

# Race to Zero 2030 Breakthroughs: Retail Campaign

**Campaign Overview**

*June 2022*



United Nations  
Climate Change



## Time to Act

**Retail supply chains are responsible for 25% of the worlds GHG Emissions.**

Many retailers have set bold targets but only a few are on track with an actionable agenda. Cross-sector collaboration is seen as crucial on the journey to Net-Zero.

# The Race to Zero

The **Race to Zero** is the **UN-backed global campaign** rallying non-state actors across the global economy to **take rigorous and immediate action to halve global emissions by 2030** and deliver a healthier, fairer zero carbon world in time.

All members are committed to the same overarching goal: **reducing emissions across all scopes swiftly and fairly in line with the Paris Agreement, with transparent action plans and robust near-term targets.**



Led by the High-Level Climate Champions for Climate Action – Nigel Topping and Dr. Mahmoud Mohieldin – Race To Zero mobilizes actors outside of national governments to join the **Climate Ambition Alliance**.

# Who is in the Race to Zero?

**1,049**

Cities

**67**

Regions

**5,230**

Companies

**441**

Investors

**1,039**

Education

**52**

Healthcare

The objective is to build momentum around the shift to a decarbonized economy ahead of COP27. This will send governments a resounding signal that business, cities, regions and investors are united in meeting the Paris goals and creating a more inclusive and resilient economy.

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**~15%**

Global  
economy

**>11%**

Total CO2  
emissions

**~ 1**

Billion  
people

# How to join the Race to Zero?

Join as an Actor:

If you are an individual **actor**, you will need to join an [official initiative or network](#) which is a **Race to Zero partner**.

Become an Accelerator:

If you are a **Retail Association**, you are invited to become an Accelerator for the Race to Zero. Find more information about the Accelerator role in [chapter three](#).

**Pledge.  
Plan.  
Proceed.  
Publish.**

To join the Race to Zero, entities must fulfil the minimum criteria. Visit the [Race to Zero website](#) to find out more.

# 2030 Breakthroughs: Retail Campaign



In order to bring a more sector specific focus to the Race to Zero, the **2030 Breakthroughs** were launched in 2021. Their goal is to drive alignment among multiple actors in a sector or system. The **2030 Breakthroughs: Retail Campaign** focuses on **the retail sector**. Retail Associations are called out to become **Accelerators** and engage their members to join the Race to Zero.

# 2030 Breakthroughs: Retail Campaign

The aim of the 2030 Breakthroughs: Retail Campaign is to create a **global movement in the retail sector** to take action by setting 1.5°C-aligned science-based targets (SBT) across scopes 1-3 and reach net zero by no later than 2050. The engagement is an opportunity for retailers to work with other retailers and with trade association partners at a national, regional and global level.

[Watch the video](#)



## Founding Members



# Approach and Goal

**Retail Association**  
(Accelerator)

Retailer

Retailer

Retailer

Retailer

Retailer

**Retailer**

**Retailer**

**Retailer**

**Retailer**

**Retailer**

Retail Associations are invited to sign the pledge to become an **Accelerator**. By doing so, they commit to engage **20% of their 50% largest members** to join the Race to Zero through one of our Partner initiatives.



# Our Member's Motivation



*"We are delighted to be the first major retail association to sign the Race to Zero Retail Accelerator Pledge, as part of BRC's Climate Action Roadmap. Working with Race to Zero as an accelerator program **strengthens our roadmap, providing another catalyst to go faster and further** on the industry's ground-breaking journey to Net Zero."*

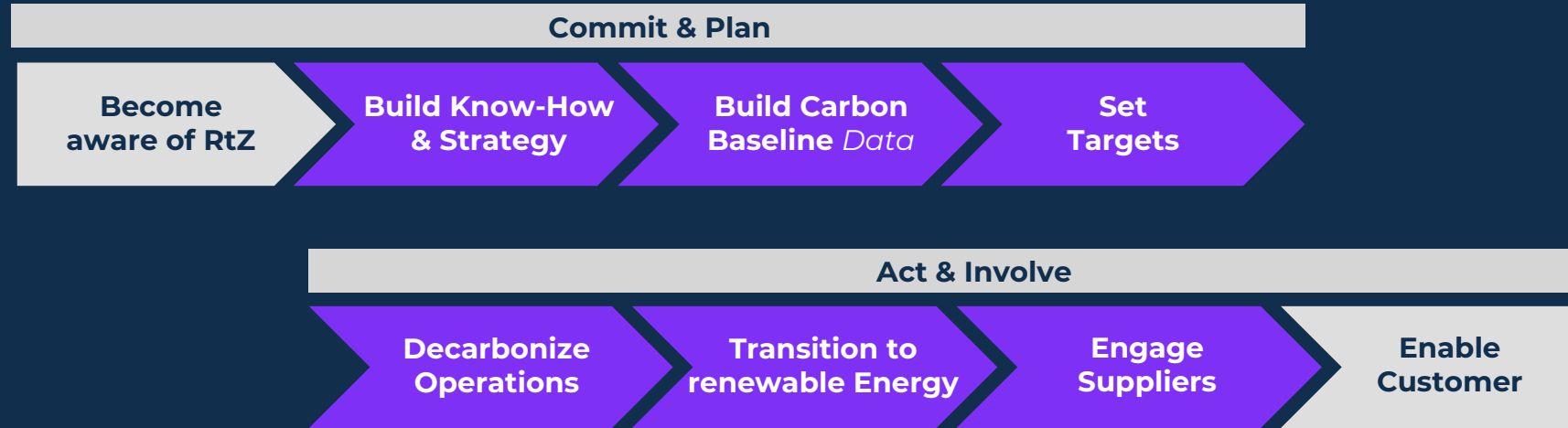
**Helen Dickinson**, CEO,



*"The science is clear, the case for change is compelling and our members are acting, with 40% of Australia's retail trade already covered by net-zero commitments. Becoming a Race to Zero Accelerator will **galvanize our intent, connect our members with global best practice** and let the global supply chain know that Australian retail is ready to take action to address climate change."*

**Paul Zahara**, CEO,

# The Centre of Excellence



Launching in June 2022, The Race to Zero Retail Centre of Excellence (CoE) is a curated virtual space with capacity building resources for retail associations and their members.

The CoE base was created in **collaboration with founding member** representatives and signatory Retail Associations.

Access to the CoE is available to retail associations that make the pledge to become an Accelerator at no cost.

# Contact

DJ Forza, Campaign Manager, Breakthroughs 2030: Retail Campaign  
[forza@wbcsd.org](mailto:forza@wbcsd.org)

Séverine Steiner, Sustainability Manager, Accenture  
Lead, Race to Zero Retail Centre of Excellence  
[severine.steiner@accenture.com](mailto:severine.steiner@accenture.com)