



Carbon Literacy Centre pilot phase 1 brief for tender

Project Coordinator

Status: Freelance Contract

Duration: March 2018 – April/May 2018

Fee: £6,000 inclusive of travel costs. Can be home-based or office-based in Manchester

Payment schedule to be agreed

Introduction

Cooler Projects/Carbon Literacy Trust, Manchester Museum and Museum Development North West (MDNW) are looking for a freelance consultant to undertake research and scoping for a pilot project to trial Manchester Museum as the world's first 'Carbon Literacy Centre', where individuals can become Carbon Literate - creating a model that is adaptable to museums of different sizes and locations.

This first phase, running from March to April/May 2018, will scope and research different possible models of how to use Manchester Museum as a Carbon Literacy Centre to enable individuals to qualify as Carbon Literate, including how this might be funded and how the model could be replicated by museums of differing sizes, types and collections.

Subject to funding, the second phase will pilot Manchester Museum as a Carbon Literacy Centre during the Season for Change in June to December 2018 (www.juliesbicycle.com/season). If Phase 2 is to go ahead any coordination or administrative support required for the project will be advertised separately.

We are looking for a consultant with proven experience of working in museums, preferably with a learning background. Experience of working in environmental sustainability is not essential but an interest in the subject would be desirable.

Background

The Carbon Literacy Project, originating in Manchester, offers everyone who works, lives or studies in the city and beyond a day's worth of Carbon Literacy learning: climate change, carbon footprints, how you can do your bit, and why it's relevant to you and your audience. More than just small, personal changes, Carbon Literacy highlights the need for substantial change and supports each individual to have a cascade effect on a much wider audience – whether it's in the individual's workplace, community, school, university, place of worship, or other setting. The Carbon Literacy Project is unique. It instils a 'carbon instinct' in its participants and there is nothing else quite like it anywhere else in the world. Carbon Literacy is also embedded in both the City of Manchester and Greater Manchester's climate change action plans.

Partners

Cooler Projects/Carbon Literacy Trust www.carbonliteracy.com

The Carbon Literacy Project is being coordinated by Cooler Projects CIC on behalf of the Carbon Literacy Trust. Cooler's role is to develop the project and assure its quality as well as supporting organisations to deliver Carbon Literacy.

Current learners and organisations working with Cooler span many sectors. They include social housing, media and film, schools, universities, the fire service, local government and engineering. While the project's home and focus is Greater Manchester it has been delivered in France, Ireland, Scotland, Holland and Canada. The project has been recognised as globally unique by the UN.

Manchester Museum www.museum.manchester.ac.uk

In 2016 Manchester Museum became the world's first Carbon Literate museum. It delivered Carbon Literacy training to its entire staff at the

same time as it ran its “Climate Control” season involving direct conversations between the museum and its visitors around climate change.

The Museum's next phase of development is the Courtyard Project. At its heart is transformational, organisational change taking it from a leading university museum towards its ambition to become a ‘Museum for Life’ – an engine for civic engagement, promoting joy, curiosity, personal wellbeing and social change by connecting people of all ages, from all walks of life with the major issues of our time. With a new Special Exhibition gallery and a South Asian gallery due to open in 2020, engagement with climate change will be a key focus.

As a part of the University of Manchester, Manchester Museum works to contribute to the University's three core goals of world-class research, outstanding learning and student experience, and social responsibility. Its ambitious 10,000 Actions programme is already Carbon Literacy accredited.

Museum Development North West

<https://museumdevelopmentnorthwest.wordpress.com>

MDNW is a programme of support for museums across the North West, promoting excellence, innovation, partnerships and organisational sustainability with the aim of helping museums to become resilient in challenging times.

MDNW is managed by the Cumbria Museum Consortium (CMC) and the Manchester Partnership¹.

In 2016 it supported Manchester Museum to train its staff to become Carbon Literate. It has since run Carbon Literacy training to North West museums and will continue to do so from 2018 onwards. It has also delivered Carbon Literacy to other cultural organisations and has funded staff from museums across the region to become Carbon

¹ The CMC comprises Tullie House, Lakeland Arts and the Wordsworth Trust and the Manchester Partnership is made up of Manchester Museum, the Whitworth and Manchester Art Gallery.

Literacy trainers so that they can start delivering training to museums within their locality. MDNW is also looking to deliver Carbon Literacy training to the rest of the UK museums sector.

The project

For people involved in the sectors which Carbon Literacy is currently working, including museums, the project represents a great opportunity for individuals to make a difference, whether in their workplace or their community. However, at present there is no way for an individual to get a certificate outside of a workplace, place of learning or community group which is working collectively with the Carbon Literacy Project.

This pilot project will research different potential models to trial Manchester Museum as the first 'Carbon Literacy Centre' – where members of the public could gather Carbon Literacy 'credits' – with the aim of gaining enough to get their Carbon Literacy certificate (e.g. find enough pieces of the climate puzzle to make the whole picture...). In so doing the Museum would be the first place where individuals could come to gain their certificate independently rather than through a workplace or community-based initiative. It is intended to pilot the project as part of the Season for Change in June to December 2018 with the aim of creating a replicable model.

If this is achieved it would be a significant milestone in the work to establish Manchester as the world's first Carbon Literate City. It would also be an innovative (and essential) use of science in the civic arena – using our history to safeguard our future.

The project will research different models, and possible funding streams, by which we could trial using the Museum as a place for visitors to discover the climate relevance of a host of exhibits and events through 'carbon curating', with layers of different stories, collect evidence of that learning, participate in a workshop and gain a certificate. One of the tenets of Carbon Literacy is that climate change is relevant to everything, and we are looking to test that theory by enabling visitors to unlock that relevance across a wide range of activities and exhibits.

The learning journey for Carbon Literacy starts with science and ends in creating an action – as an individual or group - typically in a workshop. Both the Museum and University are rich in the students, staff and others who can help facilitate this journey – interpreting the relevant exhibits through a ‘carbon lens’ and running workshops with visitors. As a student experience this could lead to CL certification and add a great deal to CVs in any field. We would like the project coordinator to explore using these resources in delivering a sustainable model.

Such a project would also connect the museum to the network of Carbon Literacy partners, such as the city region’s social landlords, Media City UK and the fire service. As Carbon Literacy is probably the most ambitious and visible of the projects derived from Manchester: A Certain Future (www.manchesterclimate.com), establishing Manchester Museum as the first Carbon Literacy Centre will put the Museum at the heart of the MACF strategy.

The ultimate aim of the second phase of the pilot is to create not only a string of Carbon Literacy Centres across Manchester at which individuals can gain credits to become certified, but also to create a model which museums of differing sizes and scales can offer the function throughout the region and beyond. The first phase is to scope how these might look.

Contract – key tasks

The consultant will:

- Scope what a pilot phase would look like, taking into account:
 - how the work fits in to Manchester Museum’s plans, including development of the Courtyard project
 - the benefits and difficulties of taking a modular approach to a one day course
 - identification and comparison of existing models of delivery for a modular course (including from outside the museum sector)
 - whether or not to identify specific target groups to use the Centre
 - how to brand/position the pilot to appeal to people to undertake it
 - identification of possible funding streams for this pilot, and other Centres

- how the pilot might be replicated to create other Carbon Literacy Centres
- how to create a sustainable business model for a Carbon Literacy Centre that is scalable to other museums
- Attend an inception meeting with a steering group comprising representatives from Manchester Museum, MDNW and Cooler Projects/Carbon Literacy Trust
- Maintain communication with one lead member from the steering group
- Submit a report to the steering group by end of April/early May 2018.

We anticipate the scoping work taking place between March and April/May 2018. The fee available is £6,000; this project is jointly funded by MDNW and Manchester Museum.

Proposal to tender

Proposals should be no longer than six sides of A4 and should include:

- Details of the relevant experience and competency possessed by the consultant and any other personnel who will work on the project
- Details on how you propose to satisfy the requirements of the brief with a proposed methodology
- A breakdown of full costs and delivery timetable
- A separate two page current CV of the person(s) who will carry out the work, with name and contact details of two recent referees

For further details contact Lynsey Jones, Museum Development Officer, MDNW, lynsey.jones@manchester.ac.uk.

Proposals should be sent to Lynsey Jones, Museum Development Officer, by email only, lynsey.jones@manchester.ac.uk by 5pm Monday 26th February 2018.



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