



7 July 2021

To: Retail Trade Association Colleagues

Announcing the Race to Zero Breakthroughs: Retail Campaign

The [Race to Zero Breakthroughs: Retail Campaign](#) is a call to retailers everywhere to take ambitious climate action. Retailers can join the Race to Zero by setting science-based targets, working to halve greenhouse gas emissions by 2030 and committing to achieve net-zero carbon emissions in their operations and supply chains by 2050 the latest.

Together with the [COP26 High Level Climate Action Champions](#), we - **H&M Group, Ingka Group (IKEA), Kingfisher and Walmart** - pledge our support for this Breakthrough campaign. As a leading retail trade association, we invited you to join us as a **Race to Zero Breakthroughs: Retail Campaign Accelerator** to help drive climate action within your member base.

- o This is a chance for global, regional and national retail trade associations to embrace radical collaboration by building close relationships with members and actively helping and supporting them as they strive to set and achieve their targets.
- o As a [Race to Zero Accelerator](#), retail trade associations will help spread awareness of the Race to Zero and amplify its influence widely across sectors and regions. Retail trade associations can become [Race to Zero Accelerators](#) if they drive at least 20% of their membership towards the Race to Zero campaign by COP26 in November.
- o Engagement in the Race to Zero Breakthroughs: Retail Campaign is an opportunity for retail trade associations to help accelerate a whole-economy transition for a healthy, resilient, zero net carbon future.

We invite you to help us amplify for the **Race to Zero Breakthroughs: Retail Campaign** and share the message across your social media channels. We have attached the social media toolkit and link the campaign video for your reference. For more information, please visit the [campaign website](#) or contact DJ Forza, Race to Zero Breakthroughs: Retail Campaign Manager, DJ Forza forza@wbcsd.org.

Together we can achieve a real breakthrough for our customers, our employees, our communities, and our planet.

Thank you from the **Race to Zero Breakthroughs: Retail Campaign** Founding Members,

- Helena Helmersson, CEO, H&M Group
- Jesper Brodin, CEO, Ingka Group (IKEA)
- Thierry Garnier, CEO, Kingfisher plc
- Doug McMillon, President and CEO, Walmart
- Nigel Topping & Gonzalo Munoz, COP26 High Level Climate Action Champions