



INDIVIDUAL ACTION.  
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# Helping Companies to Join the Race To Zero Introduction

July, 2021



# Introduction

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In this document you will find out more about

- the Community Impact Challenge (p3)
- The impact of the climate crisis (p4)
- How the crisis is changing the expectations of stakeholders (p5)
- The responses of businesses (p6 & 7)
- The Race To Zero campaign (p8)
- How CIC can help your business accelerate its sustainability journey through signing up to the Race To Zero (p9)



# Community Impact Challenge (CIC)

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- CIC was founded by two INSEADers (an alumni and a member of staff) in Dec 2019.
- INSEAD is one of the world's leading and largest graduate business schools. It is a non-profit, private education institution with locations in Europe, Asia, the Middle East, and North America.
- The volunteers are mainly members of the INSEAD community with some volunteers joining CIC from outside this network.
- **Vision of CIC:** Help at least 50% of the global INSEAD Community and beyond to become carbon neutral by 2030.
- **Network:** CIC currently has 7,500 members and the number is growing every day

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## Completed Two Challenges Successfully



# The climate crisis is relentless. Decarbonisation is the only option. Science backs it.



## Large scale displacement of people

Globally, there are 82.4 million forcibly displaced people.

(Source: UNHCR)



## Increased frequency and severity of disease outbreaks

5 major outbreaks during the 92 years between 1889 and 1981, but already 5 outbreaks since 2002.

(Source: CDC)



## Increased frequency of extreme climate events

Over 800 events in 2019 compared to 121 events in 1979.

(Source: OFDA/CRED International Disaster Database)



## Severe loss of biodiversity

A 68% fall in the 20,000+ populations of mammals, birds, amphibians, reptiles and fish since 1970.

(Source: Zoological Society of London)

# Businesses are facing rising stakeholders' pressure to respond to the climate crisis.



- Some businesses are suffering from the cost of extreme climate events
- Businesses are investing to build climate resilience in time to gain competitive advantage over those who aren't and to protect their brands and reputations.
- Consumers demand sustainable products
- Investors are looking at opportunities to both de-risk and position themselves for future growth
- New regulations are being rolled out everywhere
- Employees expect their employers to do the right things

# Some businesses have started their sustainability journey ...

## Examples of Signatories of The Race To Zero



Competitors who are already on the sustainability journey are better prepared and positioned to shape the rules of the games in the net zero era.

# ...some however find starting the sustainability journey daunting..

## Examples of questions businesses need to answer in order to plan and make the transition to the Net Zero economy

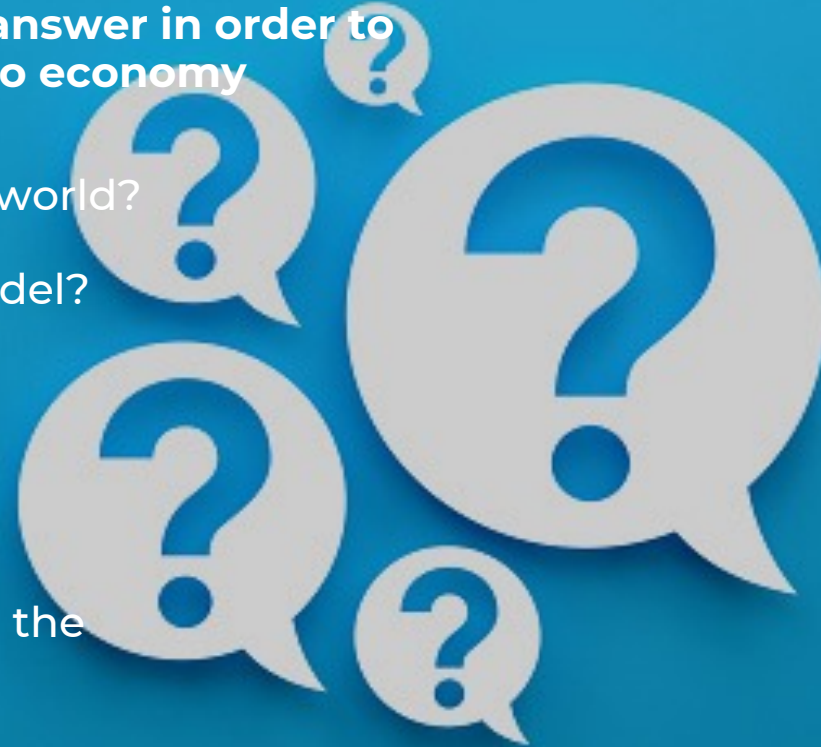
What is our market outlook in a net-zero world?

How can we futureproof our business model?

Is our current CSR strategy sufficient?

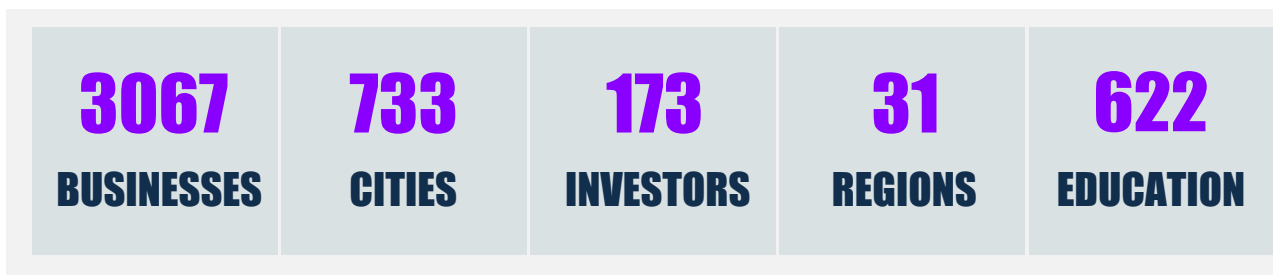
How can we reduce our emissions while improving our business performance?

How can I convince our business to make the transition?



# Race To Zero - A global initiative to mobilise non-state actors to respond to the climate crisis

- Race To Zero is a UN-backed global campaign rallying non-state actors – including companies, cities, regions, financial, educational, and healthcare institutions – to **take rigorous and immediate action** to halve global emissions by 2030 and deliver a healthier, fairer zero carbon world in time.
- The initiative is gathering momentum and thousands of businesses have signed up.



Source: Race to Zero (unfccc.int) June 2021

## What does signing up to the Race To Zero mean?

- **Pledge** – Pledge at the head-of-organization level to reach (net) zero GHGs as soon as possible, and by 2050 at the latest.
- **Plan** – Within 12 months of joining, explain what actions will be taken toward achieving both interim and longer-term pledges, especially in the short- to medium-term.
- **Proceed** – Take immediate action toward achieving (net) zero, consistent with delivering interim targets specified.
- **Publish** – Commit to report publicly both progress against interim and long-term targets, as well as the actions being taken, at least annually.



# CIC has launched its third challenge to help companies to sign up to the Race To Zero before COP26

You can sign up for free to get access to the following



## **An Hour with a Net Zero Expert**

We have a panel of experts who agree to donate an hour to answer your questions about signing up to the Race and getting your business on a clear path of decarbonisation.



## **Peer Circles**

Opportunities to speak with leaders of organizations that have joined the Race. Share experience with other leaders going through the same process as yours.



## **Curated Information**

Net Zero is a rich topic. Join us to gain access to many high quality articles and events on the relevant topics at your fingertips.

[Click here to  
sign up](#)



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<https://www.communityimpactchallenge.org/>

