

Carbon Literacy Case Study

March 2026

Background

Amgueddfa Cymru – Museum Wales is a charity, and a family of seven national museums and one collections centre located across Wales. We started our Carbon Literacy journey in 2018, declared dual climate and nature emergencies in 2019 and developed our in-house training package in 2020. We gained Bronze CLO accreditation in October 2021 and progressed to Silver in March 2023. More than 400 members of staff have been certified Carbon Literate.

Before Carbon Literacy Training

Before undertaking Carbon Literacy Training, the museum operated a Sustainable Development Forum intended to guide the organisation's sustainability commitments. Although the Forum generated some progress, it lacked the necessary authority and did not secure sufficient senior-level engagement. Attending training provided by Cynnal Cymru in 2018 was a catalyst for change, ultimately leading to us hosting a Carbon Literacy Training breakfast at National Museum Cardiff with Dave Coleman and a range of organisations interested in beginning their Carbon Literacy journeys. This event served as a significant call to action, highlighting both the value of the training and the urgency of delivering it to our staff.

During Carbon Literacy Training

Training was (and continues to be!) delivered via a combination of in-person and virtual settings, in Welsh and in English. To inspire people on the course, we share examples of previous pledges and encourage group conversation after a future visioning exercise. The carbon foot printing exercise helps inform people how they might make most impact. A challenge we faced was facilitating sessions with staff who work part time, on shifts or in visitor facing roles without negatively impacting individuals or service provision of the museum sites. Commitment to Carbon Literacy from the Senior Executive Team is strong and we have worked with individual sites to tailor the delivery accordingly.

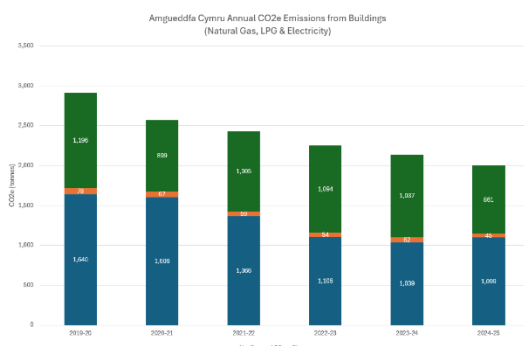


In person session at St Fagans, January 2026

After Carbon Literacy Training

The roll out of Carbon Literacy Training has been a clear and deliberate statement that responding to the climate and nature emergencies is a priority of Amgueddfa Cymru. Staff morale has improved as a result. Staff who were previously disheartened and anxious about the climate crisis have been given

tools and the platform to discuss the topic with colleagues and visitors, while feeling emboldened to take positive action. Combining new working practices with decarbonisation projects, has led to a reduction in the emission of greenhouse gases from buildings by 31% over the past six years. It is our intention to continue providing Carbon Literacy Training to all staff and encouraging climate focussed activities with our staff, volunteers, other organisations and the public.



Annual CO₂e emissions 2019/20 – 2024/25

Quote: Carbon Literacy Training increased my awareness of the impact my actions and choices have on our environment, but also empowered me to take informed decisions and advocate for sustainable behaviours at work and at home. *Gwenllian Thomas, Preventative Conservator*