The Carbon Literacy Project

2025 Impact Report

















Carbon Literacy Project

Intro 01

Introduction.....02

Timeline.....03

2025 in Figures.....04



Impact by Scale 02

Individual

Climate Action in Practice.....05

Training Professionals.....06

Organisational



Carbon Literate Organisation.....07

Carbon Literate Educator.....08

Geographic

Global Network.....09

Sectoral

Business & Tech.....10

Communities & Social Impact.....11

Public Sector.....12

Our Community 03

Carbon Literate Localities.....13

Community Pot.....14

Carbon Literacy Action Day.....15



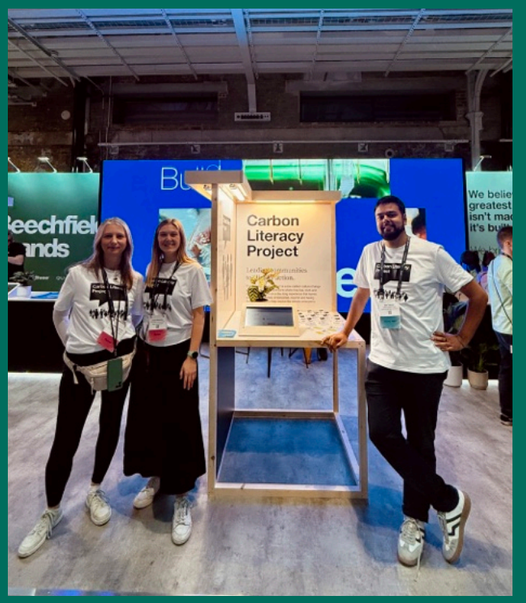
Carbon Literacy at Events.....16

Press & Media.....17



How We Work 04

Finance.....18

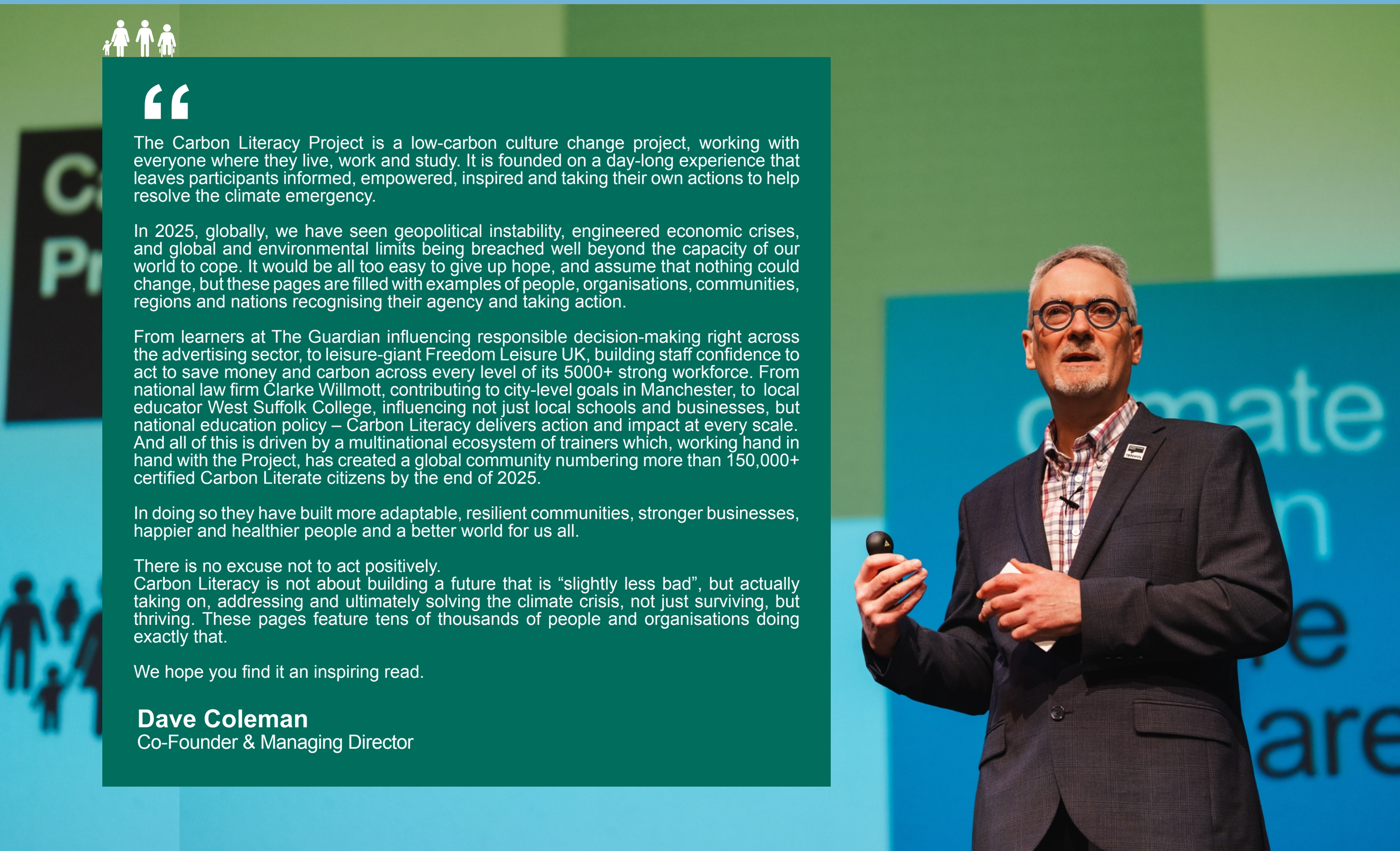


Fundraising & Partnerships.....19

Our Team & Culture.....20

Looking Forward.....21

Introduction



The Carbon Literacy Project is a low-carbon culture change project, working with everyone where they live, work and study. It is founded on a day-long experience that leaves participants informed, empowered, inspired and taking their own actions to help resolve the climate emergency.

In 2025, globally, we have seen geopolitical instability, engineered economic crises, and global and environmental limits being breached well beyond the capacity of our world to cope. It would be all too easy to give up hope, and assume that nothing could change, but these pages are filled with examples of people, organisations, communities, regions and nations recognising their agency and taking action.

From learners at The Guardian influencing responsible decision-making right across the advertising sector, to leisure-giant Freedom Leisure UK, building staff confidence to act to save money and carbon across every level of its 5000+ strong workforce. From national law firm Clarke Willmott, contributing to city-level goals in Manchester, to local educator West Suffolk College, influencing not just local schools and businesses, but national education policy – Carbon Literacy delivers action and impact at every scale. And all of this is driven by a multinational ecosystem of trainers which, working hand in hand with the Project, has created a global community numbering more than 150,000+ certified Carbon Literate citizens by the end of 2025.

In doing so they have built more adaptable, resilient communities, stronger businesses, happier and healthier people and a better world for us all.

There is no excuse not to act positively.
Carbon Literacy is not about building a future that is “slightly less bad”, but actually taking on, addressing and ultimately solving the climate crisis, not just surviving, but thriving. These pages feature tens of thousands of people and organisations doing exactly that.

We hope you find it an inspiring read.

Dave Coleman
Co-Founder & Managing Director

2025 Timeline

January

Digital & Tech Sector Toolkit launch



February

Six New Shareable Courses for Culture



March

Manchester City Council: 1st Gold CLO Local Authority



April

The Guardian: 1st Carbon Literate Sales Team

The Guardian Advertising

May

School Staff Course Toolkit Launch



June

Unlock Net Zero Award Winner: 2nd year in a row

UNLOCK NET ZERO AWARDS

July

Co-launched Greenhushing report



August

Benefact Group Draw £2,000 winner



September

First ever Carbon Literacy Trainer month

Carbon Literacy Project
Certified Trainer

October

Half a million tonnes of CO_2e saved



November

5th Carbon Literacy Action Day

Carbon Literacy Action Day
International

December

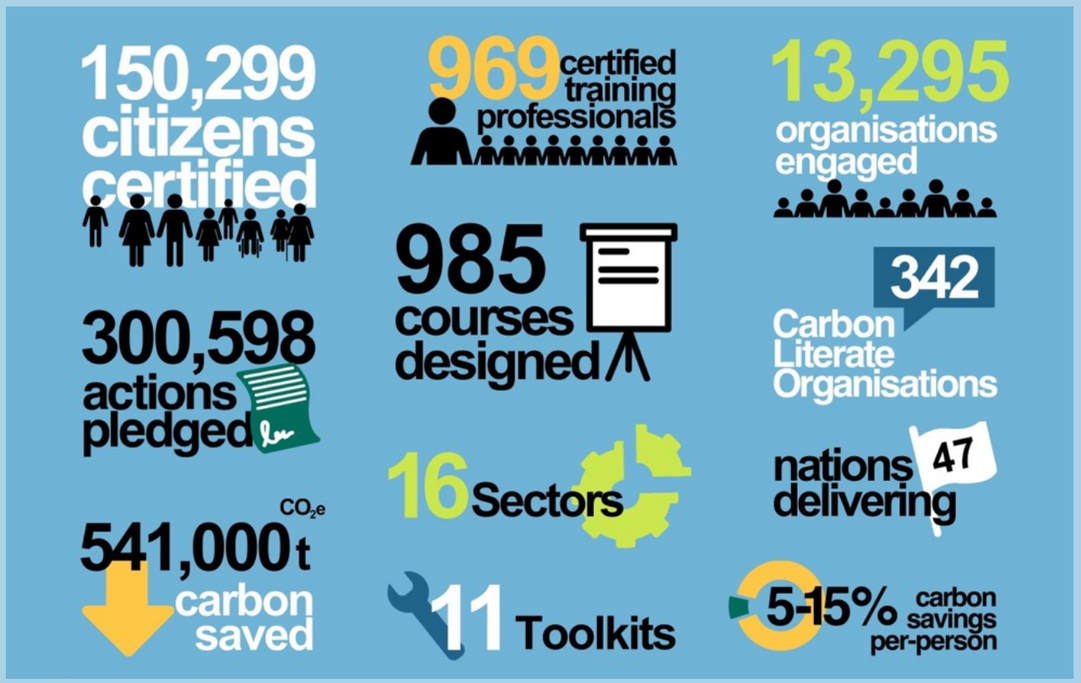
150,000 certified Carbon Literate citizens



2025 in Figures

2025 marked another year of rapid growth for Carbon Literacy, driven by the collective efforts of our trainers, partners, and community worldwide. The below infographic shows key stats tracked since October 2012, with cumulative totals as of the end of 2025.

In total, **33,054 people** became Carbon Literate in 2025, taking us past the **150,000 learner** mark and representing a **28% rise on 2024 totals**. That's the equivalent of over 2,700 certifications each month, or around 91 every single day. Alongside this growth, our trainer network continued to strengthen, with nearly 380 new certified Facilitators, Trainers, and Consultants joining the community, and 154 new courses accredited for delivery across 10 new nations. Together, these figures show how Carbon Literacy continues to grow and catalyse collective climate action.



Carbon Saved

119,000t CO_2e

Estimated carbon savings as a result of the actions pledged by Carbon Literacy learners.

28%

Courses Designed

154

Accredited Carbon Literacy courses.

19%

Citizens Certified

33,054

Individuals successfully completed Carbon Literacy training.

28%

Actions Pledged

66,108

Individual and group actions pledged by learners as a result of their Carbon Literacy training.

28%

Nations Delivering

10

Nations where an accredited Carbon Literacy training programme has been developed and delivered.

27%

Certified Training Professionals

237

Certified Carbon Literacy Facilitators, Trainers & Consultants.

32%

Carbon Literate Organisations

72

Organisations that have gained Carbon Literate Organisation accreditation.

27%

Carbon Literate Educator

15

Educational institutions that have gained Carbon Literate Educator accreditation.

60%

Climate Action in Practice

Carbon Literacy training turns learning into action through pledges. Each one represents a meaningful step taken by a learner to reduce emissions in their workplace, community, or daily life – showing how behaviour change can drive wider impact and help build a low-carbon culture. Here are some standout examples from across sectors in 2025.

Automotive

Advocate to add carbon footprint impact to the parameters when adopting a design change in addition to cost, weight and time. I will be doing this with design and product development teams as part of the development of current and new projects. I will work with the battery design team to analyse the carbon footprint of pending design changes to understand what the impact is.

– Angelina Acaster Huaringa, Battery 4R design engineer at Nissan



Communities

Introduce Carbon Literate outdoor therapy for at-risk youth in Phoenix Community Housing. These sessions will combine physical activities like walking, cycling, hiking, climbing, and team-building exercises with carbon-conscious therapeutic discussions. Each session will focus on mental well-being while incorporating talks on how our actions impact the environment, with specific emphasis on minimising carbon footprints.

– Laila Jammeh,
Resident/Co-opted Board Member at Phoenix Community Housing

Further & Higher Education



Develop a new credit-bearing climate action & green skills micro course (20 credits). In order to make this course close to zero carbon as possible, we will work with local partners such as Reaseheath College on farm to fork food and working with other relevant local partner organisations to implement carbon sequestration activities. The training can be used for staff, students, alumni, and others. In terms of measuring and monitoring cultural change, we will capture the course analytics, learner feedback and assessment and testimonials / case studies of successful learners.

– Alex Fenton,
Associate Dean International at University of Chester

Culture

Encourage more promoters to take dates closer together, so they can bring their production in on one date, and it would stay within the building for a longer period. That way, there are fewer trucks and lorries driving to and from the building bringing this equipment back. Doing this means that we can have a back-to-back run of shows, which could help with lower emissions.

– Dave Hough,
Music Manager at Factory

Digital & Tech

Embed green UX principles in the product design process. Ensuring we are designing with a mobile-first approach, as this will prioritise content and features essential for users with small screens or low bandwidth. A well-optimised mobile experience reduces the strain on these devices, and the less content is to be displayed, the fewer data requests will be sent to the server, reducing its load and ultimately contributing to lower energy consumption.

– Elinor Thomas
Digital Product Manager at The Royal Mint



Healthcare

Include in the tender evaluation criteria an element which promotes suppliers who provide clinical skills training and support to NHS Staff to reduce waste in cannulas caused by failed cannulation attempts. Support development and award of new training cannula to replace single-use cannulas used in the training of clinical staff, reducing wasted cannula products, supporting infection reduction, preventing increased hospital stays, and reducing the carbon footprint.

– Liz Glover, Category Manager – IV Cannula and associated products at NHS Supply Chain



Advertising

Actively review and scrutinise the clients we receive briefs from before choosing to work with them. For our readers, it is important to avoid accepting advertising from companies with high environmental impact. By prioritising briefs from local travel companies or sustainable travel options (e.g. Eurostar, Trainline) we will be holding ourselves to account (i.e. raising awareness for low emission options) and also influence consumer behaviour (our readership is 22m so this will be on a vast and impactful scale). We can echo this in the banking sector and prioritise working with banks that do not invest in fossil fuels Secondly, we as a department and as a media owner, will educate our clients and agency partners on the impact of responsible advertising.

– Alanna Kirwan,
Solutions Manager at Guardian News & Media Ltd.

Social Housing

Work collaboratively with our programme management department and our contractors to ensure the delivery of renewables into our properties is as smooth as possible. Correct and adequate systems require correct design, installing correctly, and a good understanding must be delivered to the customers and throughout our organisation.

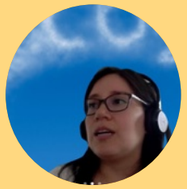
– Jason Walker,
Gas repairs team leader at WHG

Logistics

Focus on the movement of container freight from road to rail. I will lead a project to review the UK landside supply chains of our top 20 customers in each of our ten Customer Care locations. We will assess the current transport mode selection with a target to move over 50% of our top 20 customers in each location by rail as a minimum.

– George Williams,
Customer Care Director,
Sea Logistics at Kuehne + Nagel

Travel & Tourism



I'll collaborate with my company's sustainability team to create a "Travel with Purpose" campaign focused on reducing emissions in tourism operations. This will promote longer and slower itineraries, reducing the number of short flights and transfers, which are among the biggest contributors to CO_2 emissions in tourism. It will also encourage the use of eco-certified hotels and local suppliers, since these businesses often rely on renewable energy, reduce waste, and support local economies.

– Bernarda Bustillos,
Social Media Manager at RISE Travel Institute

Training Professionals

The growth of Carbon Literacy is driven by a global network of certified trainers, delivering learning that turns knowledge into action across sectors and communities.The Carbon Literacy Trainer Certification recognises increasing levels of expertise in designing and delivering impactful training. **In 2025, we certified:**

335

Carbon Literacy Project
Certified Facilitator

39

Carbon Literacy Project
Certified Trainer

5

Carbon Literacy Project
Certified Consultant

Spotlight on newly certified Carbon Literacy Trainers

Emma Norton



- Leads Carbon Literacy delivery to staff and stakeholders at Manchester City Council.
- Supported their journey to Gold Carbon Literate Organisation.
- Working with local partners to make Manchester the world's first Carbon Literate City.

Sasha Beswick



- Developed an ambassador model to scale Carbon Literacy across departments.
- Enabled Barnsley College to become the first Gold Carbon Literate Educator.
- Empowering students as trainers, building employability skills.

Spotlight on – newly certified Carbon Literacy Consultants



Pete Watkins

- Delivering since 2022 to over 550 individuals.
- Creator of three Carbon Literacy courses.
- Leader of the Speak Carbon Train the Trainer course.



Caroline Harmon

- Delivering since 2019.
- Trained more than 1,500 individuals.
- Designed 8 courses, including the first online Carbon Literacy course and the first Shareable Faith course.



Dr Matthew Sawyer

- Delivering since 2020.
- To more than 300 individuals.
- Co-producer of the first Carbon Literacy Healthcare Toolkit.



Emma Burlow

- Delivering since 2022.
- Her consultancy Lighthouse Sustainability has trained more than 2000 individuals from 29 countries.
- Taken 58 trainers through Train the Trainer course.



James Dove

- Delivering since 2021.
- Trained more than 750 individuals.
- Designed the first course for the music industry.

Carbon Literate Organisations

The number of accredited Carbon Literate Organisations (CLO) rose by 27% in 2025, as organisations of all sizes and sectors continued to recognise the transformational value of embedding Carbon Literacy into their culture and operations and earning this credible badge of organisational achievement.

CLO offers accreditation at four distinct levels – Bronze, Silver, Gold, and Platinum – representing increasing levels of commitment and accomplishment in Carbon Literacy.

25	36	8	3
Carbon Literate Organisation Bronze	Carbon Literate Organisation Silver	Carbon Literate Organisation Gold	Carbon Literate Organisation Platinum

Joining the 270 organisations accredited before 2025

Transform operations & culture

Save energy & money

Copart

Vehicle remarketer and recycler

Action

- **Green infrastructure improvements**: LED lighting, paperless offices, green energy, and water recycling.
- **Smarter transport**: Unique efficiency systems and dynamic routing capabilities reduced fuel consumption across their transport fleet.

Results

£20,000 estimated annual saving

11.49 tonnes CO_2e saved

Future-proof infrastructure

Adaero precision components © Part Of The Indutrade Group

Specialist components manufacturer

Action

- Energy monitoring & efficiency improvements.
- **20,000kW reduction** in energy consumption in year 1.
- On target for **150,000kWatts reduction** in overall energy consumption in year 2.

Results

£50,000 - £60,000 saved in reduced energy costs

61 tonnes CO_2e saved

Upskill & empower staff

freedomleisure where you matter

Leisure Trust with 6,000 colleagues

Action

- **Trained colleagues at all levels**: Executive Leadership Team (strategic buy-in), Senior & General Managers (site-level energy use), operational staff (day-to-day influence over emissions) and Technical & Support staff (integration in procurement & estate improvement).

Results

15% increase in confidence to identify

65% to 96% rise in motivation to act

12% reduction in energy consumption 2025-2026

221.2 tonnes CO_2e saved

Carbon Literate Educator

The Carbon Literate Educator (CLE) accreditation was introduced in 2024 to recognise the impact educational institutions can have by embedding Carbon Literacy not only among their staff and students, but also within their operations, and throughout the wider communities they're part of.

CLE offers accreditation at four distinct levels – Bronze, Silver, Gold, and Platinum – representing increasing levels of commitment and achievement.



7 Bronze CLEs **1 Gold CLE**

Joining the 15 educational institutes accredited before 2025

Empower local ambassadors

WEST SUFFOLK COLLEGE



- Student ambassadors educated local primary school children.
- Free Carbon Literacy training offered to local businesses.
- Contributed to national education policy via the Education and Training Foundation.

100% Carbon Literacy certification among Student Sustainability Ambassadors

Won the Greenest County Award for Education

Upskill staff & student body

Barnsley College



- Students trained as Carbon Literacy trainers, building employability skills.
- Historic 93-year-old University Centre, once the Mining and Technical College, retrofitted into a modern Institute of Technology, including **~£5m investment** in low-carbon upgrades and technologies.

1980+ staff and students certified

5833kg CO_2e saved through the office supplies sharing hub

Integrate action into teaching & operations

SWINBURNE UNIVERSITY OF TECHNOLOGY



- 3 Carbon Literate staff involved in co-establishing a teaching and learning hub to embed sustainability.
- Extending impact beyond the institution – **84 staff and student leader**s trained nationally.

100+ staff & students certified

100% renewable enegry sourced

100 tonnes CO_2e saved

Global Network

10 new nations **47** total nations

Delivering before 2025

Started delivering in 2025

Global demand for Carbon Literacy training has continued to expand in 2025, leading to training being launched in 10 new countries. The flexibility of this framework in mobilising communities towards action on climate change in such divergent contexts is still impressive. All the participating nations are depicted in the following map.

Carbon Literacy for ISEG

Organisation: Instituto Superior de Economis e Gestão (ISEG)
Lead trainer: Flavia Lima
Country: Portugal

Carbon Literacy for Africa Project (CLAP)

Organisation: UWE Bristol
Lead trainer: Akinlolu Akindele
Country: Ghana

Carbon Literacy for Philippines

Organisation: acciona.org Foundation Philippines, Inc.
Lead trainer: Jubail Pasia
Country: Philippines

Carbon Literacy for Mourant

Organisation: Mourant
Lead trainer: Abbie Syvret
Countries: Mauritius, Luxembourg, British Virgin Islands, Cayman Islands

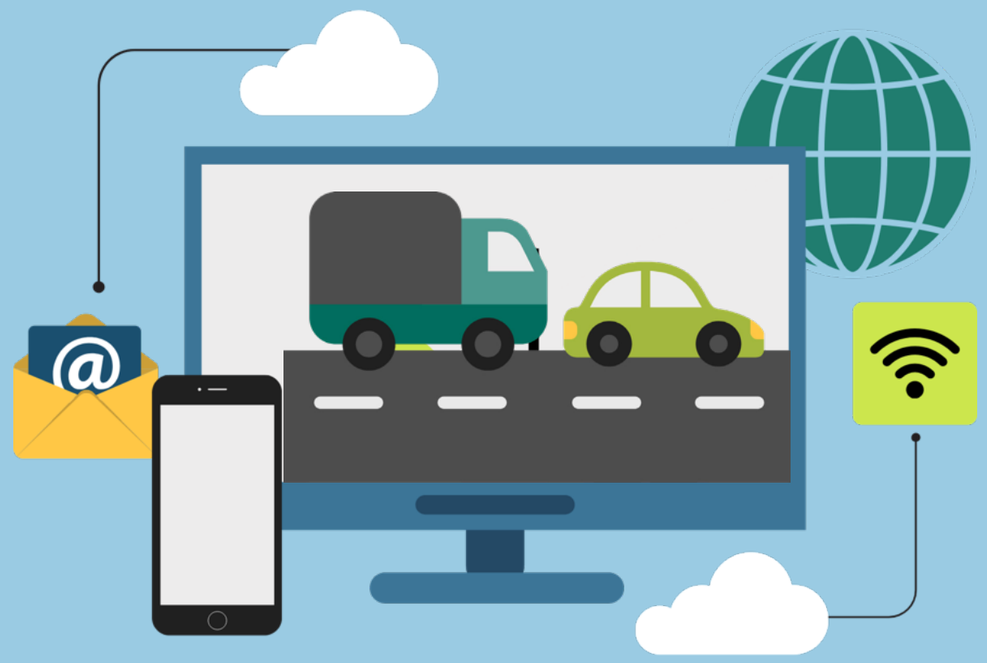
WestPoint Vision Carbon Literacy Course

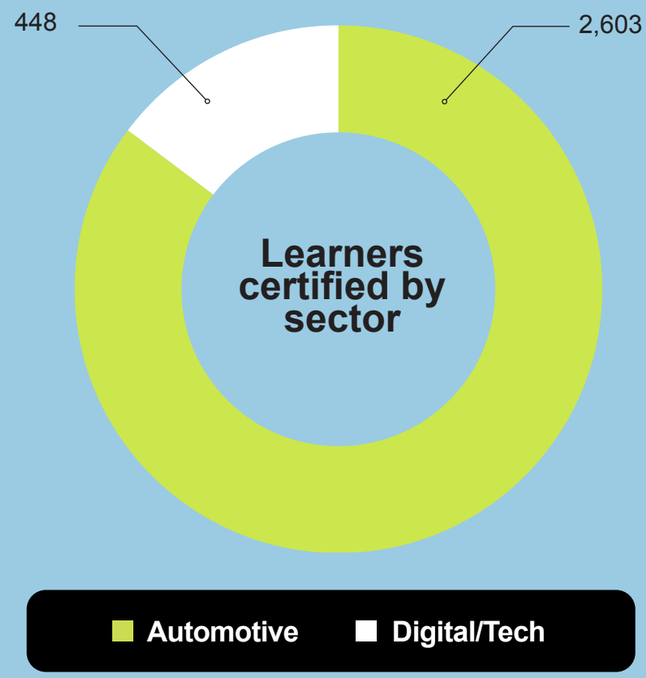
Organisation: Vision Linens
Lead trainer: Rachael Shah
Countries: Bahrain, India, Pakistan

Business & Tech

Key Highlights

- The Digital & Tech Toolkit, launched in 2025, saw rapid uptake, with over 70 organisations trained in its first year.
- Copart UK became a Platinum Carbon Literate Organisation and Silver Partner of the Project under the Partner Scheme, having trained over 80% of its 575 staff.
- Across Business & Tech, work extended globally, with clients including AstraZeneca, NTT Data, Klimaschutzakademie Austria, Acciona Foundation, Philippines, and Carbon Free, Spain.

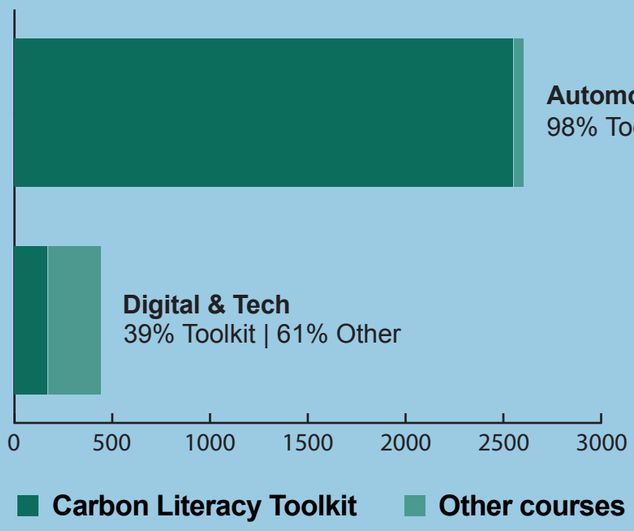




2,603 Learners certified in the Automotive Sector

448 Learners certified in the Digital & Tech Sector

% certified using Toolkits



Case Study

Volkswagen Group, the UK's leading automotive group, adopted Carbon Literacy training to bring together and expand its sustainability activities. The training brought about a cultural change, aligning individual and business climate actions while securing strong support from the board.

Key outcomes included more robust, sustainable procurement, EV-based company car policies, a switch to renewable energy, and waste reduction initiatives, all contributing to measurable results of **110,000 kg CO_2e saved through the actions pledged**.

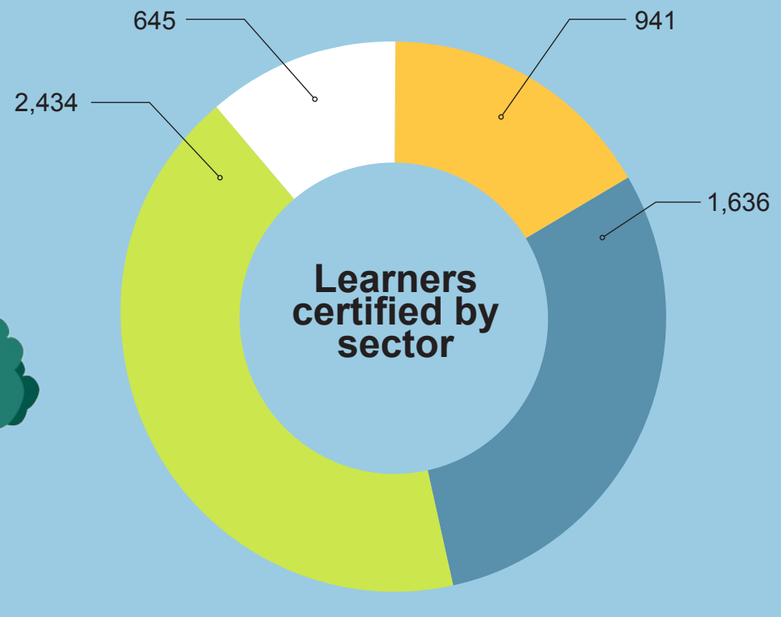
With 200 employees certified and accountability embedded through action tracking, WVG has already achieved **Silver Carbon Literate Organisation accreditation**, and is working towards Gold level accreditation, while rolling out **Carbon Literacy training to other brands such as Bentley Motors and Porsche**.

Communities & Social Impact

Key Highlights

- Launch and rollout of six Cultural Sector Shareable Courses, increasing accessibility to Carbon Literacy training in the sector.
- Increased speaking opportunities across Sport, reflecting growing demand for climate education in the sector.
- Re-engagement across the Housing sector UK-wide, including tenant training in Northern Ireland, and Skills & Training award at the Unlock Net Zero Awards 2025.
- Expansion into faith communities, with the launch of the first Shareable Course for Christian Congregations in partnership with the Church of England.



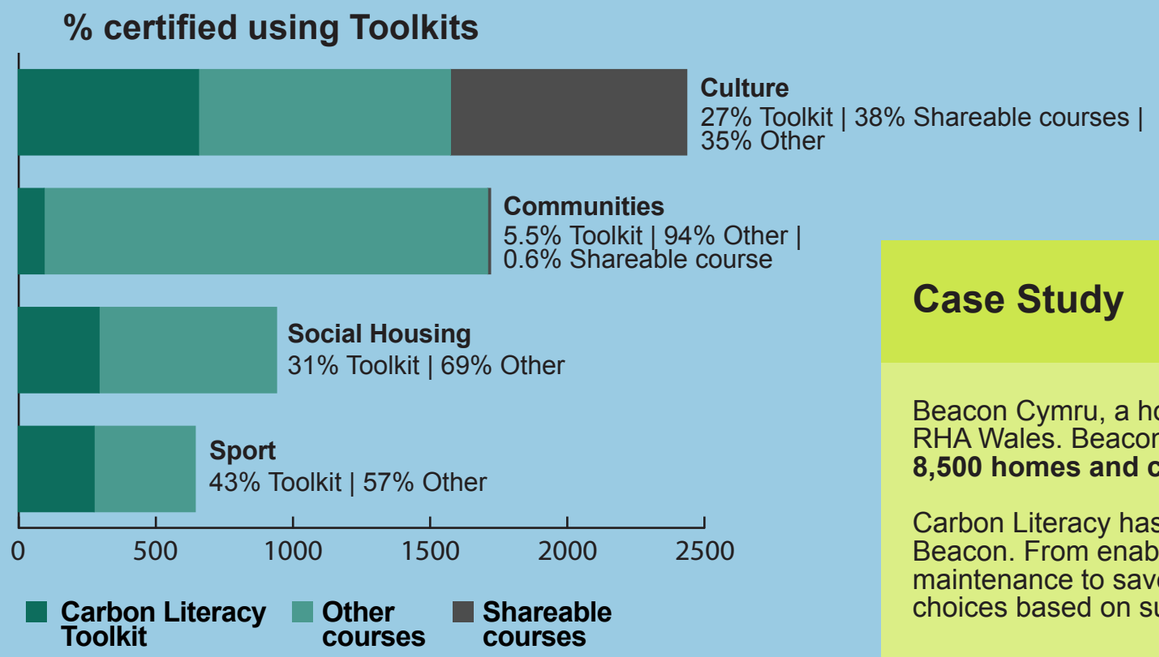


2,434 Learners certified in the the Culture Sector

645 Learners certified in the Sport Sector

941 Learners certified in the Social Housing Sector

1,720 Learners certified in the Communities Sector



Case Study beacon

Beacon Cymru, a housing association in Wales, was formed in 2025 by the merger of Coastal Housing Group and RHA Wales. Beacon Cymru has embedded Carbon Literacy to promote **a shared culture of sustainability across 8,500 homes and communities**.

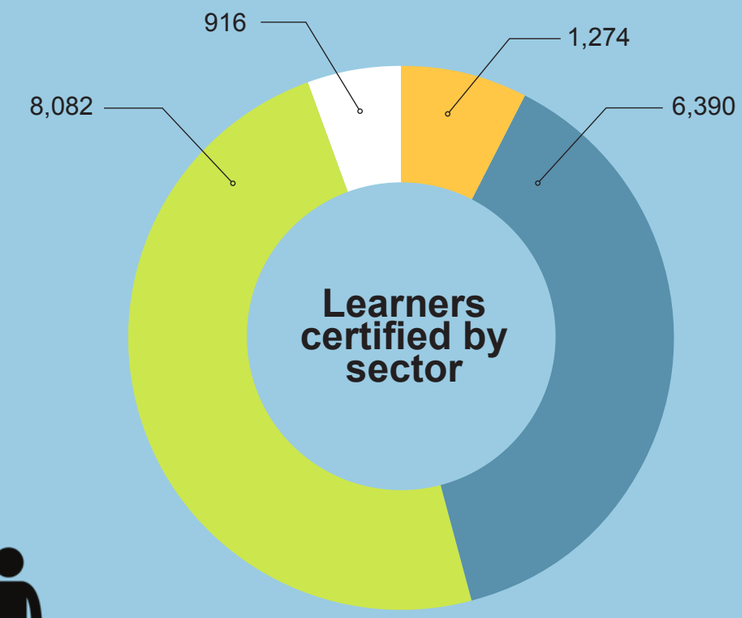
Carbon Literacy has been an undisputed success in cultivating conversation and coordinating action across Beacon. From enabling focused discussions about climate change and sustainability to reviewing procurement and maintenance to save on energy usage, **70% of Beacon staff reported feeling supported** and able to make work choices based on sustainability reasoning.

Public Sector

Key Highlights

- 8 newly accredited Carbon Literate Educators (CLEs), including the first school CLE and first Gold CLE, with award presentations across the UK and in Australia.
- Milestone of 30,000 certified learners in the Education sector.
- Release of the new Schools Toolkit for Staff.
- 4 Silver and 2 Bronze CLOs in the Civil Service.
- Civil Service Climate + Environment Network Conference panel and workshops with the UK Department for Energy Security and Net Zero.





Education
Civil Service
Healthcare
Local Authorities

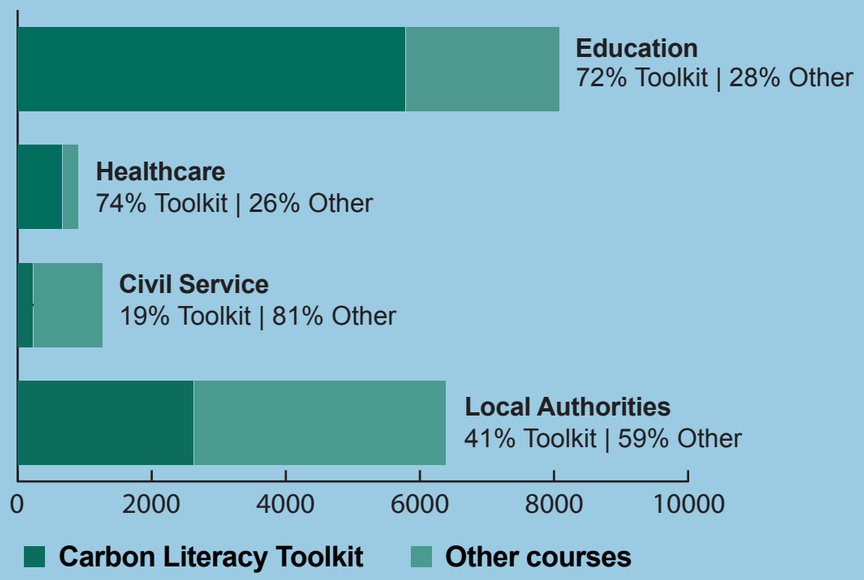
8,082 Learners certified in the Education Sector

916 Learners certified in the Healthcare Sector

1,274 Learners certified in the Civil Service Sector

6,390 Learners certified in the Local Authorities Sector

% certified using Toolkits



Case Study

national highways

The Lower Thames Crossing, delivered by National Highways, is a major infrastructure project in the UK that aims to be Britain's greenest road, setting the pace for carbon reduction through Carbon Literacy. The project became the first major project in the UK to be accredited as a **Gold Carbon Literate Organisation**.

It also set new standards in procurement, **requiring all three Delivery Partners to achieve Silver Carbon Literate Organisation status as a tender criterion** and establishing Carbon Literacy as a best practice approach to carbon management among the supply chain.

Carbon Literate Localities

Manchester Carbon Literate City

October 2025 marked the first anniversary of Manchester City Council's commitment to supporting Manchester to become the world's first Carbon Literate City, as part of its goal to become zero carbon by 2038.

We hosted a webinar to celebrate the progress made over the previous year, reinvigorate commitment among founding supporters, and engage organisations across Manchester to support the goal.



The Goal

To train and certify 15% of people living or working in Manchester:

85,349

people as Carbon Literate by 2027 to achieve Carbon Literate Locality status.

The total so far

The current number of people certified as Carbon Literate is

23,302 from

176 organisations

We're here!

62,047 more to go

MANCHESTER CITY COUNCIL

MCR Manchester Climate Ready

Manchester City Council

- The initiative coordinator has certified the majority, with over **4,400** trained internally and **529** trained externally.
- Achieved Gold Carbon Literate Organisation in February 2025, with **50% of staff traine**d, including 90% of senior officers and councillors.
- Its fifth consecutive Carbon Literacy Action Day initiative was its most ambitious initiative to date, involving colleagues, cultural partners, community members, and school staff.



GMAST

GMAST

- Created and launched a Carbon Literacy Shareable Course for cultural sector organisations in January 2025, which is free for all cultural organisations and individuals in Greater Manchester participating with GMAST.

Clarke Willmott

- After achieving Bronze CLO accreditation in August 2025, this national law firm delivered training at its Manchester office during Carbon Literacy Action Day, initiating its formal commitment to the Manchester Carbon Literate City initiative.

The Barlow RC High School

- Hosted the Carbon Literacy for School Staff Toolkit pilot & trained 3 Governors in April 2025.
- Trained 38 students in July 2025, who made pledges to educate others.
- Became the first school to achieve CLE status in October 2025.

Manchester Metropolitan University

- Certified 705 individuals in 2024 alone, bringing its total to around 4,000 Carbon Literate staff and students.
- Supported Carbon Literacy training across Manchester's public and private sector over the last 14 years.
- Appointed as the North West Hub for the Department for Education's Climate Ambassador programme as a result of its climate work, inlcuding Carbon Literacy.

Manchester Metropolitan University

Carbon Literacy Community Fund

In September 2025, we launched the Manchester Carbon Literate City (MCLC) Community Fund, the latest of our funding rounds for communities. Aligning with Manchester's initiative to become the world's first Carbon Literate City, the fund was set up to support Manchester-based community groups in delivering Carbon Literacy training and climate action. Backed by Patagonia and Manchester City Council, the fund provided the equivalent of £14,700 in funded services to help 12 communities across Manchester access training, gain certification, and build a fairer, more connected low-carbon city.

Manchester Climate Change Youth Board

Audience:
1,000 Young people aged 16–28 from across Manchester

Focus:
Carbon Literacy training that equips young people to turn climate concern into confident, collective action across Manchester



Manchester Craft and Design

Audience:
45 on-site makers

Focus:
Carbon Literacy training that empowers makers to make positive decisions for themselves and their businesses



Venture Arts

Audience:
20 Venture Arts staff, volunteers, and steering group artists with lived experience of learning disability and/or neurodiversity (LD/ND)

Focus:
Accessible, artist-led Carbon Literacy training that champions inclusion, creativity, and empowerment within the LD/ND community





Propsere Learning Trust

Audience:
200 school staff and pupils, including those with special educational needs and disabilities

Focus:
Empowering staff and students with Carbon Literacy to drive environmental stewardship and local autonomy



MSV Housing

Audience:
30 social housing customers

Focus:
Carbon Literacy training that helps residents make practical changes, reduce bills and improve well-being and the local environment



Wai Yin Society

Audience:
50+ Wai Yin Society service users, including ethnic minority residents, migrants, and older adults

Focus:
Carbon Literacy training that connects climate action with daily life, wellbeing, and community resilience

Carbon Literacy Action Day

On **13th November 2025**, the **fifth Carbon Literacy Action Day** (CLAD) took place alongside COP30 in Belém, Brazil, once again demonstrating the power of coordinated global climate education.

As world leaders come together to negotiate international climate policy, we use the opportunity to connect Carbon Literacy learners worldwide to take action.

The impact of CLAD 2025 was made possible by our global community of trainers, organisations, volunteers and learners – alongside the generous support of **Zenith**, the 2025 Action Day sponsor.

The Scale

2,782
Individuals Trained

10,000+
Tonnes CO_2e Saved

133
Organisations Participated

21
Participating Nations



CLAD Catalyst Award

The theme, **Connect, Collaborate, Cascade**, encouraged participants to champion the power of collective action – leveraging networks, strengthening partnerships, and scaling Carbon Literacy beyond a single training room to drive wider organisational and sector-wide impact.

Georgina Patel, Carbon Literacy Consultant

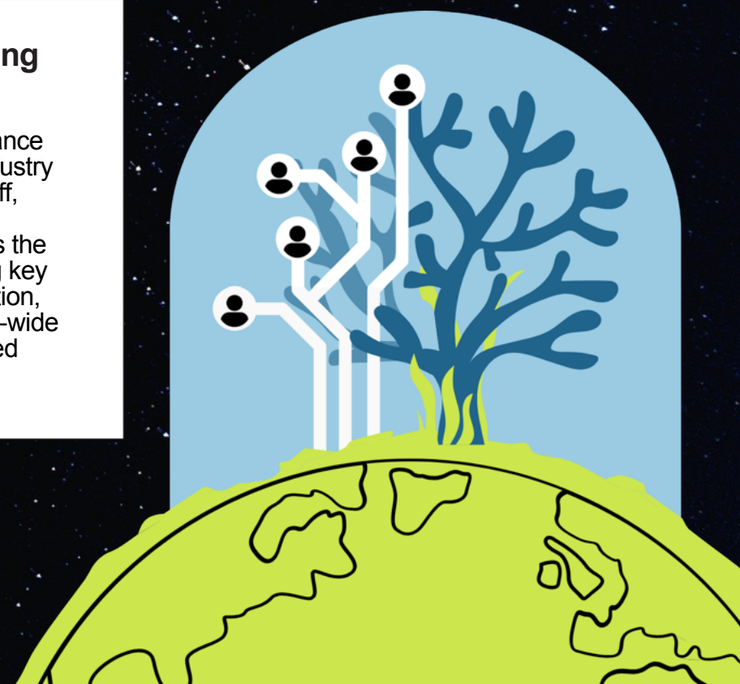
The first independent trainer to receive the award, Georgina delivered training throughout CLAD week across the UK and internationally. Her work included training senior leaders in Uganda, including representatives from the Office of the Prime Minister and the Parliamentary Forum on Climate Change, enabling Carbon Literate decision-making to cascade into policy and collaboration.

Transport for London

Transport for London embedded the CLAD theme across internal teams and suppliers, training senior leaders and construction partners, hosting collaborative events with other transport authorities, and amplifying learning through internal forums. Their work demonstrates how large, complex organisations can meaningfully connect and cascade climate action at scale.

The Sustainable Wedding Allaince

The Sustainable Wedding Alliance brought together influential industry leaders, operational venue staff, and supply chain partners to embed Carbon Literacy across the wedding sector. By connecting key voices and fostering collaboration, they demonstrated how sector-wide transformation can be catalysed through coordinated action.



Carbon Literacy at Events



Better Business Summit

The Better Business Summit brought together organisations committed to taking meaningful action on sustainability. Co-founder, Phil Korbel, delivered a session titled “The Footprint of a Hug”, exploring how genuine happiness is often found in meaningful experiences rather than high-carbon consumption.



Green Tech Conference

At the Green Tech Conference hosted by pro-manchester, team members Myriam Raso and Chloe Sancho joined discussions on AI, data centres, green hydrogen, using tech for net-zero buildings, and sustainable transport. Strong participation from Carbon Literate panellists and attendees reflected growing momentum for climate action across the tech sector.



Edinburgh Fringe Festival

At the Edinburgh Fringe Festival, Sarah Booth and Phoebe Rhodes joined a panel on “Where Does UK Theatre Stand on Sustainability in 2025?” alongside partners from Wise Ram and Theatre Green Book. The discussion highlighted how Carbon Literacy equips theatre professionals with the knowledge, confidence, and practical tools to drive meaningful climate action.



Sustainability Expo London

At Sustainability Expo London, experts from across industries shared insights into the intersection of sustainability, responsibility, and successful business. Our Digital and Tech Coordinator, Ravi, spoke about the importance of a people-first approach to meeting sustainability targets and shared some of the business benefits witnessed by various organisations delivering Carbon Literacy training.



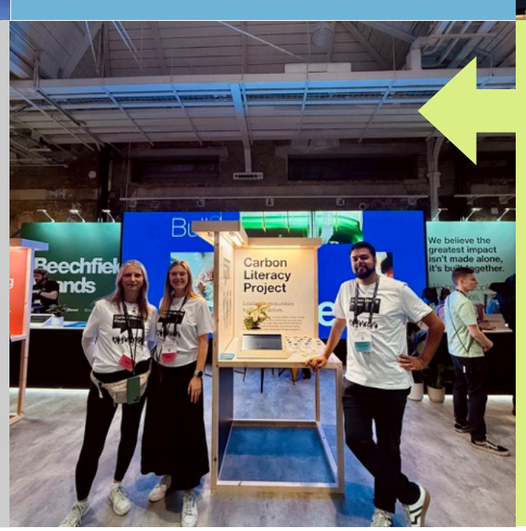
Civil Service Climate and Environment Network Conference

The Carbon Literacy Project had the privilege of contributing to the Civil Service Climate + Environment Network Conference, attended by more than 1,000 staff from across departments and agencies. The team hosted a stall at the event and delivered workshops in collaboration with the DESNZ Carbon Budgets team, offering opportunities for delegates to engage, learn, and connect with Carbon Literacy.



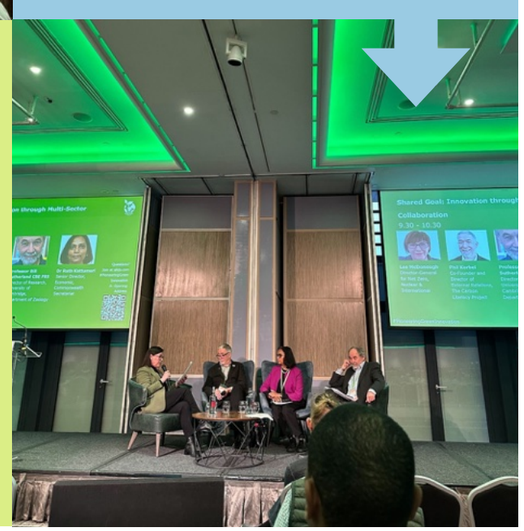
CBI Annual Conference

At the Confederation of British Industry Annual Conference in Westminster, invited by Autotrader, The Carbon Literacy Project connected with leaders across the UK, showcasing the practical value of Carbon Literacy for businesses, from improving efficiency to strengthening supply chains.



Blue Earth Summit

The Carbon Literacy Project attended the Blue Earth Summit 2025 at Woolwich Works, London, alongside our founding sponsor, Beechfield Brands. The summit brought together purpose-led businesses, charities, and partners committed to putting people, planet, and long-term impact first. The conversations and shared ambition made it a valuable and energising experience for everyone.



Press & Media

The Guardian — UK

News | Opinion | Sport | Culture | Lifestyle



The Guardian becomes the first media owner in the world with a Carbon Literate sales team

Guardian Advertising has announced today that it is the first media company in the world to train its entire sales team to be certified Carbon Literate.

MTN MOTOR TRADE NEWS

Volkswagen Group UK achieves Silver Carbon Literate Organisation status



Volkswagen Group UK has been recognised as a Silver Carbon Literate Organisation (CLO), marking a significant step in its efforts

Manila Standard — Today's Print

Acciona.org first in Philippines to earn carbon literacy training accreditation

By **Manila Standard Business**

Acciona.org, the corporate foundation of the Spanish infrastructure and renewable energy company ACCIONA, has been certified to deliver carbon literacy training, becoming the first organization in the Philippines to accredit a course with The Carbon Literacy Project in the United Kingdom.

The accreditation allows acciona.org to train and certify its employees and partners, providing participants with

fe news — Sign in

Fife College first educational institution in Scotland to achieve Bronze Carbon Literate Educator accreditation



Fife College has become the first educational institution in Scotland to be accredited as a Bronze Carbon Literate Educator, highlighting its commitment to embedding climate education and action through Carbon Literacy.

The accreditation, awarded by The Carbon Literacy Project, recognises organisations that are actively

PSE



Manchester City Council has become the first local authority in the UK to be awarded 'Gold' status for its staff's understanding of climate change.

More than half of the people working for the Council and associated bodies such as MCR Active – and more than 90 per cent of senior officers and councillors – have completed Carbon Literacy® training which gives an insight into the implications of climate change, how harmful carbon emissions

ABOUT MANCHESTER

First Carbon Literacy® Toolkit for the Digital & Tech industries launched in Manchester

By **About Manchester** - January 24, 2025 0



a time when the digital and technology sectors are under growing pressure to reduce carbon emissions, Auto Trader and Manchester Digital have launched the first ever Digital & Technology Carbon Literacy Toolkit in

Light/Dark



Cogo and Carbon Literacy Project Join Forces to Help SMEs Become Carbon Literate

Green fintech, Cogo, has joined forces with The Carbon Literacy Project to help SMEs deliver climate action and secure a Carbon Literate Organisation accreditation. By adding a new Carbon Literacy action within its Carbon Manager tool, Cogo aims to encourage SMEs to initiate a Carbon Literacy training programme for staff to take more effective climate action and secure

Cruise Industry News — Number 1 in Industry Reporting

Fred. Olsen Launches Carbon Literacy Training for Shoreside Team

April 22, 2025



Fred. Olsen Cruise Lines is launching a Carbon Literacy training program for its shoreside employees, becoming the first cruise line to implement such an initiative.

ISLE OF MAN TODAY

Isle of Man tackles climate crisis with carbon literacy training

The Isle of Man Government's carbon literacy training programme has empowered over 400 individuals to reduce emissions while encouraging broader community action.



(Isle of Man Government)

Staffordshire LIVING



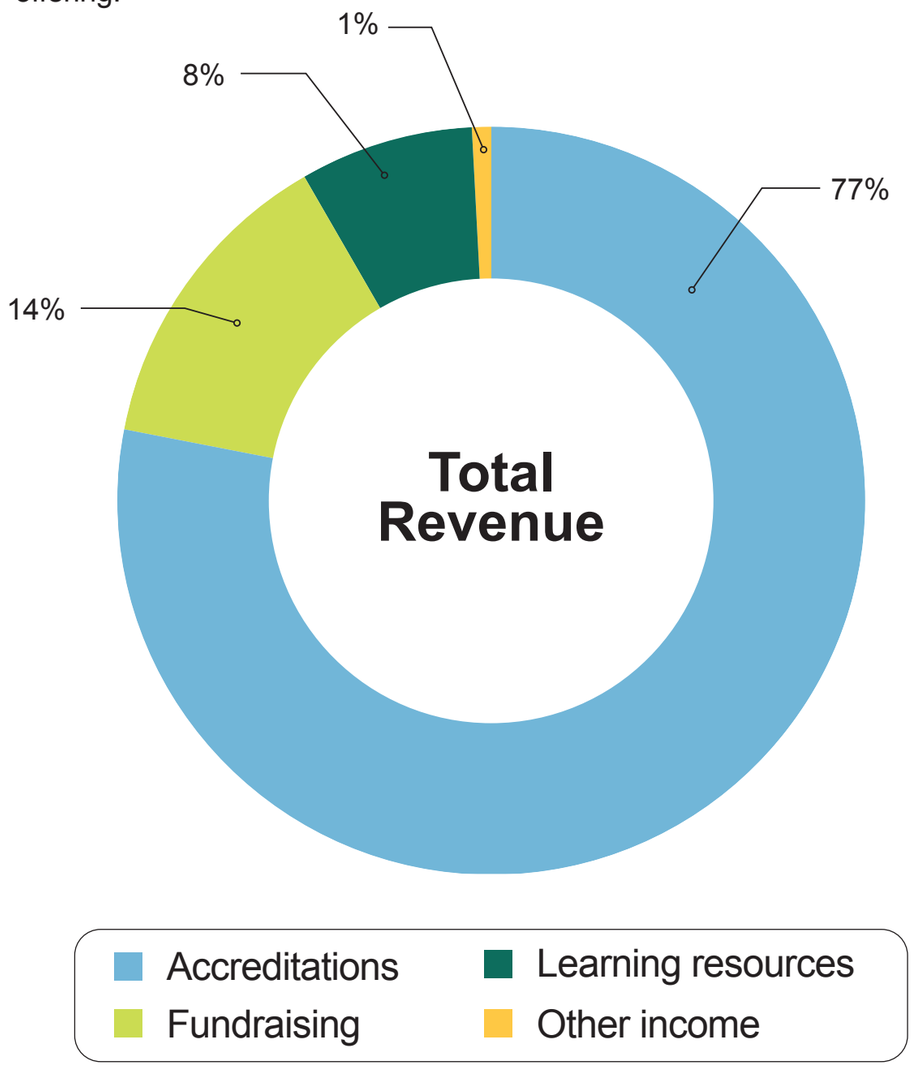
Young Climate Leaders Emerge from Carbon Literacy Training at Sir Thomas Boughey Academy

EDUCATION

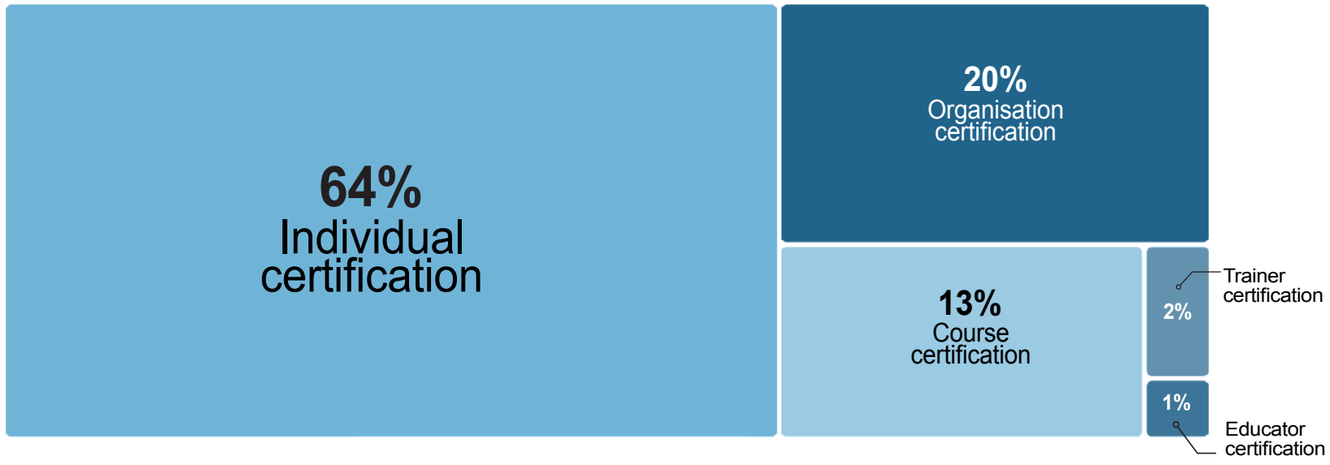
Finance

Income Streams

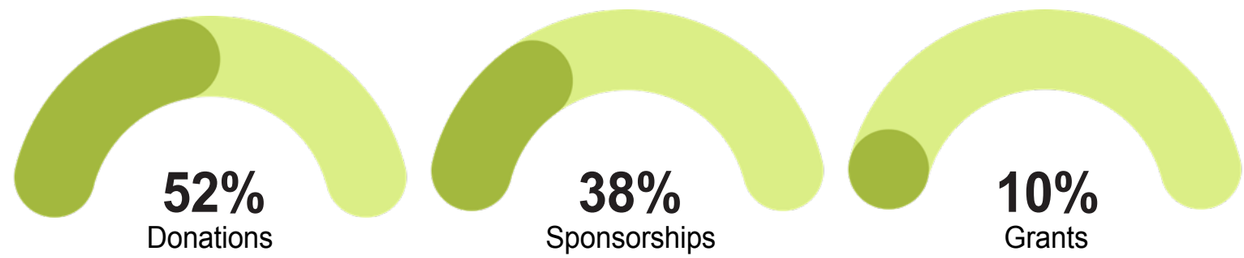
In the 2025 calendar year, the project's income continued to grow steadily, from £1.45 million in 2024 to just over £1.57 million, despite a troubling global economic outlook. Our various accreditations were once again the main source of income that sustains the charity, increasing its share of total income by 17% between 2024 and 2025. This demonstrates the financial resilience of our funding streams in the face of economic uncertainty, the overwhelming support of our community, and continued demand for our offering.



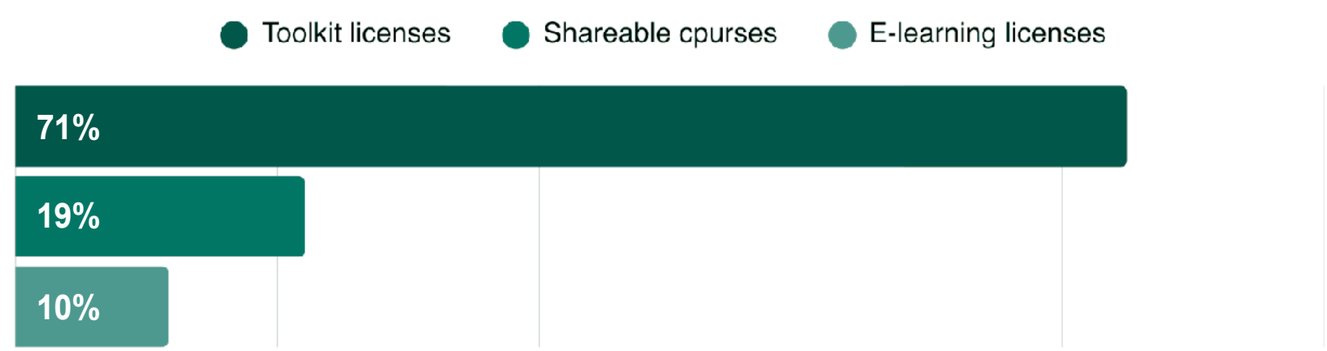
Total revenue from accreditations



Total revenue from fundraising



Total revenue from learning resources



Fundraising & Partnerships

Total amount raised **£215,459.20**

Donations: £112,920 **Sponsorship: £82,000** **Grants: £20,539.20**

Fundraising campaigns



Green Match Fund 2025
£6,216.25 raised

Launch Carbon Literate Localities

Launched on Earth Day, this campaign supported the development of Carbon Literate Localities – an initiative connecting organisations and individuals within towns and cities to work towards a shared goal of widespread Carbon Literacy. With support from 45 donors and match funding from The Big Give Trust, this campaign helped to accelerate coordinated, place-based climate action.



Christmas Challenge 2025
£6,770.06 raised

Carbon Literacy for Schools

Funding through the Christmas Challenge supported the continued rollout of the Schools Toolkit, helping remove cost barriers for under-resourced schools, and strengthen whole-school approaches to sustainability. This enables more educators to embed Carbon Literacy across teaching and school life, equipping young people to take meaningful climate action.

Sponsorships

£10,000
Zenith – Carbon Literacy Action Day
Amplifying global impact through partnerships

Support from Zenith enabled the delivery of Carbon Literacy Action Day 2025, reaching 2,782 learners across 133 organisations, and generating 5,564 climate action pledges – projected to save over 10,000 tonnes of CO_2e. By supporting CLAD, Zenith helped amplify the global reach of Carbon Literacy, enabling coordinated climate action across 21 countries and five continents.

Zenith

£72,000
Autotrader - Sector Toolkits
Enabling sector-wide transformation

Investment from Auto Trader Group supported the development of both the Automotive and Digital & Tech Toolkits, helping embed Carbon Literacy within key industries.These toolkits enable organisations to deliver training at scale, supporting sector-wide behaviour change and aligning industry practices with a low-carbon future.

Autotrader

Grants

In 2025, grant funding supported the expansion of Carbon Literacy across key sectors and localities. This included support for cultural and creative organisations in Greater Manchester through **GMAST**, and the museum sector through **Roots & Branches**, helping accelerate their response to the climate crisis.

Funding from **Compass Group Foundation** enabled Carbon Literacy training for SMEs across the food value chain, supporting sector-wide decarbonisation. Additionally, funding from **Patagonia** supported the Manchester Carbon Literate Localities Accelerator, advancing a place-based approach to climate action and supporting the city's ambition to become the UK's first Carbon Literate City.

patagonia

GMAST

COMPASS GROUP FOUNDATION

Our Team & Culture

Although the world became increasingly divided in 2025, it remains a steadfast goal of The Carbon Literacy Project to nurture an inclusive and supportive working environment for our entire team of staff and volunteers.

Our Diversity, Equity & Inclusion practices

Equity, Diversity and Inclusion (EDI) are embedded in our culture and organisational practices. We are committed to maintaining an environment where all individuals, regardless of background, identity or circumstance, feel welcome, valued and empowered to contribute to our goals.

Actions delivered in 2025

In 2025, we developed and launched our own EDI training, which everyone at the Project is required to complete. This training has been designed to facilitate understanding and shared responsibility across the team for ensuring that EDI principles are actively practised and encouraged.

When it comes to diversity, we know that measuring where we're at is the only way to improve year-on-year. So, we were proud to take part in the RACE Report for the fourth year since its launch.

THE RACE REPORT

The UK's largest analysis of the racial diversity of the environmental charity and funder sector, the annual RACE Report aims to boost transparency and encourage action amongst UK climate and environmental charities and funders when it comes to the racial and ethnic diversity of their workforce and governing bodies.

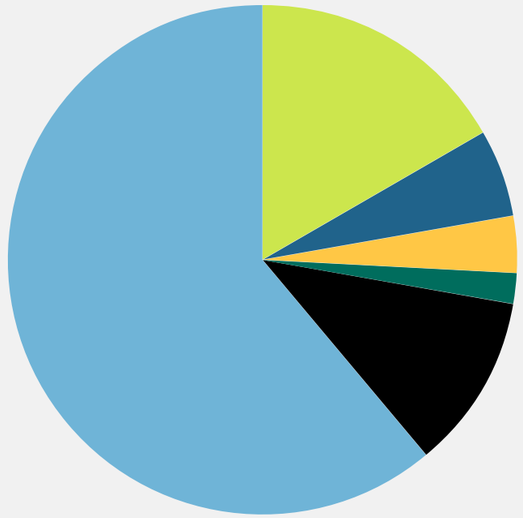
We are proud to be among:

- The 91 organisations that submitted data for the four consecutive years that the RACE Report has been published, for whom representation has increased from

  6.2% in 2022 ⟶ **8.4%** in 2025

- The 'climate or climate justice' umbrella, which had the largest representation of ethnically minoritised groups at **16.3%**

Diversity in data: Race & Ethnicity



5% increase in number of racially minoritised staff

7% increase in the number of racially minoritised groups represented across the staff team

Goal achieved

In 2025, we focused on granting equal opportunity to existing team members to progress in their roles based on merit, which saw:

+11% since 2024

increase in the number of racially minoritised people promoted

+9% since 2024

increase in the number of racially minoritised groups represented among people being promoted

This naturally led to greater diversity being reflected in more senior roles:

300%
increase in the number of racially minoritised people managers

60%
increase in the number of racially minoritised groups represented across people managers

We're also committed to nurturing young talent. We offered permanent positions to six former placement students, recognising their valuable contributions over the previous year.

Looking forward



“

The stories in this report show what becomes possible when people are informed, empowered, and inspired to act.

Every day, Carbon Literacy is equipping individuals with the knowledge, confidence, and motivation to take meaningful action within their own spheres of influence. Not just to cut carbon, but to protect people, places and livelihoods, now and for the future. And one person’s pledge is never just one action. It moves outward – into teams, into policies, into cultures, into systems.

In schools and colleges, it is helping to prepare future leaders with the skills and agency to shape a low-carbon world. In workplaces, it is embedding efficiency, savings, and resilience into everyday decisions, operations, and culture. Across sectors and localities, it is connecting people and organisations around a shared understanding of both the challenge and the opportunities a low-carbon future brings.

And so, our ambition remains clear: to reach one million Carbon Literate citizens by 2030, and through them build a society that’s more informed, collaborative, and capable of creating a fairer, safer and low-carbon future for us all.

Natalia Phipps
Deputy Managing Director & Director of Advocacy

