



Participant Details Form

Essential Information (Please write clearly - What you write goes on your certificate):						
Surname:		Forename(s):				
Postcode:						
Email:						
Job title:						
Name of the organisation you work for?						
Name of the organisation delivering Carbon Literacy? SAIL course via NTU is where I have participated in learning about Carbon Literacy.						
Additional Information:						
To monitor the audiences for this project in support of our equal opportunities policy, we would like to collect some additional data: <u>Please circle or highlight your answer:</u>						
Gender:	Male / Female / Transgender / Other / Do not wish to disclose					
Age:	0-10	11-20	21-30	31-40	41-50	51-60
	61-70	71-80	81+	Do not wish to disclose		
How would you describe your working status?						
School student, College / University Student, Self-employed, Employed, Seeking Work, Retired, Homemaker, Carer, Other:						
Permission:						
I understand the information I submit here will only be used in connection with The Carbon Literacy Project, in order to both award and keep my certification up to date and keep me informed about enhancements to The Project and my certification. My information will never be sold or transmitted to any third party and will only be used directly in connection with The Carbon Literacy Project.						
Signature: (Signature of parent, guardian or teacher if participant under 18)		Date:				

Evidence Form

The focus of Carbon Literacy is about empowering people to take action. To become certified as Carbon Literate you must:

Page 1 – Getting to Carbon Neutral

1. Explain clearly the steps we need to take as a society, to be **carbon neutral by 2038**.

Page 2 – Commitments

2. Create at least one significant action **personally** to reduce your own individual carbon footprint. This is your **personal action**.

3. Create at least one significant action **involving other people** to reduce the collective footprint of your workplace, community or place of education. This is your **group action**.

The information you write on this form will determine whether The Carbon Literacy Project can certify you as Carbon Literate or not.

Getting to Carbon Neutral

Please complete this section to the best of your ability. You may choose to write, draw or annotate diagrams to explain your answer fully.

1. As a society, what do we need to do to be carbon neutral by 2038?

I will list out the practical aspects we covered in our training – because they are ‘tangible actions’. But I feel it’s also necessary to say that as a society... the time to act is NOW. Whether we are considering simply the UK society, or the wider global society - from a communication perspective, there’s a danger in citing dates set so far into the future because as humans we are inherently lazy. If we can leave things to the last minute, we will.

It’s usually only crisis or threat of survival that accelerates action. (As witnessed with our global collective mobilisation of positive action around Covid19). Therefore, the most pressing action is to change the narrative to educate the masses on the need for climate action for survival and that the time to act is now. Dates of 2030, 2038 and 2050, don’t express the urgency that’s required. Without constant social education around the urgency and the need to act (not everyone is following Attenborough’s warnings) – there is a danger too many remain blissfully unaware or consider climate crisis to be something that someone else will take care of. To change societal behaviour, all signals point towards wide-spread regulation. Particularly, when the BlackRock’s of the world state they want to see sustainable investment, and then we see a rise of 96% in sustainable investment in a 24-month period, that showcases the speed of change that can be executed and, what’s driving what. And it’s interesting that this year, their CEO has cited he is looking for a simpler global set of accountability metrics to stop organisations mitigating the reporting of their true carbon impact! Climate level disclosures will become mandatory – as cited by TCFD – and whilst more than 1500 organisations are committed to such financial reporting disclosures – it’s not yet standardised and mandatory.

Whilst there are a growing number of schemes and programs being created to support our education, understanding and implementation to support climate goals – there currently isn’t really any one centralised accessible program / or ongoing global campaign (apart from The Attenborough effect) which is focused on continuously educating individuals as to what they can do to support getting to carbon neutral and the role they play – nor readily available for SMEs either.[For example – there currently isn’t a global social advertising / education campaign - such as those we’ve seen with cigarette smoking - educating consumers at every turn of the perils and dangers.] Perhaps I’m biased, but as a marketer and ‘educator’ – for me the most pressing issue is communication – making people aware, making it matter to them, and giving them resources/knowledge to make a difference. And not doing this in isolation, but bringing

together the many programs, schemes and great work to inspire and support others. A collective sustainable shared 'brain'.

If we gave a simple societal message of 1 thing everyone in society could commit to do and by when it could make a significant difference. It would get the ball rolling and collectively, we would start moving in the right direction. (Again, Covid 19 drove people into the streets to 'clap' for the NHS every Thursday). The majority of people did this. If there was a simple initiative (not once a year, but once a week) towards individuals doing their bit to 'Save the Planet' – then we could start to effect some collective shifts. The latest Edie 2021 Sustainable Leadership Report provides some positive reading with regards to how organisations are starting to focus attention on carbon reduction – with 85% of businesses stating they are more committed to sustainability than they were in 2020. And that extraordinarily, 7 out of 10 firms believe that Covid 19 has in some ways accelerated climate action.

Practicalities of what needs to shift:

Reduce carbon output

Reduce the amount of carbon being released into the atmosphere. We've gone well beyond the natural carbon cycle, with Co2 levels at 410ppm – the highest ever recorded in 800,000 years. Climate change is most certainly man-made, with 97% of scientists agreeing that human activity is causing excess greenhouse gas emissions which are heating the planet at an alarming rate.

How do we do that?

- **Encourage or regulate humans to switch to cleaner / renewable energy sources:** Fossil fuels are still a major source of fuel – and one of the worse offenders when it comes to emitting greenhouse gas emissions. Solution is to switch to alternative cleaner / renewable energy sources such as wind / solar / hydro/tidal / geothermal / biomass. At a societal level, we need systemic shifts. First, society needs to be made more aware of the consequences of GHG – and make good choices simple to switch to and widely accessible. Enabling all within society, businesses and individuals to change how we travel, heat our homes and offices, transport products and goods and design products / services with innovative energy considerations.
- **It's highly likely that regulation will enforce major energy suppliers to transfer dependence to renewable energy solutions.** Which will of course make the cascade of energy sources widely used in society a no brainer for wider society, supporting necessary innovations in poorer countries.
 - Transfer current modes of transport to cleaner energy: Petrol to electric cars.
 - Improve community travel making buses and train travel efficient and accessible.
 - Remodel our infrastructure to support greener, walkways, cycle culture.
 - Drive innovation around cleaner refrigeration cooling systems – one of the biggest Co2 emission challenges we face.

Address the balance – Remove harmful greenhouse gases via carbon sink

The earth, in sync with nature, is designed to balance our natural carbon emissions – enabling greenhouse gases to be removed safely from the atmosphere. Referred to as 'carbon sink' – this process relies on the preservation of forests or reforestation or afforestation, natural habitat, peat and fauna, the healthy use of soil, diversity of crops, organic farming processes and practices which focus on putting nutrients and carbon back into the earth and developing more carbon sinks to 'mop up' the overwhelming greenhouse gases – rather than destroying, pressurising and starving the earth's natural and much needed life support mechanisms.

Unless setting out with an intention, such as the growing number of BCorps, most organisations do not address the carbon balance as part of their business strategy and operational procedures. The Patagonias and Ben & Jerry's of the world are few and far between. The majority of organisations large and small are therefore having to 'reverse' into sustainable activity (eg: Brewdog whom after 10 years of understanding

and admitting the harm they've been doing, have become a BCorp and are now committed to reforestation and other activities to address the balance to sustain their carbon negative status). Many are learning that good business is good for business – and adapting their business models aligned with growing consumer consciousness. Moving forward, (and ideally an outcome of COP26) - there needs to be clearer regulation developed around organisational carbon footprint and maintaining the carbon balance as a key part of accountable business strategy and activity.

How do we improve / preserve carbon sink?

- Slow down or stop the conversion of forests and landscape into cropland.
- Reduce our dependence on 'meat' and focus on a more plant based natural diet. (Less cattle / intense farming not only preserves the land, but also reduces levels of methane, a key contributor to greenhouse gases) so there is added benefit to this.
- Reduce deforestation – as whilst afforestation can support the impact, beyond the 'replanting of trees, there is a whole life-cycle within our forests and rain forests that takes thousands of years to replicate.
- Reforestation and afforestation. Planting more trees to absorb GHG, both in areas where original forests have been removed, and in areas devoid of trees.
- Organic farming – regenerative agriculture - maintaining the natural carbon cycle within our soils.

Commitments – Your Personal and Group Actions

Please justify your answers and note that the person reading your form may not be an expert in your particular field. **Parts a, b, and c must be completed.**

We are looking for evidence that you have an awareness of carbon emissions/savings associated with various activities.

We have asked you to rate the action with a low (10 s kg's), medium (100s kg's) or high (1000 s kg's) ranking, please make sure that you use this to consider whether your action is significant enough in relation to your position. Your action could also cause others to save CO₂, making it an indirect saving. If you have pledged an action that you think will have a low CO₂ saving, but this action is significant to you, please explain why it is significant in part 2c and 3d.

2. Your Personal Action (Please write clearly)

(a). What significant personal carbon reducing action have you committed to as a result of your Carbon Literacy training?

Personal in the home / family:

- Switching our two petrol cars to one electric car by December 2021 (when the leases expire).
- Ensuring all light bulbs throughout the home are LED by April 2021.
- Three of us already vegetarians – but husband has committed to eating more plant based meals – and committed to no longer eating red meat. March 2021.
- Swapped out coffee in the home for tea. March 2021.
- Growing our own tomatoes. Commence May 2021. (When weather and season permits).
- Keeping our diet as a family seasonal. Ongoing.
- Stronger focus on repairing, reusing, recycling.
- Change all energy supplies both in our home to renewable energy.
- Purchasing clothes only when absolutely necessary (apart from underwear) in charity shops. Fixing, upcycling, tailoring.
- Revisit investment plans and ensure funds with strong sustainable commitments are at the heart.

Personal as leader of three small business enterprises;

- As the leader of three service business enterprises, including one social enterprise around preventative health care, mental-health and wellbeing - implement reforestation support via Treesisters.org donating trees monthly from our marketing business and building in tree planting aligned with the sale of each license via our social enterprise. This is an online program and awareness of the digital carbon footprint – balancing that footprint with our commitment to afforestation/reforestation. By April 2021.
- As Course Director for CIM (Chartered Institute of Marketing) on Sustainable Marketer course, bring awareness of Carbon Literacy Trust and signpost relevant resources to a diverse audience. Plus educate and support businesses on building sustainability into the heart of their business and marketing strategy – no greenwashing! Responsible marketing only. Education is key. By March 2021.
- As author of 'Sustainable Marketing – How to drive profits with purpose' (published Jan 2021) and host of podcast, 'Can Marketing Save the Planet?'. Continue to champion the role marketing plays in 'building back better' and driving a more sustainable agenda within business. Education is where it starts for many. Ongoing.

(b). Estimated CO₂ saving per year -

Low

Medium

High

(c). Please outline why you feel your personal action is significant. (i.e. How much carbon do you feel it will save either directly or indirectly?)

Director:

- Electric car – est. 18% saving on petrol car. Also going from two cars (one that sits on the drive) to one car - additional saving. Plus C19 has taught us about only using cars for 'necessary trips' – and that behaviour has increased cycling and walking – and is now firmly embedded within the family.
- Tomatoes one of the worst vegetables for carbon footprint. We buy tomatoes weekly – so cutting this to only growing our own seasonally will have an impact (as will by living more 'seasonally' and mindfully with our food purchases).
- LED lights more energy efficient and last 5X longer than halogen.
- Most significant I feel longer term will be the wider impact on educating others around the facts, the role they play and taking responsibility personally and within their businesses. Providing practical resources, inspiration and case studies about how to get started – and working with businesses to create sustainable business strategy and marketing strategy. **For example:** I have already been invited by the Local Council's Lead for Climate Change and Sustainability to work on a project bringing a new product into the circular economy. An area they didn't really know where to start with – and so I have introduced <https://knowledge-hub.circle-lab.com/> - and am working with them on marketing / communication programs.

3. Your Group Action (Please write clearly)

(a). What significant **group** carbon reducing action have you committed to as a result of your Carbon Literacy training?

I believe 'education' in this area is key – and aside from my own personal activity within my home, family and businesses – is where I, working with the team at CIM, can potentially make a bigger group impact. People are not aware, just as I wasn't when I set out writing, about the realities of their carbon footprint and what they can do to reduce, improve and impact others.

I am working with The Chartered Institute of Marketing to bring about getting sustainable marketing onto the marketing education curriculum, and I am the Course Director for a Sustainable Marketing course – which supports getting sustainability to the heart of business and marketing strategy. I am also through my consultancy work, working with organisations, and the people within organisations to support them with ideas around how they can practically reduce their organisational and personal carbon footprint. Our view is that businesses are a key catalyst for effecting change – and the focus is on helping them to 'pick up the pace'.

I co-authored a book 'Sustainable Marketing – How to drive profits with purpose' published by Bloomsbury in January 2021. Through this book we are educating marketers, leaders, CMOs, CEOs about what they can be doing to reduce carbon and build sustainability into their business operations.

Having taken this course, I will most certainly be including additional references and encouraging people to explore/take the Carbon Literacy Certification.

(b). Group that the action will take place with -

Continue to develop educational talks, podcasts (via www.canmarketingsavetheplanet.com) – interviewing organisations and leaders that are making a difference to provide inspiration and practical advice to others. As well as using my marketing consultancy roles to support organisations with sustainable marketing planning and execution.

(c). Estimated CO₂ saving per year –

Collectively, as well as my own personal impact and that of my family and my own business.

Low

Medium

High

(d). Please outline why you feel your group action is significant. (I.e. How will this action involve others; who will it involve; how much carbon can be collectively saved, directly or indirectly?)

Education is key. For example, within our marketing agency, I am currently working with one of our clients, a North American company, and one of the largest manufacturers of wooden construction panels in the world. I've worked with them for 7 years, and they have recently acquired carbon negative status – but the journey is really only just beginning, as they now need to educate internal stakeholders, key partners on what that means for others and the role all employees can play personally to continuously support. So I am working with their marketing team on internal and external communications to educate and grow their sustainable focused work.

The accreditation has been a catalyst for them looking at every area of their business to consider sustainable practice. For example, I am working with them to address key areas where their carbon footprint is high – with one area being to significantly improve their considerable use of plastic packaging – introducing 'leave no trace' solutions. This activity has the opportunity to save a significant amount of carbon, ongoing.

We also have other clients within our agency that are keen to understand what more they can be doing – one such client, again, North American, develops concrete – one of the leading issues with regards to carbon impact. I am in discussion with them about their plans, innovations and development around

sustainable, greener composites. I am working with them to support the build of their sustainability plan, their sustainability reporting and indeed a wider educational piece around carbon literacy.

Whilst I will do all I can to be a responsible business owner, and responsible marketer – a key role for my consultancy business is in both 'educator' and 'support to develop actionable plans' and to then support organisations ongoing with implementation / accountability to ensure things actually happen and that sustainability plans don't simply 'gather dust'. One of my fellow authors is also committed to this end. And as consultants and marketers – we're in the process of creating a dedicated sustainable marketing agency.