

# MEMBER TOOLKIT 2023\*

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**RACE TO ZERO**

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## WELCOME TO THE RACE TO ZERO

Dear Members,

We want to wish you a very warm welcome into the Race to Zero. Your commitment has no doubt required substantial time and effort, and it is wonderful to recognise your credible climate action by welcoming you into this Race.

2023 marks a turning point for climate action: a year in which we harness the momentum of commitments to net zero, and turn these into action and demonstrable progress towards emissions reduction.

Since its inception in June 2020, the campaign has grown exponentially to represent the largest global alliance of non-state actors committed to taking rigorous and immediate action to halve global emissions by 2030. There are now over 12,000 members across business, cities, regions, finance, education and health.

We look forward to supporting you on this journey, and encourage you to use this toolkit to champion your commitment to a healthier, resilient, zero carbon world.

Yours sincerely,

**Her Excellency  
Ms. Razan Al Mubarak,**  
UN Climate Change  
High-Level Champion  
from the COP28  
Presidency

**Dr. Mahmoud Mohieldin,**  
UN Climate Change  
High-Level Champion  
from the COP27  
Presidency



# WHAT IS THE RACE TO ZERO?

**Race To Zero** - led by the UN Climate Change High-Level Champions Dr Mahmoud Mohieldin and Her Excellency Razan Al Mubarak - **is the largest global group of non-state actors committed to net zero by 2050 at the latest.**

With the support of 25+ Partners and 25+ Accelerators, Race to Zero has rallied 12,000+ members - including businesses, cities, regions, finance, education and healthcare institutions - to commit to halving global emissions by 2030.

All **members of the race must meet robust, net zero criteria, known as the 5 Ps**, to take ambitious climate action and collectively reduce emissions at speed and scale.

Members **join the Race by pledging through a Partner**. Partner initiatives are responsible for ensuring members meet the net zero criteria, and are themselves advised by an **Expert Peer Review Group**.

Companies can **work with our Accelerators to build capacity to implement the 5Ps**. Those that are not yet members of the race can also work with an Accelerator to start their net zero journey and prepare to pledge.

Companies can also support the campaign's objectives by **aligning transition plans with the 2030 Breakthroughs**.

**RACE TO ZERO**





# MEMBER BENEFITS

There are four key benefits in being a member of the Race to Zero:

1. Demonstrating a robust net zero commitment, meeting globally-agreed minimum criteria;
2. Recognition of leadership, in pushing the boundaries of non-state climate action;
3. Opportunities to be spotlighted at major international events or through our communication channels; and
4. Cross-cutting global connections for exciting partnership opportunities.

For member inquiries, please contact Jane Eisenhardt <[jeisenhardt@climatechampions.team](mailto:jeisenhardt@climatechampions.team)> or Tessa Vincent <[tessavincent@climatechampions.team](mailto:tessavincent@climatechampions.team)>



# BRANDING & ASSETS

[Purple logo to download.](#)

[White logo to download.](#)

[Black Logo to download.](#)



## - Logo use and Brand toolkit

### Assets

Race to Zero encourages you to follow us on social media through:



Race to Zero has developed social media assets to help our members amplify and communicate about Race to Zero:

- [GIF announcing you have joined Race to Zero](#)
- [Social media pack](#)
- [Overview deck](#)
- [Video Content Guidelines](#)
- Sign up to our newsletter on [email](#) and [LinkedIn](#)
- Submit a case study on:
  - [Net zero implementation](#)
  - [Nature](#)
  - [5th P \(policy activation\)](#)

For branding & queries, please contact:  
Fabio Scaffidi-Argentina  
<fabiosc@climatechampions.team>

# CASE STUDIES

We would like to continuously champion our members in the Race. To spotlight your stories, we encourage you to **submit case studies** of the actions you are taking.

## MESSAGING



### COMMS GOALS

You can see more of our key messages on our [website](#).

COMMS GOAL #1:  
ESTABLISH THAT 'NET ZERO'  
MEANS 'A BETTER WORLD'

#### EXTERNAL

*theme:*  
WE'RE TRANSPARENT IN THE  
RACE TO A BETTER WORLD

We're proudly in the Race to Zero, implementing a healthier, safer, more equitable world.

The science could not be clearer, we need to Race to Zero, today. Join us in taking stock of progress in climate action.

We're in the Race to Zero, a credible and demonstrable way to halve emissions by 2030.

Join us in the pivot to publicly tracking our commitments and urging government action.

We stand alongside [X, Y and Z] and people all over the world, who are proudly and boldly racing to zero, and an equitable world.

#### INTERNAL

*theme:*  
TOGETHER, WE'RE TAKING THE  
LEAD

We've joined the Race to Zero, because we can see and want to implement a healthier, safer, more equitable world.

We're at the forefront of a fundamental realignment of the global economy. We want to take stock of our progress transparently.

Meeting these criteria isn't easy, but that's because they are proper, and credible criteria in the eyes of the world.

Anyone who's not racing to zero needs to ask themselves what kind of future we want for each other, the strengths of our ambition, and adequacy of actions.

By joining the Race, we've joined X other [entity] from around the world, who share the same vision of a better world.

The Race to Zero demonstrates that we have the collective resolve to deliver what is demanded in time.

For messaging queries, please contact:  
[Fabio Scaffidi-Argentina <fabiosc@climatechampions.team>](mailto:fabiosc@climatechampions.team)



# 2023 MOMENTS

## 1. JANUARY

Abu Dhabi Sustainability Week: 14 - 19 Jan

## 2. FEBRUARY

African Union Business Forum: 20 Feb

## 3. MARCH

One Forest Summit: 1 - 2 Mar

UN World Water Conference: 22 - 24 Mar

## 4. APRIL

Earth Day: 22 April

## 5. MAY

AIM4C Summit: 8 - 10 May

Innovation Zero: 24 - 25 May

## 6. JUNE

UNFCCC Bonn Climate Change Conference: 5 - 15 Jun

Race to Zero 3-year anniversary: Date tbc

London Climate Action Week: 24 Jun - 2 Jul

## 7. JULY

UN Food Systems Stocktake: 24-26 July

## 8. AUGUST

## 9. SEPTEMBER

Africa Regional Climate Week, Nairobi: 4 - 8 Sep

UNSG Climate Ambition Summit: 19 - 20 Sep

Climate Week New York City: 18 - 24 Sep

## 10. OCTOBER

MENA Regional Climate Week, Riyadh: 9 - 12 Oct

LACC Regional Climate Week, Panama: 23 - 27 Oct

Net Zero Festival: 31 Oct - 1 Nov

## 11. NOVEMBER

COP28 - UAE: 30 Nov - 12 Dec

Our most up to date events' calendar is on our website: <https://climatechampions.unfccc.int/events/>

For events queries, please contact:  
[events@climatechampions.team](mailto:events@climatechampions.team)



# APPENDIX

 **RACE TO ZERO**

# REMINDER OF THE CRITERIA

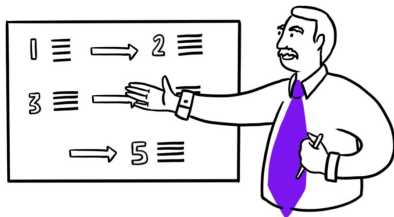
## PLEDGE

PLEDGE TO REACH NET ZERO NO LATER THAN 2050 AND TO CONTRIBUTE TO HALVING EMISSIONS BY 2030.



## PLAN

PUBLICLY DISCLOSE A TRANSITION PLAN, INCLUDING ACTIONS BY 2030.



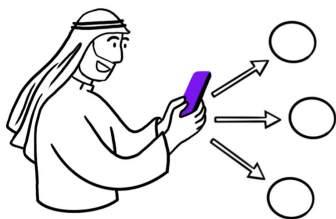
## PROCEED

TAKE ACTION TO ACHIEVE NET ZERO, CONSISTENT WITH YOUR TARGETS AND CONTRIBUTING TO SECTOR BREAKTHROUGHS.



## PUBLISH

REPORT PUBLICLY PROGRESS ON YOUR TARGETS AND ACTIONS, FEEDING INTO THE UNFCCC GLOBAL CLIMATE ACTION PORTAL



## PERSUADE

ALIGN POLICY AND ENGAGEMENT, INCLUDING MEMBERSHIP ASSOCIATIONS, WITH HALVING EMISSIONS BY 2030 AND NET ZERO BY 2050.



Our detailed criteria is [here](#)



# GOVERNANCE

## HIGH LEVEL CLIMATE CHAMPIONS

- **Strategically direct Race to Zero**, in coordination with the Race to Resilience and the 2030 Breakthroughs;
- **Approve Partner applications** into Race to Zero, based on EPRG recommendations (if disagreements, publicly explain);
- **Approve the Race to Zero criteria** and any subsequent updates.



Her Excellency  
Ms. Razan Al  
Mubrak,



Dr. Mahmoud  
Mohieldin

## GLOBAL AMBASSADORS

- 10 Senior appointees  
Provide strategic guidance to the High Level Champions and publicly support the campaign through their networks

## EPRG

The **Expert Peer Review Group (EPRG)** are 18 independent experts, who provide recommendations to the High Level Climate Champions: As a group, the EPRG:

- **Lead the Criteria Consultation process** to set science-aligned starting line criteria and leadership practices.
- **Develop an Interpretation Guide**, which seeks to provide additional clarity
- **Review Partner applications** to review & support how they can manage their signatories to meet the campaign criteria.

## RACE TO ZERO TEAM

**5 Race to Zero Team Members:** Campaigns Director (Ramiro Fernandez); Campaign Lead (Tessa Ferry); Policy & Engagement Lead (Tessa Vincent); Engagement & Acceleration Manager (Jane Eisenhardt) and Expert Peer Review Group Manager (Saurabh Jain) and Karim Ehab Salah (Youth Fellow) who:

- **Engage with Partners** and stakeholders on strategic direction of campaign;
- **Support Partners** with implementing criteria, and hold them accountable to their commitments;
- **Identify potential** collaboration opportunities.



## ACCELERATORS

- 30+ Accelerators** of the Race to Zero campaign who:
- **Build support** for the campaign and encourage non-state actors to join the net zero movement,
  - **Create an enabling environment** for net zero implementation,
  - **Enhance the capacity** of non-state actors in **underrepresented regions**,
  - **Onboard new members** into the Race.

## PARTNERS

- 27 Partners** / net-zero aligned initiatives who:
- **Manage members** and keep them in line with their own internal process and Race to Zero criteria, including having in place accountability mechanisms for their membership to ensure credibility.
  - **Drive high ambition** non-state actor leadership anchored in 1.5°C pathways and halving emissions by 2030.
  - **Work closely with the Race to Zero Team** who support management of membership in line with Race to Zero's criteria.

## MEMBERS

12,000+ members covering multiple sectors and actor-types (business, cities, regions, finance, education and healthcare institutions). Our members promote their commitment to Race to Zero's robust net zero criteria and we celebrate their credible climate action.

# BREAKTHROUGHS

To win the Race to Zero emissions in time, the world must achieve near-term breakthroughs across every sector of the global economy.

A [Breakthrough](#) is a moment that marks significant advance in the transformation of an economic sector or natural system. Achieving a breakthrough is only possible when actors converge on a common set of **clear, simple goals**.

Climate Champions have defined breakthroughs for 30 major sectors in the economy: find out more [here](#).

Our immediate challenge is for 20% of key actors within each sector to commit to the Race to Zero. We call this attaining Breakthrough Ambition and we're tracking progress [here](#).

**Key contact:** Emmanuelle Pinault  
<[emmanuellepinault@climatechampions.team](mailto:emmanuellepinault@climatechampions.team)>





# EXPERT PEER REVIEW GROUP

The [Expert Peer Review Group \(EPRG\)](#) comprises 18 scientific and technical experts and practitioners, who make recommendations to the UN Climate Change High Level Champions on Race to Zero's criteria, and Partner initiatives.

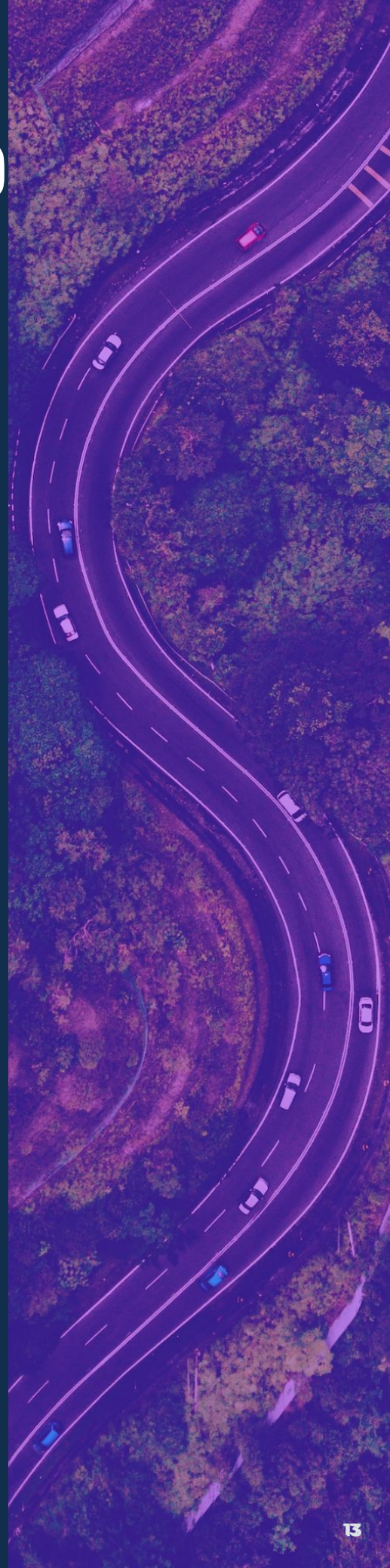
The EPRG are tasked with:

- Leading the criteria consultation process;
- Updating the interpretation guide; and
- Reviewing Race to Zero Partner applications.

This year, the EPRG are leading a Research Agenda on two critical net zero topics:

- Fair share, equity and justice
- Net Zero and Service Providers

They will be supported by a dedicated EPRG Manager, Saurabh Jain  
<[saurabhjain@climatechampions.team](mailto:saurabhjain@climatechampions.team)>



# RACE TO RESILIENCE

Race to Zero is focused on achieving a net zero world - but we know well that mitigation cannot be successful without adaptation.

The **Race to Resilience** is putting people and nature first in pursuit of a resilient world where we don't just survive climate shocks and stresses, but thrive in spite of them. The campaign's goal is to build the resilience of 4 million people.

**Key contact:** Maria Aguilar  
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