

Transport and Environment Committee

10 am, Tuesday, 15 March 2016

Carbon Literacy Programme for Edinburgh

Item number 7.3

Report number

Executive/routine

Wards

Executive Summary

This report outlines the potential for a Carbon Literacy or equivalent initiative in Edinburgh and the role of the Edinburgh Sustainable Development Partnership in the delivery of such a programme.

Links

Coalition pledges P50

Council outcomes

Single Outcome Agreement SO4

Carbon Literacy Programme for Edinburgh

1. Recommendations

- 1.1 To note the report and pilot carbon literacy programme for Edinburgh; and
- 1.2 To agree a further report detailing the key findings of a pilot carbon literacy programme with three city organisations will be presented to the Transport and Environment Committee in Spring 2017.

2. Background

- 2.1 The Edinburgh Partnership Board at its meeting in December 2014 agreed that the next Edinburgh Community Plan (2018-2021) should be based upon the three principles of sustainability (environment, social and economic).
- 2.2 The Edinburgh Sustainable Development Partnership ('ESDP') as a strategic partnership of the Edinburgh Partnership is therefore seeking a way to develop citizens', organisations' and other stakeholders' awareness, knowledge and engagement with sustainability in order to fully contribute and benefit from this approach.
- 2.3 Whilst researching approaches that other cities have taken, the ESDP became aware of the Carbon Literacy programme in Manchester.

3. Main report

Carbon literacy programme: Manchester model

- 3.1 Manchester's Climate Change action plan (2009) identified two key elements to address climate change in the city:
 - 3.1.1 reduce carbon emissions by 41% by 2020; and
 - 3.1.2 create a low carbon culture.
- 3.2 Manchester has a plan in place to reduce carbon emissions to address the first element. This is equivalent to Edinburgh's Sustainable Energy Action Plan ([SEAP](#)) which is led by the Council but key to its success is the involvement of key large businesses and organisations across the city.
- 3.3 The Carbon Literacy programme was developed to address the cultural change needed. It is a unique behavioural change project designed to address the issues around sustainability and climate change by assisting individuals to make small simple steps to reduce their carbon footprint. It is created to engage on a large

scale and especially with those that are not currently focussed on carbon or sustainability issues.

- 3.4 [Cooler Projects](#) is a Community Interest Company that oversees the [Manchester Carbon Literacy](#) programme that is being rolled out very successfully. It offers anyone that lives, works or studies in Manchester the opportunity of one day of training. Key to its success is that training is bespoke to the organisation/group/individual, is delivered by peers, is integrated into current training programmes and is supported by an approved certification system. (Support from an organisation's Chief Executive Officer is a prerequisite prior to roll out to employees).
- 3.5 Individuals who become trained can then in turn train others. The course incorporates consistent core materials, adapted content to reflect where learners are and has an accredited certificate scheme. A key element of the course is to effectively engage with the public. Learners are encouraged to develop their own responses to lowering their carbon footprint and to identify significant actions to reduce their personal footprint and with other people to reduce the collective footprint of their workplace, community or place of education.
- 3.6 The Manchester programme records the numbers of organisations and people engaged in the programme, and number of certificates awarded. It also carries out analysis of the feedback from participants as to the value and benefit of the programme and the effectiveness of the programme to the participating organisations.
- 3.7 The scheme has now grown across the Manchester region and the wider north-west. Organisations who have participated include Manchester City Council, the University of Manchester, Manchester Metropolitan University, twenty one Housing Associations, five Primary Schools, five High Schools and a range of community groups.
- 3.8 Given the SEAP's aim to reduce carbon emissions by 42% by 2020, there is a clear link with a potential Carbon Literacy programme for Edinburgh. The SEAP states under the heading 'to influence the actions of others' that:
 - "The Council will use its influence to persuade other Edinburgh organisations and its citizens to change their behaviours and adopt low carbon practices. It will do this through its mainstream responsibilities in areas such as transport and education; and through the planning process, its procurement policies, its investments and its partnerships".
- 3.9 As well as through the Council's mainstream responsibilities there is a need for the citizens of Edinburgh to individually and collectively play their part. This behavioural change programme could be a key action included in the SEAP. The Carbon Literacy programme is one such potential vehicle to do this.
- 3.10 The ESDP has also looked at other courses and tools in existence across the city and nationally in Scotland but none appear to be tailored to the learner/organisation or have achieved the levels of scale and reached the breadth of organisations that

the Manchester Literacy programme has. In addition, none is focused on people who are not already interested in sustainability and climate change.

Edinburgh: next steps

- 3.11 The ESDP submitted an application for an enabling grant (£8k) to the Edinburgh Partnership to run a six month pilot carbon literacy programme with three organisations ideally from different sectors in the city (e.g. a private company, a public agency and a third sector organisation).
- 3.12 The submission has been successful (21 February 2015) and the ESDP will commence work immediately to secure organisations to participate in the pilot. Cooler Projects are keen that Edinburgh is the first city in the UK outside Manchester to run the Carbon Literacy programme and will be coming to Edinburgh to launch it.
- 3.13 Since the submission of the funding application to the Edinburgh Partnership, the Workers Education Association Scotland and Resource Efficient Scotland (RES) have approached the ESDP and are interested in getting involved in the roll out of the programme. Resource Efficient Scotland has met Cooler Projects and is looking for an opportunity to develop the project in Scotland. Discussions are currently under way as to the potential of working jointly with RES on the programme in Edinburgh.

4. Measures of success

- 4.1 The implementation of a pilot carbon literacy programme in Edinburgh. To train a minimum of 150 people across three participating city organisations.
- 4.2 Following the success of the pilot to roll the programme out city wide.

5. Financial impact

- 5.1 As the programme is accredited, there is an ongoing cost to Cooler Projects to ensure that the course standard is maintained. For the pilot it is anticipated that the organisations will provide resources (own training staff) and Cooler Projects will provide curriculum content and guidance (cost approximately £2400). In addition funding has been sought for a Project Manager (cost approximately £5600) to facilitate the links between Cooler Projects, the Partners and the ESDP. The project manager will also develop a core curriculum that is relevant and suitable to Edinburgh and the Scottish context. The enabling grant will cover these costs.
- 5.2 Based on the success of the pilot the ESDP will consider securing further sponsorship and commitment from members of the Edinburgh Partnership to fund a wider roll out.

6. Risk, policy, compliance and governance impact

- 6.1 Without the programme there is a risk of not having full involvement in the development of the community plan and maximising the opportunity to change the culture and understanding of sustainability and climate change issues.
- 6.2 The success of the programme roll out depends on support from senior management. Endorsement from an organisation's senior management ensures that the literacy programme gets sponsorship at the highest managerial level, is embedded into the organisation and increases the probability of full engagement leading to tangible outputs. Feedback from Manchester has shown that senior management support is key to success.

7. Equalities impact

- 7.1 The roll out and engagement in a behavioural programme such as the Carbon Literacy programme will develop citizens', organisations' and other stakeholders' awareness, knowledge and engagement with sustainability. One of the aims of the programme would be to provide a platform for people with protected characteristics to be involved in the design and delivery of the community plan.

8. Sustainability impact

- 8.1 The impacts of this report in relation to the three elements of the Climate Change (Scotland) Act 2009 Public Bodies Duties have been considered. In summary, the proposal in this report will help achieve a sustainable Edinburgh because it aims to influence behavioural change to reduce carbon emissions in the city.

9. Consultation and engagement

- 9.1 The Community Learning and Development Strategic Partnership has been consulted and has subsequently endorsed the submission for funding to the Edinburgh Partnership. The University of Edinburgh (Global Citizenship), Surefoot and Carbon Conversations have been consulted as part of the discussion about the application of the Manchester Carbon Literacy model in Edinburgh. Currently discussions are on-going with the Workers Education Association and with Resource Efficient Scotland.

10. Background reading/external references

- 10.1 [Cooler Projects](#), [Manchester Carbon Literacy](#)

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11. Links

Coalition pledges	P50 Meet greenhouse gas targets, including the national target of 42% by 2020
Council outcomes	
Single Outcome Agreement	SO4 Edinburgh's communities are safer and have improved physical and social fabric
Appendices	