

Why Do Carbon Literacy Project Training?

Anne Snelson
Lead with Sustainability

1 Because It's Motivating

"What you learn will surprise you and you'll be so glad you did it"

"Very informative and awakening. Everyone should do this!"

"The training was excellent, well-delivered and thought provoking"

"It's useful no matter what stage you're at, as you will learn new things"

"You'll be surprised how much you can cut emissions with one or two small changes"

"I really value having taken a day out to think about this in detail"

2 Because It's Good For Business

World could save £10 trillion
by moving quicker to net zero
Oxford Research

Storms, floods, fires cost
£12 million per hour
World Economic Forum

Business imperative,
ESG and CSRD reporting
UK/EU Legislation

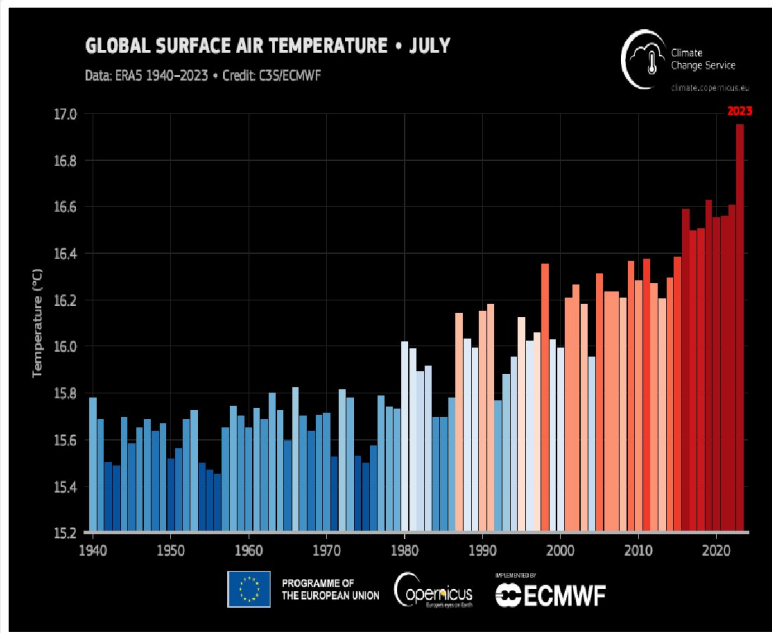
Attract customers
Protect/enhance supply chains
Real Times

72% of UK adults are worried
Help, motivate and retain staff
Ipsos

Sustainability can boost
revenues by up to 20%
World Economic Forum

3 Because We Need To Act Now!

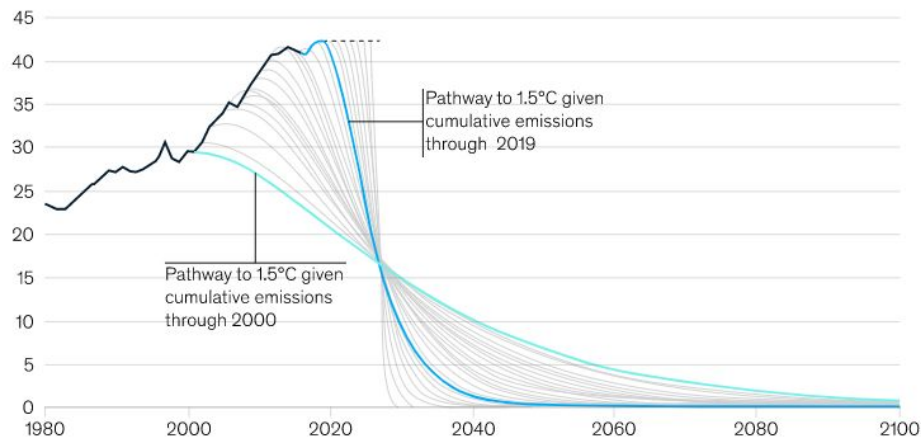
We have to halt emission growth by 2025 and halve emissions by 2030 to keep to 1.5 degrees



Copernicus, March 2024

Rapidly reducing emissions from human activities is critical, but the window is closing.

Carbon dioxide emissions scenarios to limit global warming to 1.5°C, gigatons CO₂ per annum



McKinsey, 1 Dec 22

4 Because You Can Learn So Much

Sections covered

1. Science and impacts of Climate Change
2. International and UK policy on Climate Change
3. Personal carbon footprint
4. Sector emissions and solutions
5. Personal and business strategies

*Carbon Literacy Project Training provides 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*

"It's like a GCSE in climate change in a day!"

5 Because It's Inspiring And Changes Lives

"A really powerful and insightful training course – brilliantly delivered. Insightful, depressing and inspiring in equal measures. Lots of takeaways to implement in business and personal life. There really is no time to waste."

Lee Hudson,
CEO/NED Broadstone Capital

"This training is a powerful reminder of the urgency of the climate situation and the role we can all play, whether in our personal lives or within our communities in creating positive change."

Chris Ramsey, Plug In Adventure,
Pole to Pole EV World Record holder

"My one day of Carbon Literacy Training has proved, perhaps, the most influential single day of CPD training I have ever undertaken."

Rod Fletcher, CEO, Landor Links (Local Transport Today, Parking Review, Events)

"If you are interested in finding out more about carbon and how you might be able to reduce your carbon impact, I would recommend the [Lead With Sustainability](#) training that Anne runs [#carbonliteracy](#)"

Michael Bell,
Associate Director at AECOM

"Very informative and awakening. Everyone should do this."

"This is a course which should be socialised to all."

Lee Hossain,,
Strategic Policy Team Leader, DESNZ

"I wanted to express my gratitude for the incredibly informative training course. It was truly one of the most enjoyable, educational and interesting courses I have had the pleasure of attending during my 33 years working for Nissan."

Section Manager,
Technical Centre Europe, Nissan

About Your Trainer: Anne Snelson

Anne Snelson is the founder of Lead With Sustainability, a training and communications consultancy which helps companies improve their sustainability and so reduce climate change.

She has more than 30 years experience working in communications across a variety of sectors, working for innovative, market leading brands such as RingGo, LoftyWorks, Co Charger, Vodafone and the AA.

She has presented at national and international conferences and spoken on local and national media, including Radio 4's Today programme.

Anne is a certified CLP trainer, has an MBA, Diploma in Marketing, BSc Hons in Statistics and in 2023 passed Cambridge University's Institute for Sustainability Leadership (CISL) Business Management course with a score of 93%.



A few of the companies we've worked with: Nissan, BMW, Stagecoach, Boots, Atkins Realis, Landor Links, DESNZ, Wincanton, Cenex, CIHT, BPA, CPL One, DAF trucks, SSE, Dept for Infrastructure, PHM and AECOM

More Information

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