



hättrick

Frequently asked questions

'Making sense of sustainability, net-zero & all things 'green'

The first 'carbon literacy' course
for sales & marketing teams in the built environment.

Developed by Hattrick,
accredited by the Carbon Literacy Project



"This is a really strong course that is well tailored
to the target audience and full of inspiring examples and activities.
It provides engaging and informative training."

The Carbon Literacy Project, September 2022

We Are Hattrick Ltd, 5.07 The Boat Shed,
Manchester M5 3EQ

wearehattrick.com/carbon-literacy-course



Training provided by
hättrick



**Tackle
greenwash!**

What will I learn?

There are five modules in the course that build towards creating an individual and team action plan:

1. What is climate change and carbon footprint - and why it matters to the built environment
2. What are the greenhouse gases, the carbon budget & other key terminology
3. What key commitments have been made - from the Paris Agreement to the built environment specifically. We also work through key industry concepts incl Passivhaus and circular economy and tackle greenwash and environmental claims
4. Sales & marketing - our impact, ability to influence and the opportunity to make a difference
5. Taking action - what we can and will do - as individuals and teams

How is the course structured?

This is a highly interactive programme anchored around group discussions, videos, podcasts and mini-case studies to bring the learning to life.

The course spans a full day and is delivered face-to-face - or virtually - depending on what you and your team prefer.

It's structured to fit around the working day:

- One full day
- Two half days
- Four 1.5 hour slots

How much is it to attend the course?

We offer a number of options for booking and delivering the course including bespoke packages. For the latter, please contact malin.cunningham@wearehattrick.com

Inhouse

Run either face-to-face or via Zoom exclusively with one team - this option includes a small element of tailoring the course for that organisation.

Price starts from: £3,000 (excl travel expenses - if relevant)

Open courses

Delivered as an open course with delegates from a number of different organisations.

For the latest dates and costs, please visit our [booking site](#).



**Make
confident
sustainability
claims**

Do I need any prior knowledge or experience to do the course?

Not at all. You only need to be keen and willing to learn.

What is the Carbon Literacy Project?

It is a collaborative peer-to-peer learning project endorsed by the **United Nations**.

The project itself doesn't deliver any courses, but provides businesses, organisations and institutions with the core elements of the course for them to create a tailored learning experience for their audience. See 'what is 'carbon literacy' below for more details.

Set-up in 2014, it's recognised by the global **1% for the Planet** scheme and receives sponsorship from organisations including **Patagonia**.

What is 'carbon literacy' and how is the course certified?

In short, it's relevant climate change learning tailored to individuals and specific groups.

To become 'carbon literate' is to understand what is happening to our planet and climate - from a personal and professional perspective. It means learning how we can make an impact individually and together - and creating a plan to deliver.

Hattrick's course has been developed specifically for sales and marketing teams in the built environment.

It fulfills the following criteria set by the Carbon Literacy Project:

- One 'Days' Worth' of learning
- Personalised learning - tailored programme
- Group learning - interactive and collaborative
- Delivered by 'peers' - the trainer can relate to and engage the participants
- Action-led positivity - 'can-do' attitude with individual and team action plan

To find out more, email: malin.cunningham@wearehattrick.com

