

CBSR Net Zero Working Group Badge

Purpose: The CBSR Net Zero Working Group Member Badge is a visual representation of your learning achievement. The badge represents your active and ongoing engagement with a network of peers from leading companies working towards net zero. It is a great way to indicate to your partners, investors, and customers that your organization is committed to its net-zero journey. It should be used in your ESG report, on your website and wherever else you hope to highlight your participation.

Instructions for CSR Reports

Below is a description and image insert of the net zero working group that can be adapted to your company's sustainability report.

Business leadership is essential if Canada is going to meet its legislated net-zero goals by 2050; that is why [Company X] has senior members of their team that are members of CBSR's Net Zero Working Group. The working group aims to accelerate the adoption and implementation of net zero ambitions.

The working group launched in 2021 and is a peer-to-peer support mechanism of informal sessions amongst some of Canada's largest brands to work through specific challenges and solutions related to net zero emissions. The working group enables organizational knowledge and capacity on net zero pathways and creates an environment for peer learning. Our employees' participation in the working group actively increases our understanding of net zero targets. It is a platform where we explore implementation pathways aligned with our organization's needs.

Our participation in CBSR's Net Zero Working Group demonstrates our commitment to the journey to net zero. It does not involve a joint or company-specific declaration.





If you experience difficulties with this process, please reach out to me at juliaz@cbsr.ca.

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