

ZERO Carbon Tour

Welcome to the  carbon emissions
en route to COP26

#ZeroCarbonTour



The ‘Carbon Battle Bus’!

The 100% electric bus will be inviting local innovators and solution creators to showcase their efforts in each location, capturing inspiring carbon stories as we go.

Everything from visiting factories, to community energy projects!

Got a solution or project that should be featured in the nationwide campaign? Let us know.

Zero Carbon Tour Manager:
nikki.faigen@planetmark.com





How does this work?

The Zero Carbon Tour will act as a golden thread bringing together powerful examples of sustainability actions and innovation from across the country in the build up to COP26.

Zero Carbon Tour event content can either be organised as a standalone event, or plugged into an existing event that is already being organised in the area of the local authority.

Throughout the tour we will be gathering “carbon stories” of actions and initiatives being taken by organisations, community groups, services and individuals to play a part in creating a sustainable future for the United Kingdom.

These case studies will be continually fed onto the Tour website throughout, to inspire others around the country (and beyond) to take similar action.

Impactful examples of sustainability action gathered during the Tour will be showcased at COP26 to inspire others to create similar initiatives around the world.



Tour Aims

Awareness and Education

We aim to raise the awareness of the general public and organisations about the UK COP26 Presidency, the UN-backed Race to Zero and Together For Our Planet campaigns. People who engage with the Zero Carbon Tour will leave understanding what net zero carbon means, why it is important, and how it compares to other terms like carbon neutral.

“Carbon Stories” – Gathering Tangible Case Studies

Throughout the Tour we will work with communities to identify and showcase local sustainability initiatives and innovations as part of each event. We will support local authorities with gathering relevant and tangible examples of sustainability progress in organisations and community groups and the benefits that they have experienced, inspiring others to action.



Tour Objectives and KPI's

Awareness

1. Increase COP26 campaign recall rate.
2. Increase the % of target audiences who are aware of the UK COP26 Presidency.

Understanding

3. Increased % of target audiences who agree (once given proper context) that the UK COP26 Presidency is a positive opportunity for the country.
4. Increase % of target audience who agree (once given proper context) that COP26 will have a lasting impact on efforts to tackle climate change.

Action

5. Ensure 20,000 individuals have engaged with COP (e.g. through sharing content, using a hashtag or by participating in competitions).
6. Support recruitment of 40 of FTSE350 businesses in the UK to join the global Race to Zero campaign.
7. Support the recruitment of 100,000 SME's to join the global Race to Zero campaign.



Planet Mark Tour Metrics & Reporting

Tour Metrics & Reporting

- Number of people engaged through events, online and offline.
- Number of sites / organisations visited.
- Number of “Carbon Stories” / case studies captured.
- Number of Race to Zero pledges received.
- Media features & engagement.
- Social media reach & engagement (#ZeroCarbonTour #TogetherForOurPlanet #RaceToZero).
- Partners & influencers who support the tour.
- Wider net zero carbon & qualitative outcomes through interactions with people and organisations along the way.



Where the bus stops...

Flagship Event (2-3 hrs, hybrid)

- Welcome from Hosts
- Race to Zero Information Session (40 mins)
- Carbon Stories Open Mic (75 – 90 mins)
- Carbon Dating (Networking – haha!)

Region-Wide Virtual Workshop (3 hrs, virtual)

- Net Zero Carbon Essentials Workshop(s) for those who want to take a deeper dive into understanding how to set a credible net zero target.





Race to Zero Information Session

(Hybrid, in person & online)

Carbon Stories Open Mic

(Hybrid, in person & online)

- A 30-40 minute session providing an overview of what net zero carbon means, the significance of COP26, how organisations can officially join the UN-backed Race to Zero and what resources they can tap into as part of the Together For Our Planet campaign.
- An interactive 75-90 minute panel discussion with 4-5 featured local organisations sharing tangible examples of:
 - Successful carbon reduction initiatives and their benefits.
 - Biggest learning or challenge overcome during the journey so far.
 - Key plans to continue cutting carbon emissions in the coming years.
- Session will then open up for audience carbon stories, questions, examples and input, with lots of opportunity for networking.



Net Zero Carbon Essentials Workshop

(Virtual Region-Wide Workshops)



A 3 hour workshop that takes participants right through the net zero carbon journey, putting them in a position to make a credible pledge.

Session Objectives	
1.	You will understand what net zero carbon is, why your organisation should start it's sustainability journey and the business implications and opportunities it brings.
2.	We will explore your organisation's main emission sources and understand how they fit into a carbon footprint.
3.	You will understand the decision process for setting a net zero target using our target calculator tool.
4.	We will explore and discuss solutions for decarbonisation.
5.	You will understand how to pledge a net zero target with the Race to Zero.



Each Local Authority Tour Host Receives

- £20,000 from BEIS (with £10k allocated to the Tour delivery partner Planet Mark) with a matched-funding requirement from the local authority for either monetary support or in-kind provision of space/catering etc.
- Regional Energy Hub support for coordination of activities related to the Tour.
- Tour Delivery Partner will manage delivery of all Zero Carbon Tour event content, registrations and logistics.
- Tour Delivery Partner will support promotion of the event with local industry and media through a substantial network of partnered Trade Associations etc.
- Tour Delivery Partner will support capture of local initiative case studies and any events and site visits.
- Tour Delivery Partner will support celebration and showcasing of inspiring initiatives and case studies in local, regional and national media throughout the Tour.
- Tour Delivery Partner will coordinate capture of Net Zero Commitments made by organisations, facilitating the gathering of examples of progress being made and committed to in the local area.



Expectations of Hosts

- Provision of event space outdoor/indoor as appropriate to allow minimum of 30+ attendees and an open space for networking (as per covid-safety requirements).
- Provision of venue equipment e.g., projector/screen and seating as appropriate.
- Advise or provide where able/appropriate local accommodation options, as well as suppliers (AV, still photography, etc.)
- Provision for any catering requirements (100% vegetarian, ideally locally sourced, avoiding plastic bottles and single-use plastic where possible).
- Parking for the Carbon Battle Bus and any other vehicles. Ideally provision and/or signposting for compatible local EV charge points for the bus.
- Lead creation and management of venue and event risk assessments and covid regulations alignment.
- Support with local promotion and media.
- Organisation of any additional event features, e.g. local organisations / community groups exhibition stands, additional events / panel discussions as desired.



Bus Specifications

Make: Yutong

Model: TCE12 Zero Emission Coach

Height: 3.5m

Width: 2.6m

Length: 12.4m

Unladen Weight: 13,500kg

Gross Weight: 18,500kg



Overview

This is a 100% electric coach produced by Yutong, a Chinese company who are the largest producer of coaches globally. It has 281Kwh battery in total, producing 470hp and 2360lb/ft of torque.

Charging Requirements

The coach requires a CCS Combo Rapid Charger, ideally, 100Kwh or above. We've recently found that the charging points need to have a 500-600 volt output. With a chargepoint of 150Kwh+ the bus should have a charge time of 2-3 hours from 0-100%.

Range

Approximately 200 miles (terrain dependent). We must always remain within 90 miles of a compatible charge point.



We are Partnered with the **RACE TO ZERO**



1. Pledge

Pledge at head of organisational level to reach net zero as soon as possible before 2050.



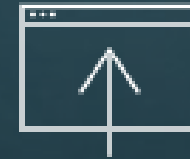
2. Plan

Within 12 months of joining, set an interim target representing your fair share of 50% reduction by 2030.



3. Proceed

Take immediate, meaningful action toward achieving net zero within first 12 months of joining.



4. Publish

Report progress annually by publishing against your targets on a public platform.



Key Dates

Tour Legs

- **9 Jun to 18 Jun** – London Launch & South West
- **26 Jun to 4 Jul** – London Climate Action Week
- **31 Aug to 3 Sep** – South East
- **6 Sep to 10 Sep** – South East / South West
- **13 Sep to 17 Sep** – Wales / South West
- **20 Sep to 24 Sep** – Midlands
- **27 Sep to 1 Oct** – Midlands / Northern Ireland / North West
- **4 Oct to 8 Oct** – Wales / North West
- **11 Oct to 15 Oct** – North West / North East
- **18 Oct to 22 Oct** – North East
- **25 Oct to 31 Oct** - Scotland
- **1 to 14 Nov** – COP26, Glasgow
- **18 Nov** – Planet Mark Awards, London

Previous Events

- **28 April** – Tour Announcement
- **12 May** – University of Greenwich, Virtual
- **8 June** – Sustainable Growth Conference, Cornwall (no bus)
- **9 June** – Press Event, Houses of Parliament, London
- **10 June** – Guildhall and Mansion House, City of London
- **12 to 14 June** – G7 Summit, Eden Project, Cornwall





Proposed | Confirmed with Local Authority

(Flagship) = BEIS Supported |

Regions= South East, South West, Midlands, North East, North West, Wales, Northern Ireland, Scotland

Aug / Sep Events

- 31 Aug – SE Cambridge (Flagship)
- 01 Sep – Travel Day
- 02 Sep – SE Brighton (Flagship)
- 03 Sep – SW TBC (Flagship)
- 04 Sep – SE Farnborough, Fully Charged
- 05 Sep – SE Farnborough, Fully Charged
- 06 Sep – SE Hemel Hempstead, Prologis
- 07 Sep – SE Oxford (Flagship)
- 08 Sep – Travel / Site Visits
- 09 Sep – SW Swindon (Flagship)
- 10 Sep – SW Bristol (Flagship)
- 11 Sep – X
- 12 Sep – X
- 13 Sep – W Cardiff (Flagship)
- 14 Sep – Travel / Site Visits
- 15 Sep – W Swansea (Flagship)
- 16 Sep – Travel / Site Visits
- 17 Sep – SW Cheltenham (Flagship)
- 18 Sep – X
- 19 Sep – X
- 20 Sep – M Worcester (Flagship)
- 21 Sep – M Birmingham (Flagship)
- 22 Sep – Travel / Site Visits
- 23 Sep – DIRFT, Prologis (near Rugby)
- 24 Sep – M Nottingham (Flagship)
- 25 Sep – X
- 26 Sep – X
- 27 Sep – M Lincoln (Flagship)
- 28 Sep – NI Belfast (Flagship) Bus 2
- 29 Sep – NW TBC (Flagship)
- 30 Sep – NI Derry (Flagship) Bus 2
- 01 Oct – NW Liverpool (Flagship)



Proposed | Confirmed with Local Authority

(Flagship) = BEIS Supported

Regions= South East, South West, Midlands, North East, North West, Wales, Northern Ireland, Scotland

Oct / Nov Events

- 01 Oct – NW Liverpool (Flagship)
- 02 Oct – X
- 03 Oct – X
- 04 Oct – W Wrexham (Flagship)
- 05 Oct – Travel / Site Visits
- 06 Oct – NW Stockport, Rowlinson
- 07 Oct – Travel / Site Visits
- 08 Oct – NW Manchester (Flagship)
- 09 Oct – X
- 10 Oct – X
- 11 Oct – NW TBC (Flagship)
- 12 Oct – Travel / Site Visits
- 13 Oct – NW Burneside Cumbria Visit
- 14 Oct – Travel / Site Visits
- 15 Oct – NE Leeds (Flagship)
- 16 Oct – X
- 17 Oct – X
- 18 Oct – NE Hull (Flagship)
- 19 Oct – Travel / Site Visits
- 20 Oct – NE Middlesbrough (Flagship)
- 21 Oct – Travel / Site Visits
- 22 Oct – NE Newcastle (Flagship)
- 23 Oct – NE Ingram Valley Farm Visit
- 24 Oct – X
- 25 Oct – S Edinburgh (Flagship)
- 26 Oct – Travel / Site Visits
- 27 Oct – S TBC (Flagship)
- 28 Oct – Travel / Site Visits
- 29 Oct – S TBC (Flagship)
- 30 Oct – X
- 31 Oct – X
- 01 Nov – 12 Nov = COP26
- 18 Nov – Planet Mark Awards, London



Who Are Planet Mark?

What We Do

Planet Mark is a sustainability certification which recognises continuous improvement, encourages action and builds an **empowered** community of like-minded individuals who make a world of difference in every type of organisation.

How

Our simple three step process takes organisations on a journey to sustainability action:



1. Measure

We help you collate carbon and social value data to measure your impact.



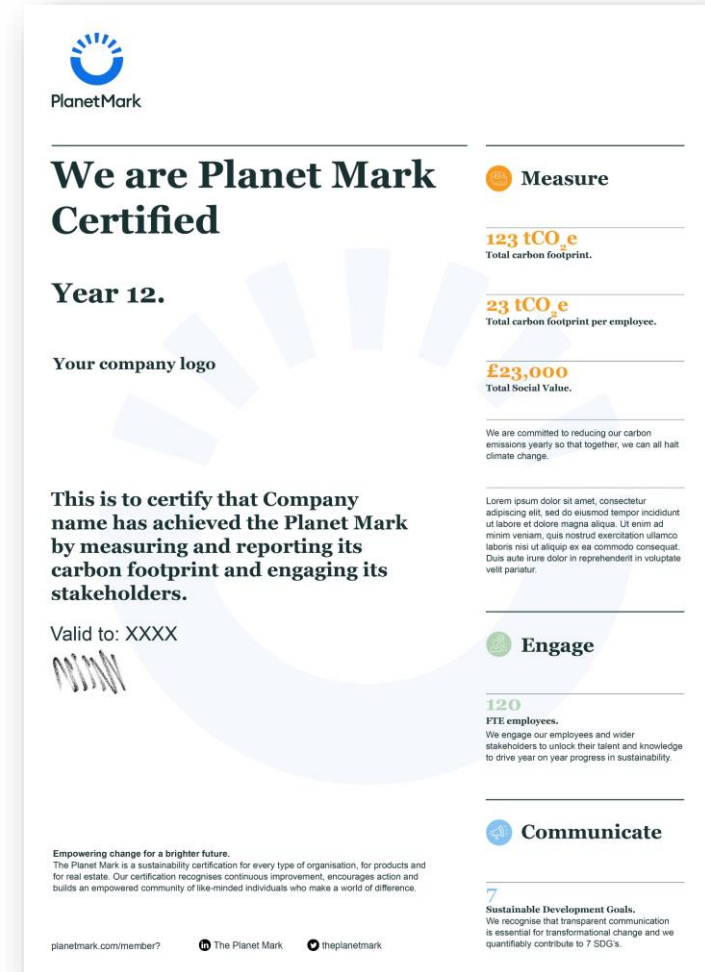
2. Engage

Our engagement experts unlock your team's passion to take action.



3. Communicate

We help you communicate your achievements authentically and effectively with the world.



How Can You Get Involved?

- 1) Share your existing events & initiatives with BEIS [here](#) to help plan our Tour Route.
- 2) Get in touch – we hope to visit even more locations than the 20-30 flagship events.

Get in touch:

www.zerocarbontour.com

Zero Carbon Tour Manager:
nikki.faigen@planetmark.com

#ZeroCarbonTour @theplanetmark

