Literacy Standard, 2011]. It is achieved through participation in, and successful testing and certification of individuals as Carbon Literate, at the completion of a day’s worth of learning and action.

Carbon Literacy ® and Carbon Literacy Project ® are registered trademarks belonging to The Carbon Literacy Trust (registered charity number 1156722). In general usage and specifically within copy, the term ‘Carbon Literacy’ is correctly capitalised as a noun, as it forms part of the Project's registered trademark: It is therefore always ‘Carbon Literacy’ and ‘Carbon Literate’, not ‘carbon literacy’ or ‘carbon literate’.

“How long does an individual's Carbon Literacy Certificate last?”

Certificates awarded to individuals will not expire, but the core elements of the content will continue to evolve over time, as standards and expectations rise. When subsequent “upgraded” versions of the certificate become available, individuals may choose to refresh their skills to ensure they retain the latest version. This is particularly likely to be the case if these certificates are used to support the Carbon Literate Organisation certificate (CLO) which is also likely to develop over time.

“How long does a Carbon Literate Organisation Certificate last?”

Certificates awarded to organisations are dated with the year of issue and intended to be valid for 3 years from the date of issue.

“If my organisation qualifies to enter the scheme directly at Silver level or above, do we need to pay for each of the levels below that we have ‘skipped’?

An organisation can enter the scheme at any level. As each level builds on the previous level, you will find that you still need to meet the criteria of all previous levels. The price displayed at each level is inclusive of the price to attain all the levels up to that point.

“My organisation is large and or made up of separate departments or locations. Can I accredit a department, location or ‘sub-unit’, without accrediting my whole organisation?”

As long as a ‘sub-unit’ is clearly identifiable, you can accredit it, applying the same criteria and pricing as if it was an organisation in its own right, but usage of the term Carbon Literate Organisation, and of any logos or branding will be restricted to that sub-unit.

“How does Carbon Literate Educator (CLE) differ from Carbon Literate Organisation (CLO)?”

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A Carbon Literate Educator (CLE) is different from CLO in that it has been designed to better reflect both the different challenges and opportunities that Educators have in engaging with multiple stakeholders and audiences. As a result, CLE is a much more “customisable” accreditation than CLO, with more flexible criteria, which better reflects the diverse nature of educators as organisations. The primary difference is the need to train and certify student learners as well as staff learners.

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The Carbon Literacy Project and The Carbon Literacy Trust

The Carbon Literacy Project (CLP) was created and founded by Cooler Projects CIC in 2011 and launched publicly in November 2012.

In 2013, The Carbon Literacy Trust (registered charity number: 1156722) was established to take over all project assets, so that the charity's trustees could oversee the dissemination of Carbon Literacy across the UK and beyond, for the public good.

At the Trustees' behest, Cooler Projects CIC continues to act as the Trust's project delivery partner.

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