

Manchester

Arts

Sustainability

Team

CARBON LITERACY TRAINING

**Evaluation Report
March 2021**

PROJECT PARTNERS

C-Change is an Urbact transfer network of 6 European cities committed to working together to develop and mobilise arts and culture sector collaboration on climate action and engagement. It is led by Manchester and Manchester Arts Sustainability Team (MAST), with Wroclaw (Poland), Šibenik (Croatia), Águeda (Portugal), Mantova (Italy) and Gelsenkirchen (Germany) . Action areas include: policy and governance, emissions reduction, citizen engagement and supporting replication in other cities.

MAST is a collaboration of over 40 arts and cultural organisations in the city region.

OBJECTIVES

As part of its capacity building objective, MAST through C-Change wanted to create 100 free Carbon Literacy Places in a new online learning format. The aims of this training were to help the network in the following areas:

- Enhance collaboration across the sector
- Grow the network + reach further into Greater Manchester
- Explore remote delivery of training
- Engage artists/practitioners and organisations who have been affected during the COVID-19 pandemic



HOME

Carbon Literacy Project

C-CHANGE

ARTS + CULTURE
LEADING CLIMATE ACTION IN CITIES



**MANCHESTER
CITY COUNCIL**



TRAINERS

Following a successful tender bid, the training contract was awarded to HOME, Manchester's multi-arts centre. HOME is an active member of MAST with a track record of trialling innovative sustainable practices to support sector development, having piloted a sector-specific Carbon Literacy package created in collaboration with MAST and Manchester Metropolitan University in 2017.

HOME is a Platinum Carbon Literacy Organisation (CLO) and in 2018 became the first arts venue in the world to train 100% of its workforce in Carbon Literacy. As a Carbon Literacy Training Organisation (CLTO), HOME delivered Carbon Literacy to C-Change Urbact Transfer Network participants during March and October 2019 study visits to Manchester.

REMOTE LEARNING

HOME's remote learning Carbon Literacy training package was re-accredited by Carbon Literacy Project in late Summer 2020 with first remote sessions delivered in Autumn 2020. The package was further developed and adapted to align with MAST's commitments to zero carbon strategies and action planning.

Remote delivery enables participants to engage with training in a virtual learning environment and presents opportunities to interact with colleagues and grow networks for collaboration.

PROJECT TIMELINE

The timeline for the delivery of the project is outlined below:



PROCESS

Following an enthusiastic response to a call-out for expressions of interest, participants were sent a training schedule invited to book their free place using Eventbrite.

The online training was delivered using the Microsoft 365 presentation application Sway and online conferencing and meeting hosting platform Zoom. Participant forms were collected using Microsoft Forms.

Training was designed and delivered by Alison Criddle experienced Carbon Literacy Trainer (CLT) from HOME's Environmental Sustainability team.

LEARNING CONTENT

The training syllabus covers a range of topics:

- Global impacts of the climate crisis, greenhouse gases and their sources
- Carbon footprints, direct and indirect carbon emissions
- International national, sector and regional climate commitments and initiatives
- Science-based targets and carbon budgets
- Cultural sector case studies of environmental sustainability
- Climate and social justice
- Carbon reduction policies, planning and practices, engagement and accountability
- Spheres of influence and co-benefits
- Action planning and resources

TRAINING FORMAT

The format of the training is modular and follows best practice for retaining engagement during online training. A range of dates and times were scheduled in order to best support and accommodate learners' working patterns and commitments.

The package adheres to the Carbon Literacy Project Standard to undertake one day's worth of training and integrates a range of learning styles with a focus on participatory activities. The modules are outlined below:

1

Film

Climate Change: the Facts (BBC)

Learners watched independently

2

Webinar

Attended by all learners + recorded

Trainer-led

3

Workshop 1

Attended in groups of 12 learners

Trainer-led, interactive and participatory

4

Workshop 2

Attended in groups of 12 learners

Trainer-led, interactive and participatory



Participant Action Form

Online written form

Learners completed independently



ACTION PLANNING

The training was centred around a focus on MAST's commitment Greater Manchester's target to be zero carbon by 2038 or sooner, and the current phase of Manchester's Zero Carbon Framework to reduce direct emissions by 50% in the period 2020-2025.

HOME Environmental Team and MAST's Chair developed six Action Areas to support learner thinking, aligning their actions to a strategic framework and a focused vision. These '6 Ps' will support future work to embed learner actions in support of MAST's growth and strategic planning. The training included case studies from current MAST organisations and was shared with learners as a resource to engage their colleagues, peers and networks when planning their environmental and low carbon commitments. The development of the remote learning package presents a model that can be adapted and replicated by C-Change partner cities.



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- **Policy:** How will we respond to existing policy and reimagine how it must change?
- **Position:** What does net zero mean for me and where am I on my journey towards it?
- **Planning:** What are my key priorities and how will they drive my action plan?
- **People:** Who is involved and who is missing from the table to take collective meaningful action?
- **Place:** How do we make measurable and inspiring low carbon cultural experiences?
- **Practice:** What can you change and what do you need to do it?

TRAINING IN NUMBERS

The training took place in the context of the ongoing COVID-19 pandemic and England's third national lockdown. Many participants were faced with a variety of personal, social and economic impacts and additional pressures including furlough from their organisations, reduced opportunities for freelance creatives, and the compromises of shared working and living spaces. Although there were 100 sign-ups, some participants were unable to attend at short notice. Places were offered to others who had expressed interest from across the network.

87

participants

40

organisations engaged

REACH

Carbon Literacy training enabled the participation of **organisations from 8 of the 10** Greater Manchester boroughs, with **participants resident in all 10** boroughs for the first time in MAST's history.



CULTURAL IMPACT

Participants ranged from creative practitioners as well as members from cultural organisations covering a wide range of disciplines including: Music, Radio, Festivals, Theatre, Museums & Galleries, Visual & Screen Arts, Dance, Touring Performing & Immersive Arts, Outdoor Arts, Community Arts, Film & Cinema, Heritage, Volunteer and Academia.

EMPOWERING CHANGE

A pre- and post-survey poll asked participants to rate their level of confidence to take positive climate action. The results showed the powerful impact of the training to empower action:

Before	72%	Unsure or unconfident of how to take positive action on climate crisis
After	98%	Confident or very confident of how to take positive action on climate crisis

VALUE

At the end of their action forms, participants were asked to describe the training experience in three words. The three most frequently featured words were:

Inspiring
Informative
Engaging

"Just wanted to say thanks for facilitating the training - we all found it really useful and are now taking action on our pledges."

"...thank you for delivering a brilliant, thought-provoking training programme on this critical subject. Perfect timing as we are reviewing our policy and action plan... We feel so much more well-equipped to share what we've learned and to start taking some more strident action in this area."

PARTICIPANT FEEDBACK

A selection of feedback from participants contacting the trainer following the completion of their learning. A number of participants identified the steps they had been inspired to take to address carbon and climate action within their own organisations and creative practices since the training.

"The training was very impressive, with good discussion, information and motivation included. It's enabled our staff to focus their passion around climate change into effective actions, and allowed us to connect to others around the city who have similar goals."

REFLECTIONS

"It was fantastic to continue the partnership with MAST by delivering Carbon Literacy training to peers here in Greater Manchester. With so many difficulties that the arts and cultural sector is experiencing due to the pandemic, the training enabled us to build on existing relationships and grow new ones. The generosity of exchange between participants throughout the sessions and the actions created have filled me with the best kind of energy. Now is the time to share the learning and build on the commitments, collaborating for meaningful, just and positive change across our networks. I feel excited to get stuck into the next step of MAST's zero carbon journey."

Alison Criddle
Carbon Literacy Trainer
Projects & Sustainability Coordinator, HOME

"More than ever we must meet the climate and ecological crisis in the choices we make to rebuild the world around us. Culture has a unique role in helping us imagine and explore our future but it also has an impact which must be addressed. Bringing our sector together, helping it to act and engage has been MAST's work for 10 years. Our collective approach has been shared with other cities in the UK and now in Europe. This is thanks to our URBACT transfer network C-Change and partnership with Manchester City Council. Creating our online version of this sector specific Carbon Literacy Training has proved yet again what an amazing tool it is and how we all have a part to play."

Simon Curtis
Chair, MAST



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