



# The Carbon Literacy Project

## Phil Korbel



# The Carbon Literacy Project

## Cooler Projects CIC

- a Community Interest Company
- Community Objective: *“ideas, advocacy and action for low carbon futures”*
- the Carbon Literacy Trust owns the IP & commissions Cooler



## Cooler Projects CIC

Ideas, advocacy and action for low carbon futures

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

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

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

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

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

We:

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

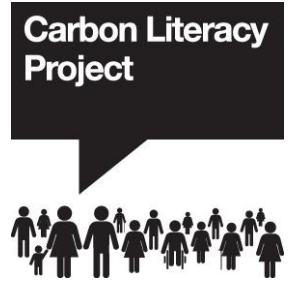


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The Natural Choice

cooler

# The Carbon Literacy Project



- performed an initial baseline study and established The Carbon Literacy Working Group;
- via the Working Group provided the first definition of Carbon Literacy and created The Carbon Literacy Standard.
- piloted the approach then began co-ordination of “The Carbon Literacy Project” in Greater Manchester;
- has overseen the expansion of the Project across Greater Manchester, the UK, Europe and beyond.
- established and now delivers on behalf of The Carbon Literacy Trust (Reg Charity No.1156722)

# The Carbon Literacy Project



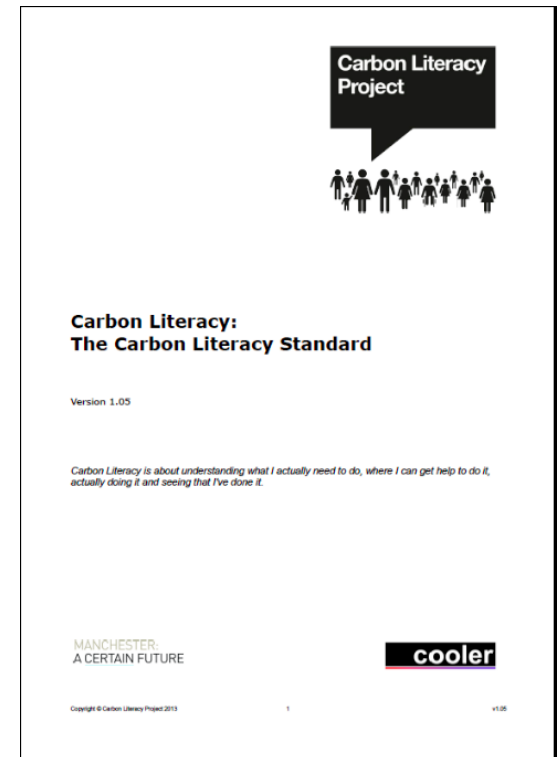
What is Carbon Literacy?

**“An awareness of the carbon costs and impacts of everyday activities and the ability and motivation to reduce emissions, on an individual, community and organisational basis.”**

# The Carbon Literacy Project



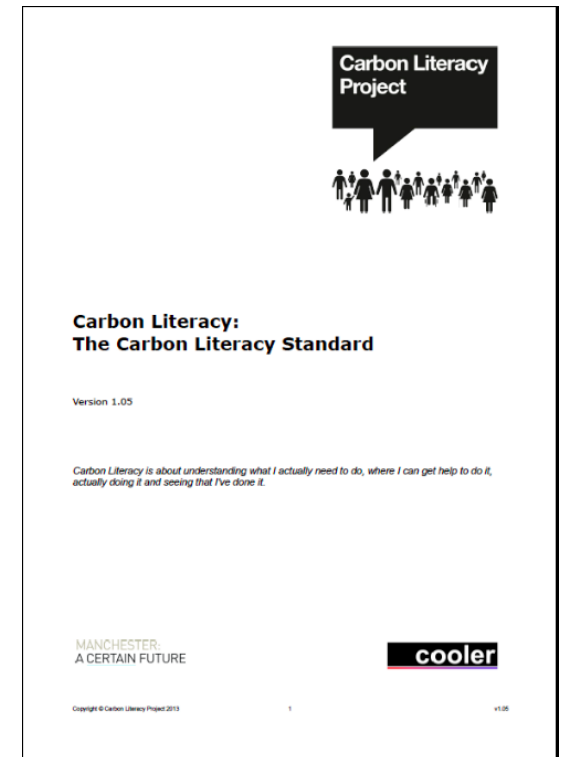
- a “days worth of learning” about Climate Change
- learning will be “Social Learning” - taken to where people are
- delivery will be Peer to Peer – because our peers are our most trusted source of information and influence
- the training to meet The Carbon Literacy Standard and certified as doing so.



# The Carbon Literacy Project



- Knowledge
- Learning Method
- Values
- Action



15,000  
citizens  
certified



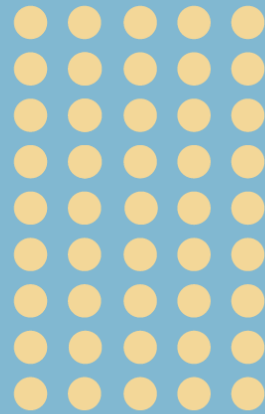
1264 organisations  
engaged



10  
nations  
engaged



56  
certified  
training  
professionals



9 consortia  
initiated



30,000  
actions  
pledged

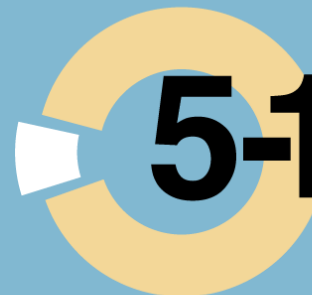


40  
Carbon  
Literate  
Organisations

159 courses  
designed



5-15% carbon  
savings  
per-person



# Public Sector CL Toolkit



- funded by BEIS / GMCA
- shareable pre-accredited training kits for most of public sector
- central govt, LA's, NHS, emergency services & HE/FE
- LA's & HE/FE's launched
- 28 LA downloads as of today
- leadership & councillors courses 2020
- procurement & pension funds 2021



# The Carbon Literacy Project



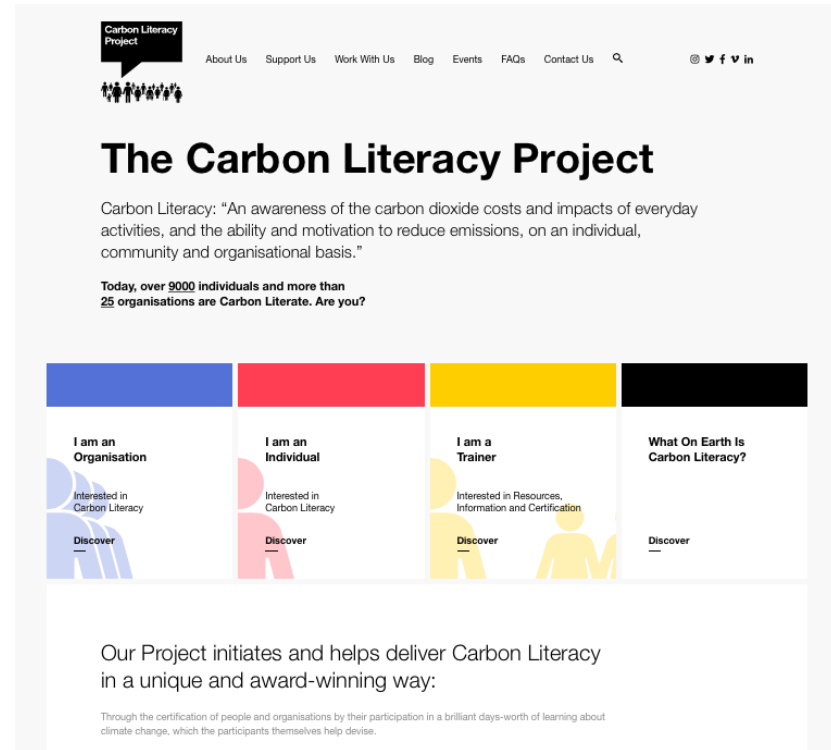
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