

Race to Zero Breakthroughs: Retail Campaign

Climate Ambition Member Survey

Guidance for Retail Associations

Background

We are asking all members of retail associations to answer a survey on climate ambition to understand how we can accelerate sectoral ambition for the Race to Zero. This will help the Race to Zero to understand more fully where retailers are on their decarbonization journey and to best decide how together we can contribute towards keeping the target of 1.5°C alive and within reach.

Guidance

- Please find a link to a sample Climate Ambition Member Survey [here](#).
- Adapt the sample survey with your own specific questions and branding. Send out to your member base with the request for response before 15 October 2021.
- Share the survey results to forza@wbcsd.org by 18 October 2021.
- Note: Survey results will be shared with the High Level Climate Champion office and UNFCCC.
- Results will not be made public. There may be regional or global consolidated and anonymous reporting in the future in consultation with and advance approvals from the retail associations sharing the results.