

Project Brief: The CL Spark Project

Strengthening Student Engagement with Climate Education by Promoting Manchester Met's Carbon Literacy Training and its Benefits

Project summary

Context:

One of Manchester Met's Carbon Literacy team's key objectives is to make Carbon Literacy training a standard part of all courses and degree programmes at Manchester Met.

Under our *Leadership in Sustainability Strategy (2022-26)*, Manchester Met has a strategic commitment to embed Carbon Literacy training in all taught programmes by 2026. This training provides an orientation on the climate crisis: the science behind it, its drivers and implications, and – crucially – what individuals, communities, and organisations can do to mitigate its impacts and create a positive, liveable future.

The Problem:

Carbon Literacy gives learners the tools to contribute to the low-carbon society we need and provides the kinds of green skills and climate awareness that employers are increasingly looking for in applicants (along with a recognised certificate to evidence this). Given the range of benefits that Carbon Literacy can have for students, we are eager to positively engage them on the training, ensuring that as many people as possible can reap the rewards of Carbon Literacy.

Project Objective:

This project aims to create a collection of informative and inspirational multimedia content that can be used to generate excitement around Manchester Met's Carbon Literacy programme and to engage students at the outset of the training, with the intention of encouraging them to:

- a) Want to take the Carbon Literacy training in the first place; and
- b) Engage fully with the training in order to get the most out of it.

Project Deliverables/Outputs

The exact deliverables will be defined by the student team in collaboration with the staff Project Manager, but will include a combination of the following:

- 1–3-minute videos promoting the benefits of the Carbon Literacy training, tailored to specific fields of study (suitable for use as internet ads and/or introductory videos to the training)
- 30-45 second videos promoting the benefits of the Carbon Literacy training (suitable for social media)
- Video interviews with:
 - Students who have taken the training
 - Staff members who deliver the training
 - Industry experts who recognise the value of climate awareness in their sectors
- Posters promoting Carbon Literacy training
- Web-based graphics promoting Carbon Literacy training
- Written interviews/articles promoting Carbon Literacy training

- All video rushes, photos, interview questions/transcripts, and informant consent forms generated during production of the finished media above (with a view to reuse and reimagining in the future)

We encourage the student team to leverage their creativity, innovate, and make this project their own.

Success Indicators

Outcomes (short- to medium-term goals):

The deliverables described above will be used to generate heightened awareness of and excitement around the Carbon Literacy programme at Manchester Met. This in turn will lead to an increase in the proportion of learners who successfully apply for a Carbon Literacy certificate following the training.

Impacts (long-term goals):

Ultimately, this project will play an important role in helping Manchester Met students develop into Carbon Literate, climate-conscious citizens, empowered to actively reduce carbon emissions and push for the large-scale change we need to build a low-carbon society and tackle the climate crisis.

Project timeline

Phase 1: June – August 2024

Project Stakeholders and Teams

- Students at Manchester Met (i.e. the intended audience, see below)
- The Student Spark Project Team
- The Project Manager
- The wider Manchester Met Carbon Literacy and Sustainability teams
- Manchester Met's Carbon Literacy Champions (lecturers asked with embedding Carbon Literacy training into their programmes and courses)
- The Manchester Met Rise Team
- University leaders concerned with advancing Manchester Met's Leadership in Sustainability Strategy 2022-26
- The Carbon Literacy Project (external partners)
- Graduate employers
- Student Carbon Literacy Trainers and Session Assistants

Project Audience

The audience for this project is primarily students at Manchester Met who:

- a) Have not heard of or lack interest in Carbon Literacy training
- b) Have not taken Carbon Literacy training
- c) Do not fully understand the importance and value of Carbon Literacy training