

Clare's top 5 carbon literacy tips

by Clare Fallon – Sustainability Manager at the Growth Company



TIP 1 Small things can make a difference

There are actions we can all take ourselves like; switching lights off when you're not in a room; creating less waste; walk more often rather than driving or take public transport; wash our clothes at 30 degrees. These are slight changes you can make which'll make a significant difference over time. We can help each other out by sharing the actions and achievements we make in our homes with our colleagues and clients.

TIP 2 Make a bigger commitment

There are also things which you might not have thought about and would need to take a bit more time and commitment to consider:



Everyone likes to go on holiday, but when you're planning your time away, why not think about spending your money with organisations and people that have got good green credentials?



Banking has been quite a big one for me – and moving my accounts to banks that reflect my values and have a green agenda. I'm also starting to look at where my pensions sit and investigating what a more sustainable pension could look like



I definitely think more about how I travel, so when we moved house, I made sure we were very close to tram and bus stops



Don't buy any new clothes for a while – I know that's something a lot of people are taking action on this year. Perhaps consider 12 months of not buying anything new

You don't have to do everything in one go and nobody's perfect, but I really think you can take one action a year - and then next year pick something else, because often when it's embedded into your everyday life, it doesn't feel like such a big change.

TIP 3 Take advantage of carbon literacy training

We're lucky here at the Growth Company as we have lots more opportunities which our colleagues can tap into. We already have online Environmental Awareness training – which is mandatory for all colleagues and is part of our induction programme into our organisation.

We've also created some brilliant additional Carbon Literacy Training that's available for colleagues who want to have deeper understanding and become more fluent in having conversations around climate and sustainability:



There's a little bit of pre and post-work involved and we go through the science that sits behind climate change and what that means in a UK, within our organisation, and how do you can identify the actions that you could be taking to make a difference



It also picks up how to have the right conversations with our colleagues, clients and business partners, how to better understand what their motivations are and how you can change the way you are presenting the issues to meet these and how to overcome any potential challenges

Take a look at any additional training that your employer has on offer.

We also have 'Team Green', our colleague climate change advocacy group. Its remit is to challenge our organisation and ask ourselves - are we on target and what actions should we be taking which we can feed into our senior management team?

TIP 4 Take part on 'Green Volunteering'

You can help make lasting improvements to your local parks and countryside by becoming a Green Volunteer. Our Team Green are putting together Green Volunteering opportunities for colleagues. What does your employer offer?

TIP 5 Lead by example

There are lots of actions we're taking across our organisation to make sure we reduce our carbon footprint and keep on track – such as buying green energy, looking at renewable energies and reducing the amount of waste that we create. But to be able to do these, we need everyone to take part and we need all our colleagues to be connected with our 'Net Zero by 2035' target. The actions we can take might seem quite small, but collectively they can make a real difference as a whole.

At the Growth Company, we position ourselves as a really good example of an organisation that's doing the right thing in terms of the environment. I want us to be seen as an 'exemplar' in this space and we're in a great position where we can share the learning from our organisation's own journey - talking to all our clients and service users about climate change.