



The Business Case for Carbon Literacy

Do you speak Carbon?



Carbon Ignorance is Fast Becoming a Growing Threat to Business

At Purposeful Innovators, we know how challenging it is for companies to adopt carbon literacy practices.

The benefits of Carbon Literacy are clear from reducing costs and future-proofing the business, to attracting new customers and staying ahead of the competition, the benefits of carbon literacy are clear.

Working with The Carbon Literacy Project, we make it easy for you to take your first step.

Carbon Literacy
Project



1 day CLP training = immediate ROI

Carbon Emission Reduction and the Law

In the UK, the government has set a target of achieving net zero greenhouse gas emissions by 2050. This target was set into law in June 2019, making the UK the first major economy in the world to legislate for net zero emissions.

In 2021, Malaysia increased its mitigation ambition with an unconditional target to cut carbon intensity against GDP by 45% by 2030 compared to 2005 levels.

In 2023, the UAE enhanced its Nationally Determined Contribution to the UNFCCC, committing to a 30 percent emissions cut by 2030 compared to business-as-usual levels.

The only way to achieve targets is for the private sector to pledge to reduce carbon emissions and invest in sustainable practices.

Business Energy Reduction Leads to Cost Benefits

Adopting Carbon Literacy practices will lead to cost savings for your business in the long term. For example, reducing energy consumption and waste results in lower utility bills and less material waste, leading to a more efficient and profitable operation.

The Carbon Literacy Project curriculum requires every employee to make their pledge to reduce carbon emissions in your business saving you money and increasing your efficiency.

It is every employee's job to reduce waste in you business.

Customer Buying Power to Important to Ignore

Implementing Carbon Literacy practices will help to future-proof the business against changing regulations and consumer preferences. As more and more companies take steps to reduce their carbon footprint, those that fail to do so risk being left behind and will lose market share.

“A recent survey by asset management firm Amundi and the Business Times found that 82% of Gen Z and close to two-thirds of young millennial investors have exposure to Environmental, Social and Governance (ESG) investments.” [nasdaq.com](https://www.nasdaq.com), Sept 2023

ESG begins with educating your teams on what it means to get to zero

Untapped Intelligence to Inspire Innovation

Undertaking Carbon Literacy training across your workforce will provide a source of innovation and competitive advantage. Companies that are able to develop new and innovative ways of reducing their carbon footprint are able to differentiate themselves from their competitors and use it to new attract new customers and retain their current customers.

Each participant of The Carbon Literacy Project training is required to apply their learning and produce two pledges that will reduce carbon for your business.

The more participants, the more ideas your business generates. The pledges must be actionable immediately, delivering benefits for you, right now.

ESG begins with educating your teams on what it means to get to zero

Reputation is Built on Sustainability Commitments

According to the Chartered Institute of Marketing research, 65% of UK adults agree that brands should increase communications around the sustainability of their products and services.

The UK Green Claims:

It is now essential to comply with any sector- or product-specific laws that apply to a product or service. Before making a green claim, businesses should understand how their product, brand or business has an impact – both positively and negatively – on the environment for its whole life cycle.

Your Carbon Literacy journey provides your business with a credible opportunity to involve your customers in the story of your net zero journey.

Brand storytelling with content that resonates with your customers values



Today, over 76,852 individuals from over 6,000 organisations are Carbon Literate - are you?

We work with your in-house team to create your programme and train them so they can continue to deliver training internally. Included is everything for L&D and Marketing teams.

- Bespoke branded training for your business
- Training of an in-house team (up to five participants)
- CLP facilitator programmes for trainer development
- Mentoring in-house trainers on CL Standards, action plan reviews, certification processing
- Production of training and marketing content including activities, lesson plans, slide decks and structures for online, hybrid and in-person, social assets and more
- Accreditation handling with The Carbon Literacy Project
- Advocacy for your branded toolkit to become available to others worldwide, promoting your support for Carbon education
- Licensing of your toolkit under Creative Commons (optional)

Full package for only \$7,000 = everything for your business to deliver

Included in Your Investment - thematic CLP Marketing Pack

Instagram

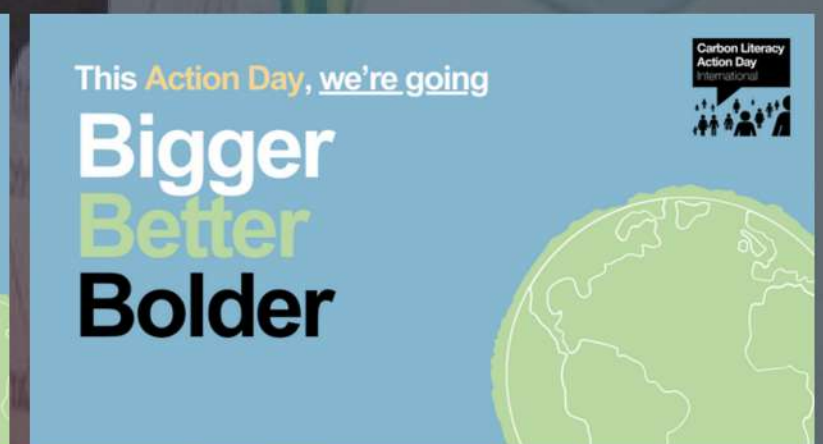


Included in Your Investment - thematic CLP Marketing Pack

LinkedIn Banners



Facebook/Twitter



Included in Your Investment - thematic CLP Marketing Pack

Website/Newsletter



Included in Your Investment - thematic CLP Marketing Pack

Promo Pack

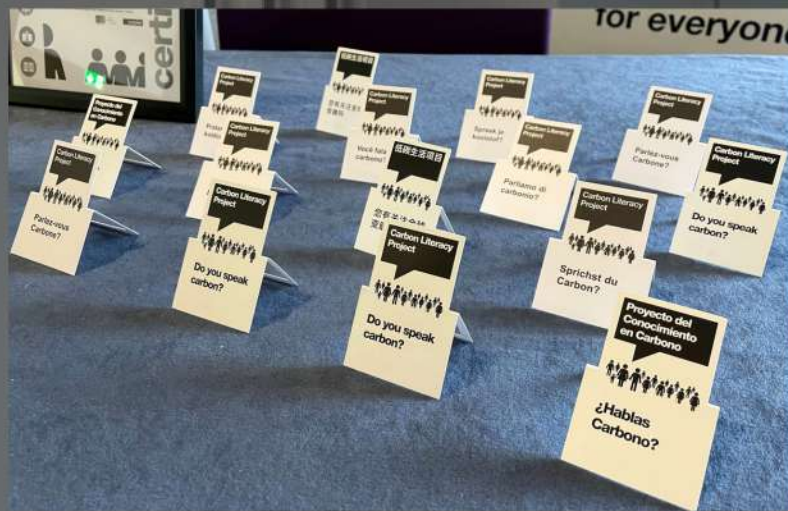


Image Stack and PR Support



Be Recognised Globally and Counted as Part of the Project

76,852
citizens
certified



264 certified
training
professionals



6,044
organisations
engaged



153,704
actions
pledged



625
courses
designed



208
Carbon
Literate
Organisations

277,000t^{CO₂e}
carbon
saved



13 Sectors



25
nations
delivering

9 Toolkits



5-15% carbon
savings
per-person





Do you speak Carbon?



**Book Now to Begin
Your Carbon Literacy Journey**