

Race to Zero Breakthroughs: Retail Campaign

HELP ACCELERATE THE RACE

In the Race to zero emissions, it's imperative to galvanise action amongst all types of actors and ensure the Race to Zero builds traction exponentially.

Race to Zero has already grown rapidly in membership through existing Partner Initiatives. A wide number of actor types, sectors and regions are now represented by these Partners, but we need more.

Initiatives and networks who cannot join the Race as Partners are encouraged to drive their members towards the Race by signposting these members to existing Partners. In doing so, such initiatives and networks will dramatically help accelerate the Race.

These 'Accelerators' will commit to transformationally amplifying membership; will actively contribute to supporting their members applying to Race to Zero, and will spread awareness of the Campaign through consistent messaging and events.

For sector-specific Accelerators, we also welcome your support towards achieving the [Race to Zero emissions Breakthroughs](#).

Retail Associations are invited to contribute to accelerating the Race for the retail sector, please reach out to DJ Forza, Campaign Manager at forza@wbcSD and include the following:

1. A list of your members.
2. A forward look at how you plan on driving your members into Race to Zero in the run up to COP26 (through events, teach-ins, communications, membership criteria etc.)
3. An estimate of the number of members you aim to help recruit into the Campaign by November.