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Carbon Literate museums are the future: *'Roots and Branches'* project receives public funding

Manchester Museum, part of The University of Manchester, Museum Development North West and the Carbon Literacy Trust are delighted to announce that they have been awarded £136,750 of Arts Council England National Lottery Project Grant funding for an ambitious two-year partnership project, *'Roots & Branches'*, which aims to accelerate the museum sector's ability to respond to the climate crisis.

The launch of *'Roots & Branches'* will coincide with the COP26 United Nations Climate Change Conference in November 2021. Over the next two years, this project will enable us to scale up the roll-out of Carbon Literacy training across museums in England.

The 'branches' of the project will create an environmentally aware and active sector, giving museums the tools to respond to *'Let's Create'*, Art Council England's new 10-year strategy in which environmental responsibility is at the core.

Manchester Museum will host the 'roots', creating a nationally significant co-working hub of cultural environmental action that will bring together museum staff, educators, environmentalists, artists, researchers, third sector organisations and students. This will be coordinated by an innovative new post shared between Manchester Museum and the Carbon Literacy Trust.

In collaboration with Museum Development England and supported by a new Environmental Sustainability Museum Development Officer post, *'Roots and Branches'* aims to train and certify as Carbon Literate 1,500 museum professionals and volunteers. It will also see 300 museums developing organisational pledges to take action against climate change. The training will start on 1 November 2021, the first day of COP26, as part of the Carbon Literacy Trust's 'Carbon Literacy Action Day' – an attempt to stage the largest ever low-carbon education event globally and set a record for the number of people completing their Carbon Literacy training in a single day.

Opportunities for museums to get involved will include:

- Taking part in a social media campaign to promote what museums can and are doing to address climate change in the run up to and during the COP26 conference
- Attending museum-focused online Carbon Literacy workshops for people who govern, work and volunteer in museums
- Using the free sector-specific Carbon Literacy Toolkit to roll out the training within your own museum



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- Taking your commitment further by becoming a Carbon Literate Organisation
- Attending additional training arranged through the Museum Development Programme to deepen your knowledge and develop your action plans

Esme Ward, Director of Manchester Museum and Manager of Museum Development North West, said:

"We are thrilled to receive such timely and significant support from Arts Council England's Project Grants. Manchester Museum's commitment to the natural world is central to our core purpose. We are passionate about the role that museums can and should play – here in Manchester, and nationally – in addressing the climate emergency. Through this unique collaboration with Museum Development North West and the Carbon Literacy Trust, this project will be pivotal in developing museum practice further, transforming our sector's capacity to support ecological thinking and action to build a sustainable future and inspire post-pandemic green recovery."

Michael McGregor, Director of Wordsworth Grasmere, and Manager of Museum Development North West, said:

"This is wonderful news. National Lottery funding from Arts Council England will help Museum Development North West build on its established and pioneering commitment to Carbon Literacy training in the museums sector. We're excited to be working with Manchester Museum and the Carbon Literacy Trust, empowering museums across the country to take action and effect lasting change as we seek to build a sustainable future for our planet."

Dave Coleman, co-founder and Managing Director of The Carbon Literacy Project, said:

"We're thrilled that long-term Carbon Literacy partners Museum Development North West and Manchester Museum have been backed by Arts Council England to take Carbon Literacy into museums and galleries - across the cultural sector – using a shareable toolkit. This toolkit approach, in which sector-relevant Carbon Literacy courses are co-created, has seen great success in the BEIS-UK Government funded public sectors already developed. We're really excited to see how Manchester Museum and Museum Development North West – both organisations deeply experienced in delivering impactful Carbon Literacy to their staff and communities, will develop this toolkit for all"



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museums and galleries, and in so doing directly increase low-carbon action on climate, opportunities and access to Carbon Literacy across the sector and low-carbon culture, across the whole of the UK."

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About Manchester Museum

Manchester Museum, part of The University of Manchester, first opened in 1890. It is the UK's largest university museum with a collection of about 4.5 million items from every continent. Its combination of the academic and the popular is what makes the Museum so distinctive and lies at the heart of its widespread appeal. The Museum's vision is to build understanding between cultures and a sustainable world. Every year over half a million people visit. Manchester Museum is working towards an exciting new £13.5 million project *hello future*, to transform and develop the Museum becoming more inclusive, imaginative and caring to the diverse communities it serves.

The *hello future* transformation includes:

- A beautiful two-storey extension
- A new Exhibition Hall
- South Asia Gallery
- Lee Kai Hung Chinese Culture Gallery
- Belonging Gallery
- A new space for learning and environmental action
- New entrance and visitor facilities with focus on inclusive and accessible design

www.manchester.ac.uk/museum

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About Museum Development North West and Museum Development England

Museum Development North West is a Sector Support Organisation funded by Arts Council England to support Accredited museums and those officially working towards Accreditation in the North West. It is part of Museum Development England, made up of nine regional Sector Support Organisations funded by Arts Council England to deliver the Museum Development Programme in England. Together they support museums across England through advice, signposting and grants and are the biggest training provider for museums in the country. Museum Development North West was one of the first certified Carbon Literate Training Organisations in the world and has been delivering Carbon Literacy training for museums and sector support organisations since 2016.

<https://museumdevelopmentnorthwest.wordpress.com>

@MuseumDevNW

About The Carbon Literacy Trust

The Carbon Literacy Project is globally unique; it was recognised as such by the UN at COP21 in Paris, where it was acknowledged as one of 100 worldwide Transformative Action Programs. The project is managed by the Carbon Literacy Trust (registered Charity No 1156722) and their work is aimed at three distinct audiences – those that live, those that work, and those that study. Over 19,000 people have so far been certified as Carbon Literate and they have developed sector-specific toolkits for Local Authorities and Universities and Colleges.

www.carbonliteracy.com

@Carbon_Literacy