



Carbon Literacy for SMEs Workshops



Introduction



At the ESG Literacy Hub, we are excited to partner with the Climate Literacy Project to offer a practical and engaging course, Carbon Literacy for SMEs. This training is designed to equip SMEs with the knowledge, confidence, and skills to understand the impact of climate change on their sector and take meaningful action to reduce their carbon footprint.

The Carbon Literacy Project is globally unique. It was recognised as one of 100 worldwide Transformative Action Programs by the UN at COP21, in Paris, where it was awarded as a TAP100.

Carbon Literacy training empowers individuals to make informed decisions about sustainability within their business. A 2018 study by Jacobs found that Carbon Literate individuals reduced their carbon footprints by 5–15%, demonstrating the real-world impact of this training.

Beyond individual action, businesses that invest in Carbon Literacy help embed a sustainability mindset across their organisation, driving positive cultural change and opening the opportunity to become a Carbon Literate Organisation, a recognised accreditation for companies committed to sustainability.

30+

Years of combined industry, ESG and Sustainability expertise.

10+

Workshops in development



Sister company to Executive ESG



Partnership with ESG Metrix®



Sophie Webb
Director



Dannie Phelan
Director

Overview



➤ Summary

The Carbon Literacy for SMEs Workshop equips businesses with essential knowledge to measure, reduce, and communicate their carbon footprint effectively.

This hands-on session simplifies complex climate concepts, making them accessible and actionable for SMEs. With expert guidance, participants will explore carbon risks, opportunities, and reporting frameworks tailored to their industry.

By attending, SMEs will gain the confidence to meet stakeholder expectations and future-proof their business.

➤ Learning Objectives

Define key carbon concepts and their business impact

Discuss science, risks and relevance to SMEs

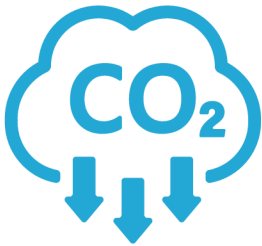
Recall Australian policy and how acting now can benefit your business

Calculate your carbon footprint and explore reduction strategies

Develop the confidence to advocate for and implement action

Workshop Inclusions

➤ What's included



Carbon Fundamentals

Explore the science and risks as they relate to SMEs



Policy and business

Learn about policy and how acting now can benefit your business



Carbon foot printing

Understand your carbon footprint and explore reduction strategies



Action and communication

Develop the confidence to advocate for action and create change

➤ Workshop overview

The Carbon Literacy for SMEs workshop is a comprehensive course designed to equip small and medium-sized enterprises with the knowledge and tools needed to navigate the complex landscape of climate change.

In this engaging journey, participants will step into a dynamic learning experience, delving into modules covering climate change impacts, carbon footprints, policy positions, and actionable strategies.

The online workshop is split over two days to allow for deeper engagement and practical application. The total time commitment is approximately 8 hours, including a 2–3 hour live sessions and 2 hours of applied homework to reinforce learning and develop actionable strategies.

Learning Outcomes



➤ **Carbon fundamentals - The science, risks and relevance to SMEs**

Participants will gain a clear understanding of the science behind climate change, including the causes and impacts of carbon emissions. This session will also explore why carbon management is increasingly relevant for SMEs, highlighting key business risks and opportunities linked to sustainability and emissions reduction.

➤ **Policy and business - How acting now can benefit your business**

With climate policies evolving rapidly, businesses must stay ahead of regulatory changes. This session covers key national and global climate policies, emerging carbon regulations, and how proactive action can give businesses a competitive edge. Participants will explore how sustainability commitments can enhance resilience, unlock new market opportunities, and meet stakeholder expectations.

➤ **Carbon Footprint – Understanding and reducing your emissions**

This session introduces practical methods for measuring carbon footprints, covering Scope 1, 2, and 3 emissions. Participants will learn how to assess their business's impact, explore emission reduction strategies, and identify cost-effective solutions that improve efficiency and sustainability.

➤ **Action and communication – Advocating for and implementing climate action**

Taking action is crucial, but knowing how to communicate sustainability efforts effectively is just as important. This session builds participants' confidence in advocating for sustainability within their business and industry. Attendees will learn how to craft credible climate messages, avoid greenwashing, and engage stakeholders to drive meaningful change.



Benefits

➤ Member benefits

- ✓ Strengthen business competitiveness – SMEs that understand carbon management are better positioned to meet customer, investor, and regulatory expectations, gaining a competitive edge in the market.
- ✓ Access an internationally recognised Certification – Participants receive a formal qualification, demonstrating their commitment to sustainability and enhancing their professional credentials.
- ✓ Boost business reputation and trust – Consumers and corporate buyers increasingly favour businesses with strong sustainability practices. Becoming carbon literate helps SMEs build credibility and attract conscious customers.
- ✓ Drive cost savings and efficiency – Understanding carbon foot printing and reduction strategies helps businesses identify opportunities for energy efficiency, waste reduction, and cost savings.
- ✓ Support compliance and future-proofing – As sustainability regulations evolve, businesses that act now will be better prepared to navigate new reporting requirements and avoid financial or reputational risks.
- ✓ Foster collaboration and community leadership – Engaging in carbon literacy helps businesses connect with like-minded peers, strengthen local supply chains, and contribute to regional sustainability goals.
- ✓ Empower business leaders and employees – SMEs gain the tools and confidence to implement practical sustainability initiatives, positioning themselves as responsible leaders in their industry and community.

Participants



➤ Who this course is suitable for

This training course is designed for businesses of all sizes and industries, whether they are just beginning their sustainability journey or looking to build on existing carbon reduction initiatives. It is ideal for:

- Business owners, executives, and decision-makers who want to understand the risks and opportunities associated with carbon management and sustainability.
- Sustainability, operations, and compliance professionals who need foundational knowledge to support their organisation's environmental initiatives.
- Marketing and communications teams seeking to develop authentic sustainability messaging, meet customer expectations, and avoid greenwashing.
- Finance and procurement professionals who want to better understand carbon-related risks, stakeholder expectations, and emerging reporting requirements.
- HR and workforce development professionals looking to integrate sustainability into company culture and employee engagement strategies.
- Employees at all levels who are interested in sustainability and want to contribute to meaningful action within their organisation.

In addition to certifying individuals, we also offer Carbon Literate Organisation Certification, recognising businesses that demonstrate a company-wide commitment to carbon literacy. This certification helps businesses embed sustainability into their operations, engage employees, and position themselves as responsible leaders within their industry and community.

Packages

↗ Prices and discounts

Attendees	Discount Applied	Price per Attendee	Total Price per Session
10 (Minimum)	0%	\$499	\$4,990
15	10%	\$449	\$6,735
20	15%	\$424	\$8,480



admin@esgliteracyhub.com