

Roots and Branches

Museums taking action against climate change

Roots and Branches is a collaboration between The Carbon Literacy Project, Museum Development England and Manchester Museum, supported using public funding by the National Lottery through Arts Council England. It aims to train and certify 1,500 people from 300 museums as Carbon Literate over the next two years and give an opportunity for museums to converse, experiment, and test new ideas for a more sustainable future.

[Carbon Literacy](#) training is a tried and tested model of delivery that gives delegates a deeper understanding of the climate crisis and how they, as individuals and workers, can accelerate their action to respond to the climate crisis.

Museum Development North West (one of the nine regional Museum Development providers in England) has been working with The Carbon Literacy Project since 2016, delivering training for the museum workforce across the North West. Interest in the training has increased year on year across England; to meet this demand and to adapt the offer to an online model during these times of restrictions, Roots and Branches offers the opportunity to scale up the reach of the training. It will also provide the opportunity for the sector to reimagine and test new futures for museums.

Manchester Museum will host the 'Roots', creating a nationally significant co-working hub of cultural environmental action that will bring together museums, 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 Project.

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 10-year strategy in which environmental responsibility is at the core. Over the next two years, this project will enable Museum Development England to scale up the roll-out of Carbon Literacy training across museums in England.

A new online Museums' Carbon Literacy Toolkit will be developed that will be free to access by all museums. It will include everything a museum will need in order to roll it out to colleagues including a presentation and a training manual complete with timing schedule. The Toolkit has the flexibility to be adapted for your local area, using local environmental data and case studies. This will be adapted for a face-to-face delivery model in year two of the project. Museum Development teams across England will also deliver regional training courses with the support of a new Museum Carbon Literacy Officer post.

The launch of Roots & Branches will coincide with the [COP26](#) United Nations Climate Change Conference in November 2021 when The Carbon Literacy Project hope to see the most people Carbon Literacy trained on that day than ever before.

From 9th August to 12th November 2021, on the run up to and during COP26, a social media campaign will run for all museums to join in with, showcasing how the museum sector is responding to the climate crisis. The #MuseumCarbonStories campaign has a schedule of weekly themes linked to environmental sustainability that participating museums can respond to over 14 weeks.

How can you get involved?

For Accredited Museums in England: The Carbon Literacy Toolkit will be piloted in the North West and made available more widely from November 2021. To coincide with COP26, your regional Museum Development team will deliver a Carbon Literacy course that you can sign up to.

Your regional Museum Development team will also provide at least two more regional training courses for museums over the duration of the project. Please keep an eye out for more information and how to book on your local course over the coming months!

If your organisation is interested in rolling out the training internally for your own workforce from November 2021, you can get in touch with your regional team who will be able to give you the information you need to access the materials from The Carbon Literacy Project. Extra support will be available to you through a new Museum Carbon Literacy Officer post that will work across England.

You will also be able to join in the social media campaign using any existing social media platform you use. The #MuseumCarbonStories campaign has a schedule of weekly themes to respond to. The campaign will start on 9th August and run until 12th November 2021, the last day of COP26.

For National Portfolio Organisations and National Museums in England: Once the toolkit has been published, it will be available for you to access through The Carbon Literacy Project website. You can use the content to schedule your own training sessions for your workforce. We also hope that you will join in the social media campaign from August through to November.

For museums outside of England and non-Accredited Museums: Once the toolkit has been published, it will be available for you to access through The Carbon Literacy Project website. You can use the content to schedule your own training sessions with your workforce. We also hope that you will join in the social media campaign from August through to November.