



SCIENCE  
BASED  
TARGETS

DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

# COMMUNICATING ABOUT SCIENCE BASED TARGETS

# Thank you for your company's commitment to climate science.

We'd like to welcome you to a great community of companies who are leading the way in our transition to the low-carbon economy.



## GET IN TOUCH

Our communications team would like to connect with your communications team in order to support you in sharing information about your commitment or target.

Please send us contacts for your communications staff to [communications@sciencebasedtargets.org](mailto:communications@sciencebasedtargets.org)

By joining the Science Based Targets initiative, your company will ensure that its low-carbon transformation is aligned with climate science. This will help prevent dangerous climate change. It will also give your business competitive advantage in the transition to the low-carbon economy. When you communicate about your commitment or target, it will prove to consumers, investors and governments that the private sector is increasingly leading the way on tackling climate change.

## Sharing your company's commitment with staff and stakeholders

Please feel free to share the following resources with your staff and stakeholders. This can help convey the significance of your company's new commitment:



[Science Based Targets initiative brochure](#)



[Case studies of other companies with science-based emissions targets](#)



[Blog: The Business Case for Setting Science-Based Emissions Targets](#)



[Your company's approved science-based target \(if applicable\) and full list of companies participating in the initiative, including information on approved targets](#)



The brochures, case studies etc are also available for download from [www.sciencebasedtargets.org](http://www.sciencebasedtargets.org)



## WE MEAN BUSINESS

Science-based targets is one of the key action areas of the **We Mean Business coalition**. This means your company will also be recognized and celebrated for its commitment by the We Mean Business partners. If you are interested in proactive profiling with We Mean Business, email [media@wemeanbusinesscoalition.org](mailto:media@wemeanbusinesscoalition.org)



Science-based targets provide companies with a clearly defined pathway to future-proof growth by specifying how much and how quickly they need to reduce their greenhouse gas emissions. The Science Based Targets initiative champions science-based target setting as a powerful way of boosting companies' competitive advantage in the transition to the low-carbon economy. It is a collaboration between CDP, World Resources Institute (WRI), the World Wide Fund for Nature (WWF), and the United Nations Global Compact (UNGC).



## SOCIAL MEDIA

Let the world know that you are helping prevent the most dangerous effects of global warming.

Once your target has been approved, we will make a Twitter card from the Science Based Targets initiative, congratulating you on this.

### Tweet about your target!



(Company name) has committed to set company-wide emissions targets in line with climate science

@sciencetargets #climateaction



Proud that (Company name) is leading the way by setting science-based targets to reduce carbon emissions

@sciencetargets



We have set a science-based carbon emission target to help keep a rise in global temperature to well below 2°C

@sciencetargets



## Publicizing your company's commitment externally

### Communications opportunities

We convene various communications opportunities for companies including global events and summits, blogs and case studies, news stories and op-eds in traditional media, and social media.

### What you can do:

**1. Elect a spokesperson.** We often field enquiries from press and are asked to provide speakers for high-level corporate sustainability events. These are great moments for corporate leaders to share why their companies have committed to climate science. Typically, a spokesperson should be a C-suite executive or a corporate sustainability lead.

Please send us details of spokespeople now, so we can call on them quickly when opportunities arise.

**2. Tell the media.** Once you have had your target approved, it's a great moment to send out a press release. We can provide a quote from one of the initiative's partners.

**3. Write an op-ed or blog.** Setting a highly-ambitious goal for cutting emissions is no easy task. By sharing insights from your experience, you can help other companies raise their ambition. We are happy to publish educational and thought-provoking articles on the Science Based Targets initiative website and to share such articles with our press contacts.





## QUESTIONS TO CONSIDER FOR MEDIA OPPS, ARTICLES AND STATEMENTS

### Companies with a commitment to setting a science-based target:

- Why have you committed to set a science-based target (rather than another target)?
- Why is taking climate action important to your company and sector?
- What benefits do you anticipate after setting a science-based target?
- What do you think the challenges might be and how do you plan to overcome them?

### Companies with approved targets:

- How has your company benefitted in terms of increased innovation, cost savings, profits, or reputation?
- Can you offer any insights into the process of setting a science-based target that may be of interest to other companies? What were the challenges? What support did you get?
- What stage have you reached on your journey towards achieving your target? i.e. what changes, plans, or developments have happened so far?
- What have been the challenges so far (financial, HR, technical) and how have you (or how do you plan to) overcome them?
- What are your next plans for your targets?



### Science Bas

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### A note on grammar

#### When to capitalize Science Based Targets

Use lower case if you are describing the concept of science-based targets. Use capitals when you are referring to the Science Based Targets initiative. Do not capitalize "initiative."

#### When to use hyphens

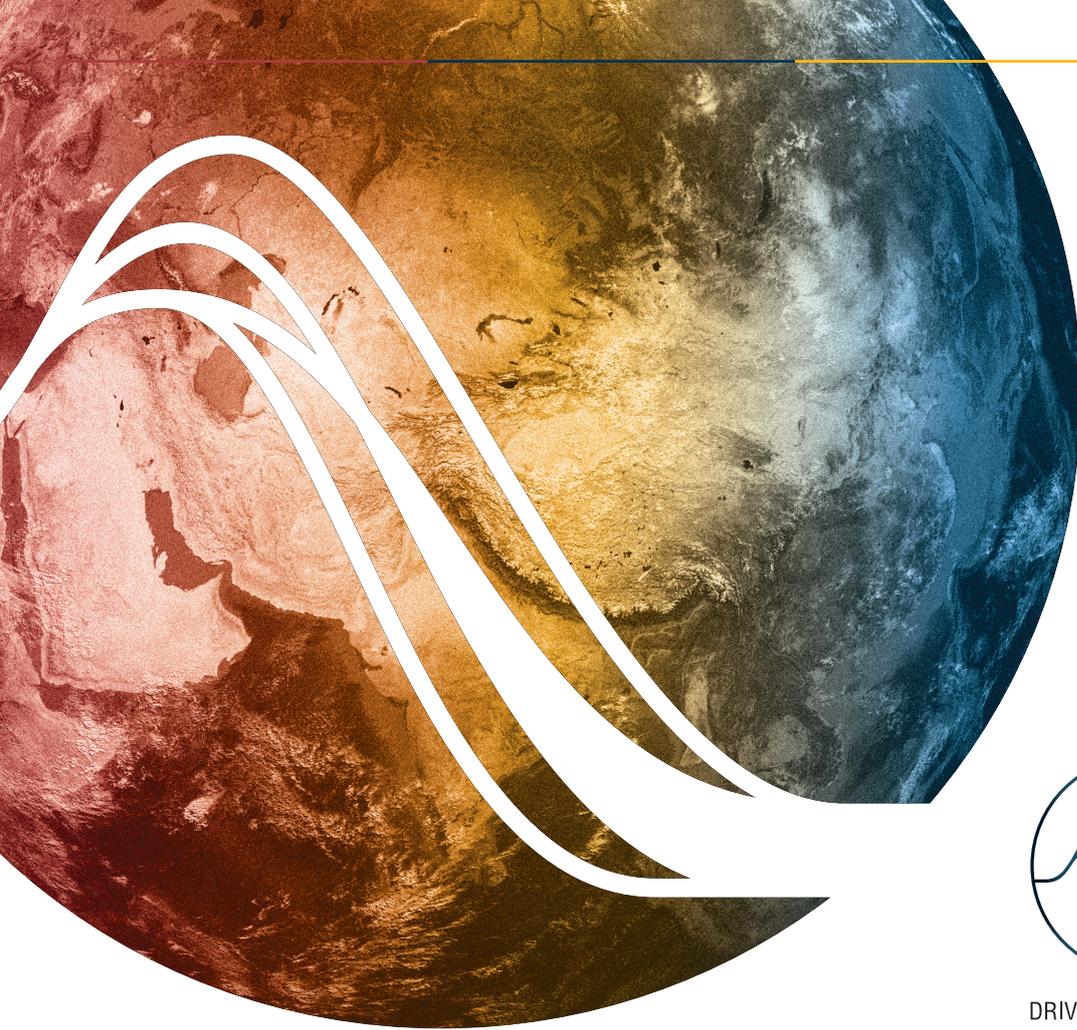
If you are talking about the Science Based Targets initiative do not hyphenate "Science Based". If you are referring to targets themselves (i.e. the concept of science-based targets) then please use a hyphen. However, if you are talking about the concept of science-based targets but you are using the term in full capitals ie. SCIENCE BASED TARGETS, do not use a hyphen. Also, do not use a hyphen if you are capitalising each word, for example within a heading.



science-bas

Science Bas

initiative



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## NEXT STEPS

Email us to tell us you're happy to communicate about your target

[communications@sciencebasedtargets.org](mailto:communications@sciencebasedtargets.org)

Share information about your science-based target with your staff and stakeholders to help get buy-in to setting / achieving the targets.

Tweet about it [@sciencetargets](https://twitter.com/sciencetargets)

## Our logo

### You can use the Science Based Targets initiative logo:

- on reports and communications materials (on and off-line) once your company's target has been approved by the initiative.

### You cannot use the Science Based Targets initiative logo:

- while your company has made a commitment to set a target, but has not yet had that target approved. You are welcome instead to use the wording: 'We have committed to set a science-based target through the Science Based Targets initiative'.
- on commercial products.
- if your company has withdrawn from the initiative.

### Partner logos

Please do not use the partner logos alongside the Science Based Targets initiative logo. Instead please insert the following text: "The Science Based Targets initiative is a collaboration between CDP, the United Nations Global Compact, World Resources Institute (WRI) and the World Wide Fund for Nature (WWF)."



[Download the hi-res logo](#)

[The design guidelines are enclosed for use](#)



[www.sciencebasedtargets.org](http://www.sciencebasedtargets.org)



[/ScienceBasedTargets](https://www.facebook.com/ScienceBasedTargets)



[@sciencetargets](https://twitter.com/sciencetargets)