



January 2025

Happy New Year! (yep, we're still allowed to say that)... and welcome to our newly revamped *Carbon Call* newsletter! This year our aim is to pack it full of more useful content—**bite-sized articles, deep-dive whitepapers, and hands-on guides**—all created by our brilliant team of sustainability experts.

We're on a mission to demystify the ever-changing net-zero legislation and help future-proof your business. Whether you're just starting out on the sustainability path or looking to ramp up your net-zero strategy, you'll find straightforward insights and real-world tips you can put into action right away.

Want to work with our experts? Let's take this journey together and make 2025 (and beyond) a stand-out year for both the planet and your bottom line!

[CLICK HERE](#) to book a free call with our experts!

-
- **[Article]** [The UN “Race to Zero” Campaign: How to Join and Baseline Requirements](#)
 - **[Article]** [Beyond the Starting Line: The UN “Race to Zero” Campaign](#)
 - **[Downloadable Resource]** [UN “Race to Zero” Made Easy Workbook](#)
 - **[Downloadable Resource]** [CSRD Readiness Checklist](#)
-



The UN's "Race to Zero" Campaign: How to Join and Baseline Requirements

UN's "Raced to Zero" Campaign Made Easy - Article 1 of 2

In this first of two articles, Carbon Consultant Olivia Francis discusses the UN Race to Zero campaign, the benefits of becoming a campaign member, the joining process and the baseline requirements.

The UN launched the global Race to Zero (R2Z) campaign in June 2020, with the objective of rallying a coalition of non-state actors - including businesses, cities,

regions, and institutions - to achieve net-zero carbon emissions by 2050.

The campaign's central mission is to reduce emissions across all scopes (Scope 1, 2, and 3), aligning with the Paris Agreement's goal to limit global warming to 1.5°C above pre-industrial levels. Members of R2Z commit to specific milestones and annual progress updates to ensure sustained, visible efforts in reducing their carbon footprints.

Read the full article here: [\(Article 1\) The UN "Race to Zero" Campaign: How to Join and Baseline Requirements](#)



Beyond the Starting Line: The UN's "Race to Zero" Campaign

UN's "Raced to Zero" Campaign Made Easy - Article 2 of 2

In this second of two articles, Olivia Francis has created an "expert's guide" to the "Race to Zero" campaign – showcasing how members may support the campaign further and become sustainability advocates in their sector.

While the Race to Zero (R2Z) campaign starts with foundational commitments through the "5 P's" (Pledge, Plan, Proceed, Publish, and Persuade), some companies and individuals may be inspired to take more active leadership roles.

Beyond meeting the "starting line" criteria, members can also serve as role models, advocates, and change agents within their sectors. This begins with expanding on the "5 P's", incorporating "leadership practises" into the goals and commitments made, and then extends to further opportunities such as becoming an Accelerator.

Read the full article here: [\(Article 2\) Beyond the Starting Line: The UN "Race to Zero" Campaign](#)



UN's "Race to Zero" Made Easy Worksheet

The UN's Race to Zero (R2Z) is the world's largest coalition of non-state actors taking immediate action to halve global emissions by 2030, and to achieve net-zero by 2050.

This worksheet, put together by Olivia Francis, has been designed to help navigate the common queries potential members have when joining the campaign.

Download the workbook here: [UN “Race to Zero” Made Easy Workbook](#)



CSRD Reporting Readiness Checklist

Overwhelmed by CSRD? You're not Alone!

The introduction of the Corporate Sustainability Reporting Directive (CSRD) is a game-changer, requiring a broad range of companies to disclose detailed environmental, social, and governance (ESG) information. This new mandate can feel daunting—how do you begin to unravel the complex requirements, and where does your business fit in?

Whether you're just learning about CSRD or you're unsure about your next steps, MyCarbon is here to transform confusion and concern into clarity and action. Navigate the requirements of CSRD with our **CSRD Readiness Checklist**. This essential tool, put together by our director John Whittle, helps you identify any gaps in your current reporting processes and outlines critical steps for compliance.

Download the CSRD Readiness Checklist here: [CSRD Readiness Checklist](#)



MYCARBON
YOUR SUSTAINABILITY EXPERTS

BOOK YOUR CALL

DON'T LET A BAD SUSTAINABILITY STRATEGY COST YOU GOOD BUSINESS

Start your journey today with a free sustainability roadmap, unique to your business, created by one of our experts!

Calculate **Reduce** **Offset** **Certify** **Support**

www.mycarbon.co.uk

The advertisement banner features a light beige background with an orange curved shape on the right side. At the top left is the MyCarbon logo. Below it is a dark teal banner with white and orange text. Underneath the teal banner is a row of five circular icons: a calculator (dark blue), a CO2 cloud with a downward arrow (light blue), a document with a leaf (green), a medal (red), and a hand holding a heart (orange). The website URL is at the bottom right.

MyCarbon, 124 City Road, London, London EC1V 2NX, United Kingdom, 07940710258

[Unsubscribe](#) [Manage preferences](#)