

Supplementary Data Table

Data Supporting Interpretations of Social Learning Practices within and between communities	
Theme	Representative Quotations
Individual	
Identity self	“I have always loved science, I am vegetarian, I have always been vegetarian, I was born this way. [laughs] Nothing specific I just like, it doesn’t make sense not to do it.” <i>CLT Leader/Production (2)</i>
	“I am a bit techy and I wanted to know about that, I’ll come back to it when I can, I don’t get much spare time. I keep coming back to it and I think I’ve got it mastered.” <i>Production Technical (2)</i>
	“ ..it comes from me a lot personally anyway and I push it more than it’s pushed on me by the company.” <i>Production Creative (3)</i>
	“We have, I think, an obligation to continue to do things ethically and sustainably.” <i>Production Technical (1)</i>
Climate change self	“I probably always have been very open to it and environmentally ..but I think more than ever within work capacity.” <i>Production Creative (2)</i>
	“I think I was always quite aware of carbon footprint..I have always been aware of the impact of what we do in our day to day lives and how it impacts the environment and the carbon element of it all.” <i>Production Technical (3)</i>
	“I don’t know. I like to, this is me in my life, mend, reuse or recycle, whether that’s a generational thing.” <i>Creative Show (1)</i>
	“I do do quite a lot at home with all my recycling and I do think about things a lot. And even just printing out, printing things out here and don’t print unless I absolutely need to and I am quite aware that I need to be doing things.” <i>Production Creative (3)</i>
CLT Individual Impact	
Self-identification to CLT	“ ..how often in a workplace or an education setting are you asked to do good? And given a supportive framework for doing that. So by capturing all that into a day’s worth of learning that goes through the climate stuff, tells you why it’s true but you are with a group of your peers and it’s being done in a non-academic way, there is a practical aim.” <i>CLT Leader/Production (1)</i>
	“ ..it did have lasting effect, it did on me anyway. Both in my life and in work, very conscious of what I learnt on it. There was a lot to learn on that course.” <i>Production Creative (1)</i>
	“ ..the fact that the production module stylistically was story telling, we had the idea we needed to engage people properly and that is not going to happen with them sitting down to watch PowerPoint and writing quizzes and all that stuff..... if you are a bit media, a bit cool and a bit young, funky, all those things, then you’ve got a better chance of it working”. <i>CLT Leader/Production (2)</i>

“ ..but we said it was obligatory because there were some other bits of ITV training that were compulsory such as compliance training, data information, security and that kind of stuff..... and it would form part of your internal HR training profile so when it comes to annual appraisals and PDR.” *CLT Leader/Production (2)*

CLT social learning

“So it’s partly to do with the framework, insisting on social learning, insisting on peer to peer and collaborative working so again it shouldn’t be something that is done to you, you can’t do carbon literacy as a lecture, you can’t do all of it as elearning.” *CLT Leader/Production (1)*

“I think probably the ability of everybody as a group to act together to have an impact rather than try and struggle when everybody gets and they have one mind, I think that’s the overall feeling I got from the course.” *Production Technical (2)*

Everybody participated and it was like no sort of sense of right or wrong, you were guided rather than pushed which I really enjoyed. I thought it was great to mix up people from different departments.” *Production Creative (1)*

“ ..the whole path of carbon literacy it is not just keeping it to yourself but passing it on. Whether that is in trainer form or just disseminating it to the people you know...” *CLT Leader/Production (1)*

“I would advocate that it was any large organisation, is getting a mix of people from different, to get those different experiences. So instead of having one department do it one day and one department do another, I think mix it up. But because you are getting those different voices. And then that builds that narrative and I think that was, that stuck more in my head than if it had all been the people I work with everyday because I know how they think.” *Production Creative (1)*

CLT energy for learning

“ ..they know how to measure carbon now, in bath tubs or double decker buses, or however you want to visualise it. And what it does and the impact and why, people know it is bad to leave lights on but they don’t know why.” *CLT Leader/Production (2)*

“Actually the carbon literacy training really was designed to be the first step to enable people to make the decisions and have the knowledge to bring about the better way of living at work, at home.” *CLT Leader/Production (2)*

“I could do with refreshing my knowledge a little bit, do a little bit more research personally and have a little look and that came up. Yes, in resources. I forget which website I was on, there’s a few. Personally, I thought I would do a few checks, my personal life has got an impact as well.” *Production Technical (2)*

“Exactly, and then they went, oh yes I remember that from the course. They had some of the science and felt empowered and had written their commitments and I went back and reminded them about their commitments, it worked.” *CLT Leader/Production (2)*

CLT knowledge Catalyst

“I think that, well there’s an awakening, when you start seeing how big do you think the size of your carbon footprint is when you measure it because you had to measure yours. And what, you can’t visualise what that actually looks like so part of the training actually showed you the size of what your carbon footprint was.” *Production Technical (1)*

“I think the science was a big revelation.” *CLT Leader/Production (2)*

“Good, interesting. A bit scary as well, the sort of things they tell you. But yes very interesting ... yes, opened my eyes hugely to the effects of how you live and what you do and small changes can be as important as the really big changes.” *Production Technical (1)*

“That was one thing, the story-telling skills we have when we were doing those narratives, we could apply those. Definitely in there so it was actually in the course itself, it did lend itself. And I do think that we, I have seen a difference, I have seen a difference in people’s behaviour and it has had a lasting effect on how people think.” *Production Creative (1)*

“It’s hard to imagine the size of gas when it’s an invisible intangible thing. So that was quite a key moment for me. You could see how big it was, I think they did it in cows and houses and trees so you could see.... It was great, really good.” *Production Technical (1)*

CLT impact
personal

“It has started to become easier to make choices that affect it more, there’s always things like you know trying to not use your car at the weekend and stuff like that that you can do personally and look at where you are shopping.” *Support Services (1)*

“A really tiny thing, and it is a really tiny thing, it seems embarrassing, but something I’ve stopped and continued to do is not eat meat at breakfast. So I don’t have bacon and I don’t eat sausage anymore. I am a carnivore so I do eat meat but, we have fantastic breakfasts here but I don’t have any meat in the morning. So that’s a tiny thing.” *Production Technical (1)*

“I have changed things at home as well in that we have gone for more energy efficient lightbulbs, turning the heating off a little bit sooner than maybe we would have done because the house stays warm anyway.I suppose at home and in work as well since we did the training.” *Production Technical (3)*

“the people who were the moanleggers at the beginning came back with the best evaluation form. Saying it had changed their lives and they couldn’t wait to get going, all this stuff, this is amazing.” *CLT Leader/Production (2)*

CLT impact
work

“My commitment was reducing standby power and what I was talking about with the cameras, and made sure we switched things off...” *Production Technical (2)*

“I think it made me more aware of how we could change things in the work environment I.... if you save energy, you save money don’t you? They go hand in hand. I’ve been more aware of that I suppose at home and in work as well since we did the training.” *Production Technical (3)*

“I think everyone kind of questioned what we were doing in regard to what can we do better, how can we be more green, how can we get things across on screen and encourage viewers to participate in a better way of living in a green sense.” *Production Creative (2)*

“I’m very, very conscious of not printing out stuff when I can and not using electricity when I can, I really try to apply everything that we could.... Both in my life and in work, very conscious of what I learnt on it. There was a lot to learn on that course.” *Production Creative (1)*

“We did the commitment to changing from dry cells to rechargeable batteries that was one thing that came out of it from the grouping from my side of things. Less

paper usage, one of the things we have discussed in the light of doing the carbon literacy training." *Production Technical (3)*

Within group change processes

Group belonging

"..as I said first and foremost we are, in terms of story tellers, we are a drama, sometimes that would come in the writing of the scripts individual writers may feel strongly about something." *Production Creative (1)*

"I think that our mindset as Coronation Street we have done it as a team. We consider our self a repertory company so that there is no star, there is no one leading department. Story drives everything, but I would say they were leaders in doing what they are doing, they just bought in to this mindset that everybody has bought into." *Production Technical (1)*

"This is Coronation Street you have a crew here that in three months' time you can come back and talk to, in three years' time you can come back and talk to them, out there you have a freelance crew." *Production Technical (4)*

"The main way of thinking was the same as myself, we all think the same sort of thing because we all do the same job to a degree, day in, day out. So we all thought along the same lines about how we could change things." *Production Technical (3)*

"But we always have a very moral duty, good backbone with our stories anyway....you need a really good team." *Production Technical (1)*

Group social learning

"..they were keen to have a kids play area and I didn't want to go down a traditional route of like swings, slide, so instead we are upcycling this play area and we are making kind of animals out of tyres and things like that. So we're basing it on something that the local community could have done..." *Production Creative (2)*

"I made a pact that I won't work with people that aren't nice people. And I would encourage everybody to be the same because I think the best kind of behaviour is behaviour learnt by, do unto others as you want done to yourself." *Production Technical (1)*

"So it's kind of small moves with us with encouraging what we can, what our commitment what we've already established as sustainability and being open to new ideas and new opportunities and whether that's script led or whether it's things that we can influence and you read a script and you think okay we could do it like that but if we use this item we can still do the same thing but we can still do our own little stamp on it." *Production Creative (2)*

" that kind of behaviour is quite contagious within an organisation, and that's what I found here, it was easy, it's been really easy to make us, from carbon literacy training but just to put whatever we've learnt into practice and just to think about what we are doing and what we are buying and how we are using stuff." *Production Technical (1)*

"Yes, it's interesting to note other people's input form how their department works and in reflection to our department because ours is quite, the way we do things doesn't really change, we do things the same way for every single bloc. Whereas other departments may have other ways of doing things they'll file any things they've had that they think maybe relevant to future blocks because they might use that prop again or whatever so things get put away, whereas ours it doesn't really work that way, so it's always interesting to see what other people do compared to what we do." *Production Technical (3)*

Visibility of sustainability objects

“We do that with, I’ve just got new recycle bins going into the two new studios built all LED so again conscious decision to make sure the technology we are buying and investing in is as sustainable and as CO₂ friendly as possible.” *Production Technical (1)*

“When things are going well it’s nice to see that people are noticing some of the things that we’ve done and seeing them on screen as well.” *Production Creative (2)*

“Yes, the use of paper for one. As in our information is, the ‘Bible’ that we have is called the Call Sheet. Now the Call Sheet is issued every day and the Call Sheet is the day’s running order of scenes, who’s in them and what time we needed and then if you are going on to another unit, because there are three or four units running everyday, so it’s quite a logistic challenge but now everything is sent to us electronically.” *Creative Show (1)*

“The whole concept of the building is so new, it was built from ground up, rather than the previous buildings which we were in were quite old and the infrastructure wasn’t as good as we’ve got now. In terms of where we are going with the building it’s a lot different.” *Production Technical (2)*

“Yes, and it’s the culture of the building, we know that everyone is quite aware of it and it is something we all think we should be responsible for. So we try and do our bit to keep it down.” *Support Services (1)*

“It took a while for all of the processes to get the certificates and who was paying for them, all this stuff. But we hosted an event in studio 3 which was the Carbon Literacy Awards ... We won Bronze, Silver and maybe Gold, I think we got Gold, I can’t remember. And people who were there from Corrie were given the certificate.” *CLT Leader/Production (2)*

Energy for learning and change

“I have never used plastic bags, I’m afraid I am old fashioned, I have always used bags in the boot of my car. But I’ve never made that change between that and what I do for work. I don’t know why but it had never made me sit up and think. So I think those initial meetings made me think, oh hang on a minute maybe I could do this better.” *Production Technical (1)*

“We’ve researched the credentials of what they do, so I have just taken from the website what they say, that they’ve got two main standards for well-managed timber certification that they follow”. So it’s just having it in our head, the same thing as well, we are using water based paints which are more environmentally friendly.” *Production Creative (2)*

“ I think everyone kind of questioned what we were doing in regard to what can we do better, how can we be more green, how can we get things across on screen and encourage viewers to participate in a better way of living in a green sense.” *Production Creative (2)*

“I think the more knowledge people have including myself then it’s key because there are things that we have done that we can do and that we can continue to do and I think it’s just not being complacent that we are doing everything that we can, because you can still always areas to improve so anything, any extra bits of knowledge that will help us kind of make future decisions and think about things again in a different light in the future is good.” *Production Creative (2)*

Space for Translation

“I don’t know what costume are doing with regard to their sustainability, they’ve done the training, I trust them to get on with it.... [name] head of the [name] department, I don’t know necessarily what it is that she’s doing, she’s told me how many cobbles are on the street now because [name] asked me, I know we are recycling all that stuff, of course we are recycling the cobbles... the canteen are doing their carbon literacy training and I know they will be getting local produce and stuff ” *Production Technical (2)*

“But because you are getting those different voices. And then that builds that narrative and I think that was, that stuck more in my head than if it had all been the people I work with everyday because I know how they think.” *Production Creative (1)*

“So I think it came from above really but from my side it was nice to actually be told we were going to be given some sort of input into how we could possibly change things because it’s not very often that we’re asked from that kind of point of view what can we change..... yes, it’s nice to be included in how you can change things for the better as opposed to just having something imposed on you” *Production Technical (3)*

“I’m just writing the cheques and making the yes or no decisions at the end of the day. So the heads of department have done the sustainability training and they’re entrusted to be continuing their work processes and being sustainable with them.” *Production Technical (1)*

Creative
Mindset

“ ..we can transform it into something else but use the same basis, so it’s quite a clever way of doing it so I quite enjoy that side of it, but it has made us definitely look at how we reuse things and rather than start again, how can we be clever and not have to go down that path”. *Production Creative (2)*

“Sometimes you get the design from kind of going and looking and you’re like it might just be one thing that triggers it and you think okay I can work with this and this and this. Then it develops from that. Or sometimes it’s a clear image of what you want and then we’ve got it but we’ve been building up our range of items so that we’ve got so much inhouse now that there isn’t the same need to go out elsewhere.” *Production Creative (2)*

“ ..when I walk the dog at night I’ve been walking through thinking I am trying to work a product out my own head, I’m trying to work out whether I could make a wood cup, a wood cup that would hold water for half an hour, wood is biodegradable. It’s not the paper, it’s the wax liner. It’s the plastic liner not wax.” *Production Technical (4)*

Boundary work between groups

Boundary
objects

The show

“I think we did do something when we brought the charging in for the bags, when that fee the 5p fee, we did a little thing, not a massive story but we did something on screen to bolster the message that the law had come in. So we would do things like that.” *Production Creative (1)*

The Script

“We do work closely together and this is a bit out of the norm because it’s a massive scale project so it isn’t something that we normally do. But it, like to work with [name] who is a producer and the writers on this, so we’ve done tours and I’ve talked through ideas with them and kind of got their input and made sure, I don’t want to do things which they are not going to use onscreen.” *Production Creative (2)*

Forms

“She was a junior location manager at that point. I felt it was better for her to learn what I call the corporate side of what we do, which is to look after our recycling, our carbon literacy our use of all those kinds of things and she set up, we now fill in. here’s an Albert form, so we are still even now, even though none of us have gone through the complete training we are still filling that in and we still do that every month.” *Production Technical (4)*

Emails

“We send that out in an email saying this is unacceptable. Not only is it unacceptable but unacceptable that you leave that behind on a location...” *Production Technical (1)*

Ipads

“One thing I will say we are proud of, it’s the iPads because this started five years ago and it’s not just here, because of what our department for two people have done to create this now, it’s gone massive.....viral.” *Production Creative (3)*

Culture

“Yes, and it’s the culture of the building, we know that everyone is quite aware of it and it is something we all think we should be responsible for. So we try and do our bit to keep it down.” *Support Services (1)*

Budget

“And then there were bits of budget I got for people if they wanted to try a new piece of kit.” *CLT Leader/Production (2)*

Electric cars

“..the major change now is we are all electric. All our cars are electric. So we have gone for electric vehicles which in some ways, the electric vehicle hasn’t developed enough for location managers.” *Production Technical (1)*

“..production vehicles that we’ve got in recent years, so we need a number of vehicles in the department and the buyers vehicles are now all electric hybrid vehicles, so we’ve replaced all of our old ones with those in the last twelve months.” *Production Creative (2)*

Awards

“ ..she is busy at the moment unfortunately but she’s helping, she’s just completed our Albert. Which is, you know the Albert?” *Production Technical (1)*

“ ..when we got the Albert, the sustainable thing, I think we were very proud.” *Production Creative (1)*

Posters

“ ..of all the posters, we are aware of...” *Support Services (1)*

The building

“The whole concept of the building is so new, it was built from ground up, rather than the previous buildings which we were in were quite old and the infrastructure wasn’t as good as we’ve got now. In terms of where we are going with the building it’s a lot different.” *Production Technical (2)*

Recycling bins and Lighting

“We do that with, I’ve just got new recycle bins going into the two new studios built all LED so again conscious decision to make sure the technology we are buying and investing in is as sustainable and as CO₂ friendly as possible.” *Production Technical (1)*

Boundary spanners

“I think it was when [name] really to begin with wasn’t it, talking to everybody and saying what can you do. But in pushing it to the extent that where you had to start thinking about, oh gosh we have got what can we change, what are we doing differently..” *Production Creative (3)*

Self in Role

“..that was very much about internal brokering, relationships, working with procurement, working with CSR team, working with finance guys, working with marketing we had a logo, we’ve got the green ducks at the end, from ITV corporate point of view, I mean who really cares about carbon footprint, what they really care about is reputation and brand.” *CLT Leader/Production (2)*

“I didn’t want that it- had to be owned by the departments so I was able to come and motivate them and make them really own their wishlist and their activities. I would check in with them and help them get bits of money and do whatever we needed to try and facilitate that, very much sat with them.” *CLT Leader/Production (2)*

“So it was more about influencing the design team for example who do have responsibility for the look of the show. I worked with [name] and we put the electric charging point in place in the street and then we swapped out the bins, all the bins at the beginning in the back alley down the street were just the generic black bins and we found out what the real bins should be.” *CLT Leader/Production (2)*

“What I was clear about when I was doing these meetings was I didn’t want to be the green guy. Apart from anything else it wasn’t actually my main job.” *CLT Leader/Production (2)*

Other Boundary Spanners

“The producer would be, they are essentially, they run the show. They are the show runner. And if there was something specifically... but the great thing as we are at the moment and [name] our producer at the moment is a good idea can come from anywhere. And we anybody on the show, if they have a good idea she would consider it, which is great.” *Production Creative (1)*

“I am senior production manager so I ensure that the production has all of the requirements and everything is in place in order for the editorial team to fulfil their wishes and turn the paper document, the script, into the visual feast, make it go from script to screen making sure they have the right people, the right equipment in place to film what we need to film.” *Production Technical (1)*

“And then when [name] came on as well, when he started working in the role, that was a massive push for us all. I think it’s generally, for me, it’s gradual again, it’s through conversations and through, we looked ahead at one stage and it’s interesting because I looked back on our documents that had worked on with [name] about what we were doing, what we wanted to do, what we wanted to achieve and kind of things in twelve months and I look back now and I think, oh we’ve done that.” *Production Creative (2)*

"[name] was here, [name] on the food miles and so we became involved that way and then we have just followed the same literature that has been displayed around the building Yes, [name] was quite keen to be involved in it. We also tried to introduce on a Friday all the surplus food that we had left, rather than it going in the bin, went to the homeless." *Support Services (1)*

Boundary
practice

"Quite an important one for me, and one which editorial are backing and they are looking forward to, within it we are going to have a small community garden area and what I am pushing and am quite excited about is having an incredible edible corner.... , so we have got the likes of Roy and Yasmeen that already speaking to the writers, they'll start to tinker away at it and we'll start to get that onscreen." *Production Creative (2)*

"I spent a lot of time just speaking one head of department and say well, "let's do this, let's do that". And they all got a bit competitive with each other which was really good. You can use it as a bit of a carrot." *CLT Leader/Production (2)*

"I would run sustainability steering group meetings with all the head of department in Coronation Street at the time we were doing four a year." *CLT Leader/Production (2)*

"Well that would probably be script led, or it would come from the producer [name] or [name] and they would say, oh we think [name] should maybe have a new look. We wouldn't just suddenly think... scripts are on board with, they have people saying, I need to put my bin out today and things like that don't you? They use FreshCo bags for life. So scripts are... every department is on board with it." *Production Creative (3)*

"..the story office there's about six or seven of us in there. And we work in the office all the time just developing the storylines and there is a story conference every four weeks which is attended by ourselves, the writers, the producer, the casting people, everyone from production and we actually then develop the next set of stories and where the stories are going." *Production Creative (1)*

Nature of practice changes

Nature of
transformation

"I think it's sometimes a mistake to think that to get the message across you've got to run a really big story. Television is a visual medium first and foremost, sometimes I think people forget that. And you're even little small comedic story, providing it's memorable, people will remember it. And the message will get through, it doesn't have to be right up there with the high-octane stories it can actually be underneath and it lodges in people's heads." *Production Creative (1)*

"As a department we have a high usage of carbon, it's what we do. And it's very difficult, it has changed our attitudes and the way we work, but it is very difficult to change the things we work with." *Production Technical (4)*

"Change needs to be gradual and people are using what they are used to and they have used for years and they... and it's a busy job and trying new things sometimes takes away from your busy day just getting the job done. It's hard to gradual those things in." *Production Creative (3)*

"Even the little things like making sure you switch the power off at the end of the night instead of leaving it on overnight, small things." *Production Technical (3)*

"With regards to editorial, be honest and true and include any messages that are good and bad, if you can show bad behaviour and for good reasons of why bad behaviour is bad, then it's quite good to show bad behaviour in times, we like to show bad and good behaviour. But we always have a very moral duty, good

backbone with our stories anyway. If you can, don't be wasteful because you are a business and you need to, you can't just spend money, you need to look after whatever resource you've got and use it well. But you need a really good team." *Production Technical (1)*

Creativity

"TV is such a funny culture anyway. It is difficult to lump television as an industry together because within television you have got so many different kinds of person. For example somebody who works in, a broadcast engineer working in broadcast operations up a mast somewhere, very, very different to a make-up artist on the floor of Coronation Street in the studio doing someone's make-up." *CLT Leader/Production (2)*

"I think some areas are easier to do than others. Some areas, design department for example, I think quite easy to be creative in ways that they can hold on and renew and recycle stuff." *Production Technical (2)*

"...just in terms of old school crew members on the floor in shorts who have been there day in day out, seen it all, don't tell your grandmother to suck eggs, that kind of an attitude. They really didn't take well to being sent on the training at first." *CLT Leader/Production (2)*

"I guess it's continuing to push those things and look for opportunities and traits within characters where you think, oh they could have these ideas or yes they could do things in a different way." *Production Creative (2)*

Outcomes of social learning processes

Outcomes of
from group
learning

"...it's also about that cultural shift and that seems to have happened here. Do you touch on, when people come as new employees is it a conscious thing or do you think it is now just embedded." *Production Technical (1)*

"I think a gradual, cultural change, yes, I do, yes." *Production Creative (2)*

"I think it's absolutely normal behaviour. It's second nature to us. That's just how we behave. But we are continuing with the inductions with regards to carbon literacy training with new people coming along." *Production Technical (1)*

"I think it's pretty much built in. I think that's something you don't really have to say. It's a plan we use all the time." *Production Technical (2)*

"Often it's story led so there is a specific reason why it needs to be a certain way and we don't have it then we would go and get it. If it's something that can be adapted and now we've got more trainee roles it helps with encouraging us making things ourselves and we've got a lot of prop making that goes on, I call it craft corner, where they really get stuck in and hand make things which is brilliant." *Production Creative (2)*

"at the end of the day we are a drama not a documentary...Because it's a very, very fine line, it really is a fine line with it, you are talking here on our show and I think it's true on all the other? As well, the audience are very resistant to change". *Production Creative (1)*
