

# NetZeroWeek™

The UK's National Awareness Week

17th - 23rd July 2021

***A new chapter in our greatest pursuit***

[www.netzeroweek.com](http://www.netzeroweek.com)





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# About Partners



"Climate change is the single greatest challenge facing mankind. The UK is leading the world in rising to this challenge and can take pride in being a nation that is not just showing ambition but one which holds a record to match. We all have a stake in this and I applaud the efforts of individuals, organisations and initiatives like Net Zero Week in highlighting the importance of this vital work."

**Greg Clark**, Net Zero Week™ Advocate

Former Secretary of State for Business, Energy and Industrial Strategy



"Most of us now understand that the climate crisis poses a serious threat to all life on the planet as we know it. We also know that global greenhouse gas emissions need tackling to address the climate emergency but despite knowing about climate change for decades, emissions have continued to rise. It is crucial that we all act now to protect the planet from further harm by considering the solutions available to us. Net Zero Week is going to assist in this."

**Zion Lights**, Net Zero Week™ Advocate

Author, Pro-Science Climate Activist and Former Editor in Chief at XR

## Partners



## Stakeholder



## Media Partner



## About

# Net Zero Week™

We all need to radically reduce our carbon emissions to combat the effects of climate change.

The UK has legislated to be free of greenhouse gas emissions by 2050. Thirty-years may well seem a long time but wholesale change is required with both infrastructure and people's everyday behaviour in almost all aspects of their lives.

Reaching net zero will require many new measures, innovative solutions, aggressive government policies and plenty of human effort both at work and at home.

Net Zero Week™ forms a focal point generating awareness and much needed momentum for businesses and consumers just starting the journey to decarbonise and also acts as a hub for those well on their way.

The UK's national awareness week offers all stakeholders a dedicated platform to voice opinions, share evidence, explore strategy and highlight solutions in our shared journey towards net zero.





## About

# Timing

Net Zero Week™ has been strategically placed in the 2021 calendar (17th - 23rd July) for the anticipated groundswell of important press releases and report launches from all stakeholders, and policy announcements from the UK government.

Net Zero Week™ will take place three months before the UK hosts the 26th UN Climate Change Conference of the Parties (COP26) in November 2021 Glasgow.

The timing is perfect for gaining widespread coverage, with media attention focused on all news, views and technology related to achieving net zero and climate change.

## About

# Net zero

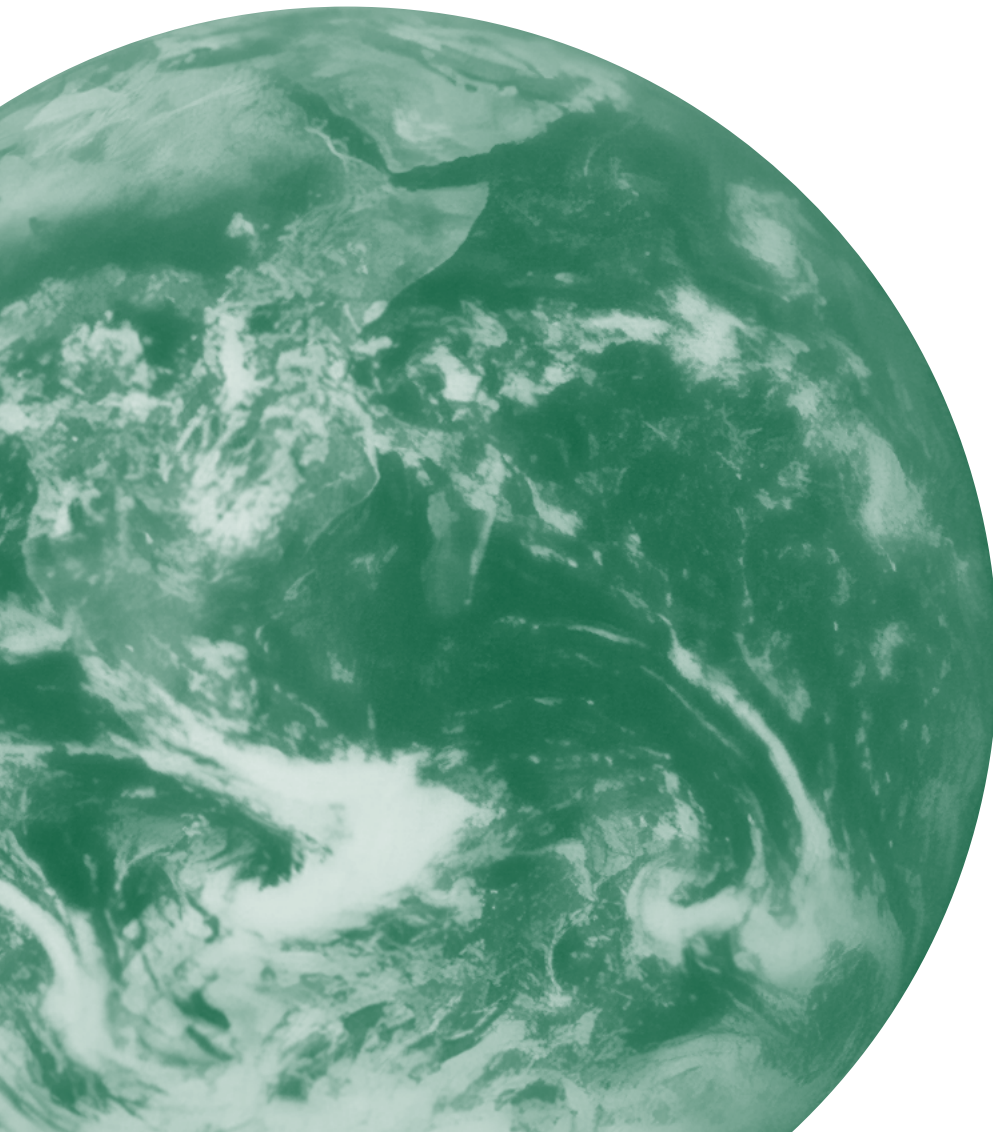
On the 27th June 2019, the UK became the first major economy in the world to pass laws to end our contribution to climate change. The legislation committed the nations of the UK to reduce all greenhouse gas emissions (GHG) to net zero.

Net zero means any remaining emissions would be balanced by schemes to remove an equivalent amount of greenhouse gases e.g. forestry schemes or by storing GHGs with technology e.g. carbon capture and storage.

We now have a legal framework, however, there is not a clear and obvious path from where we are today to achieving net zero in 2050. Therefore, Net Zero Week™ will curate expert opinion and explore the many options available to us on this long and complicated transition.







## About

# Global warming

The Intergovernmental Panel on Climate Change (IPCC) has warned that global temperatures need to be kept from rising by more than 1.5°C but we have already reached 1.2°C. It is information like this which caused the climate change protests in 2018 and 2019. While the climate protests displayed anger at the current situation, it offered no solutions.

Net Zero Week™ acts as a balance, creating invaluable and incisive content, garnering positive media attention that will explore solutions without bias. We are working with many trade bodies and independent organisations to ensure that all aspects of the net zero pathways will be featured.



About

# Audience

Our target audience is all businesses and consumers. The simple fact is, we cannot reach net zero without tackling emissions from our entire society i.e. industry, homes, transport. Personal emissions are as critical as business-based emissions.



## Marketing

# Content marketing

Net Zero Week™ is focused on providing positive and inclusive content. It will support the arguments around the benefits of action for businesses and consumers; for society, the environment, and long term financial security.

The awareness week has been set up to promote positive solutions for businesses alongside lifestyle choices that consumers can take today and in the future. We view the use of scaremongering tactics and promoting judgemental attitudes as counter-productive and will not be a feature of Net Zero Week™.

## Marketing

# Channels

Net Zero Week™ in collaboration with our partner and sponsor network will develop engaging content that will be curated on the official website and be pushed out to the audience via several owned, earned and paid channels.

By joining forces, together we can create content that is newsworthy, insightful and inspiring. Helping businesses and consumers to understand both the direct and indirect benefits provided by investing in solutions, making lifestyle changes, and highlighting the societal impact each person and each business can have in our shared journey towards net zero.

Our shared ingenuity, together with effective communication and collaboration will make the Net Zero Week™ both a success for all stakeholders and act as a springboard to change.





## Marketing channels | owned media

# Official website

The home page will be an inviting and engaging campaign style page, supporting valuable content, with clear calls to action.

The majority of our content will be split into two areas – business and consumer.

The business section will be content-led aimed at professionals that require insight, evidence-based material, and thought-leadership articles to aid them in their task of decarbonising their organisation no matter what role they have. The business content area will also promote all of the official webinars and podcasts that will take place from our sponsor and partner network.

The consumer section will be more advice driven; exploring lifestyle choices and their direct benefits. Content will include a mixture of articles, brochures and guides, videos, featured Apps, and advice on how individuals and families can work towards net zero.





## Marketing channels | owned media

# Social media

Working across social channels and uniting forces will ensure that we optimise audience engagement and enable the partner and sponsor network to be associated with compelling and consistent messaging pertaining to net zero – our greatest challenge and hopefully one of our proudest achievements.

Content curated on the official website will be distributed across social channels to engage the audience with valuable content.





## Marketing channels | owned media

# The Energyst

The Energyst is the UK's leading B2B energy management publishing brand. It caters for its highly targeted audience of professionals through its website, email newsletters, webinars and podcasts in addition to market reports across both energy and electric vehicles.

The Energyst's audience is well represented in both private and public sectors. The brand's loyal readers come from a variety of roles including energy managers, fleet managers, sustainability officers, estates and facilities managers, procurement managers, engineers and crucially senior management teams. Their entire dataset is over 35,000 individuals including 7,000 fleet professionals.

As a stakeholder in Net Zero Week™, The Energyst will utilise its high standing in the industry and its portfolio of products and large reach to engage with its business audience with pertinent messages regarding Net Zero Week™.

## Marketing channels | paid media

# Digital and print

Net Zero Week™ will invest in all forms of digital inbound marketing including PPC and retargeting marketing activity across social media, and other digital platforms. Digital marketing is expected to account for most of the marketing spend.

Print advertising will be specifically used in B2B press. We will be considering both horizontal and vertical titles, and their associated digital offerings.



Marketing channels | earned media

# Consumer and business

Net Zero Week™ aims to create plenty of publicity. We will reach out to all major national and regional media outlets including television, radio, newspapers, and magazines to inform and inspire their consumer audiences.

Our consumer PR and media relations activity will look to get feature and news content coverage, and to gain broadcast interviews during the week.

Our business PR campaign will provide content for B2B magazines and associated digital platforms.

We encourage all partners and sponsors to reach out to their media contacts across both the business and consumer markets.





## Marketing

# Brand guidelines

We will furnish each sponsor and partner with brand guidelines to help inform marketing and communications professionals on how to use Net Zero Week™ branding and the Official Sponsor, Co-Sponsor, Sponsor and Partner marks.

There will also be a range of prepared social media cards that can be freely used.



## Partnerships and sponsorship

# Free content partnerships

If you are an association or trade body, government department or unit, an interest group or an NGO please contact us and together we can explore a working relationship to get your messages and content into the hands of businesses and/or consumers looking to reduce their share of emissions.

# Sponsorship opportunities

If you are a commercial company with solutions that can help businesses and/or consumers to tackle their emissions on the path to net zero, please contact us and together we can explore how Net Zero Week™ can help you get your messages and content into customers' hands, drive lead generation for your company, position your brand more closely with net zero on a national scale, and raise awareness.

Contact us via email at [info@netzeroweek.com](mailto:info@netzeroweek.com)

