

SAVE OUR SHROPSHIRE CIO

NET ZERO BY THREE ZERO

PRESS RELEASE: FOR IMMEDIATE RELEASE

September 21st 2023

SAVE OUR SHROPSHIRE EMPOWERS NORTHUMBERLAND COUNCILS TO TAKE THEIR JOURNEY TO TACKLE CLIMATE CHANGE

Save Our Shropshire CIO ventured beyond the borders of Shropshire to deliver Climate Change education to Ashington and other Councils in Northumberland back in May.

The ten councillors received their Carbon Literacy certificate last Tuesday evening – September 19th. Three other councillors not in the picture also got certificates.



Figure 1 Photo Credit: Ryan Appleby

Anne-Marie Soulsby – [The Sustainable Life Coach](#) – helped us with the delivery.

Carbon Literacy Training is a game-changer for a local council. It provides a fresh perspective and a deeper understanding of how decisions in a council meeting impact the environment. Armed with carbon knowledge, councils can champion

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sustainability and climate action, and they can show up as part of a movement that stands for a cleaner, greener future for their communities and the planet.

Ashington Town Council (a town of 28,000 people) was keen to take up Town and parish-specific training in Carbon Literacy to support the work of their committee.

Executive Officer, Sarah Eden completed the training in January 2023. One of Sarah's pledges was to seek the Council's approval to fund training for councillors.

William Gibb of the Carbon Literacy Project says of the course:

“With over half of the emissions cuts needed to meet net-zero relying on decisions that are made at a local and individual level, councillors and officers have a crucial role to play. They have a unique opportunity to engage the local community in climate action, create plans to mitigate and adapt to climate change, and integrate climate change into decision-making. To help to achieve this, councillors and officers need the knowledge and skills to cascade environmentally sustainable and socially responsible values and engage local residents in taking effective and transformative action.”¹

The training was delivered online, to five councillors from Ashington, and five others from other councils in Northumberland.

Ultimately, this commitment to carbon literacy at a very local level sets a vital precedent for broader climate action and lays the foundation for a more sustainable future.

When asked about the training on Carbon Literacy, Chair of the Climate Change and Environment Committee, Cllr Sophie Robinson said:

“At the community level, action involves raising awareness, engaging in local initiatives, and advocating for policy changes that support carbon reduction efforts.

Investing in Carbon Literacy Training is an investment in our community's future. Together, we can make informed choices and inspire a wave of positive change, reducing our collective carbon footprint and leaving a legacy of environmental stewardship for generations to come. As a Climate Change Committee, we are keen to develop the pledges we made on the Carbon Literacy Training into plans and actions.”

¹Gibb, W. (March 2023) *A New Pathway for Parish, Town & Community Councils*. Available at: <https://carbonliteracy.com/a-new-pathway-for-parish-town-community-councils/> (Accessed: 18 September 2023).

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Leader of Ashington Town Council, Cllr John Tully, was resolute that climate action should be a priority of Ashington Town Council, and that Cllrs should be equipped in this challenge, he said:

"As a local councillor, undertaking carbon literacy training was imperative for me. It's about leading by example and being accountable for the decisions I make that impact our community and environment. The training equipped me with the understanding and tools needed to advocate for sustainable policies, champion eco-friendly initiatives, and guide our community towards a greener, more sustainable future. It's about embracing responsibility, inspiring change, and ensuring that our actions today protect and preserve the world we leave for our children, and grandchildren. Through collective small actions, we can achieve significant change, paving the way for a sustainable future that begins right on our doorsteps."

Positive change is achievable, and it is happening at a local level. Ashington Town Council is keen to share our good news climate stories, to exchange ideas, and to provide a platform onto the training. We hope to encourage more local councils to participate in training and to take proactive steps towards sustainability.

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NOTES TO EDITORS

About Save Our Shropshire

Save Our Shropshire CIO, is a charity registered in July 2021 (charity No. 1195247). Our overriding mission is to enable people to make the right informed decisions to protect the planet.

They provide education and training to Local Authorities, Parish and Town Councils, Housing Groups and individual consumers. The training is approved by the Carbon Literacy Project. through online and in-person workshops.

The Trustees of Save Our Shropshire are all certified as carbon literate and are accredited as a Platinum Carbon Literate Organisation, which is the highest accolade that the Carbon Literacy project awards.

About the Carbon Literacy Project

An arm of The Carbon Literacy Trust (registered charity No 1156722), The Carbon Literacy Project's mission is to deliver certified Carbon Literacy: "an awareness of the carbon dioxide costs and impacts of everyday activities, and the ability and motivation to reduce emissions, on an individual, community and organisational basis". The Project provides detailed training material and subject matter expertise in support of trainers, and assesses and certifies their learners.

About the Sustainable Life Coach



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Anne-Marie Soulsby is also a qualified Carbon Literacy Trainer. Through personalised coaching sessions, Annie will empower you to make sustainable choices that align with your values and create a positive impact on the planet. Whether you're an individual seeking to reduce your ecological footprint or a business striving to become a leader in sustainability, Annie's holistic approach will equip you with the knowledge, skills, and mindset needed to thrive in the ever-changing landscape of environmental responsibility.