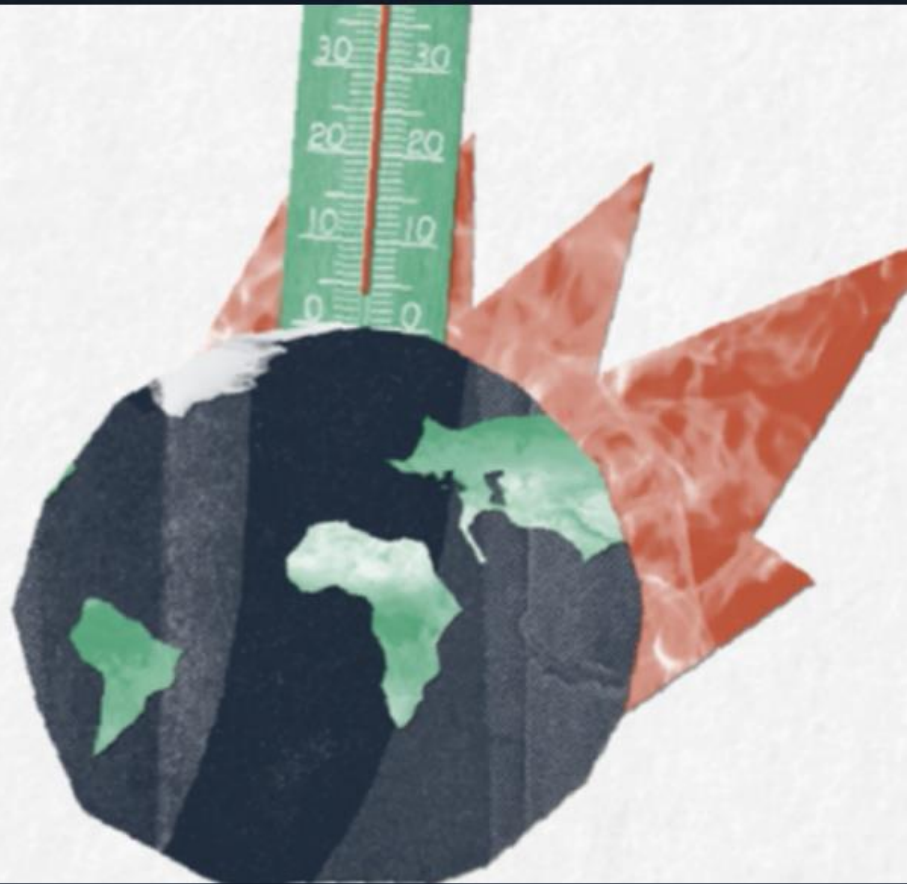


**ZERO**  
**CARBON**

**MOST POLLUTERS AREN'T  
PAYING FOR THE DAMAGE  
THEY DO.**



# WHAT WE'RE CALLING FOR.

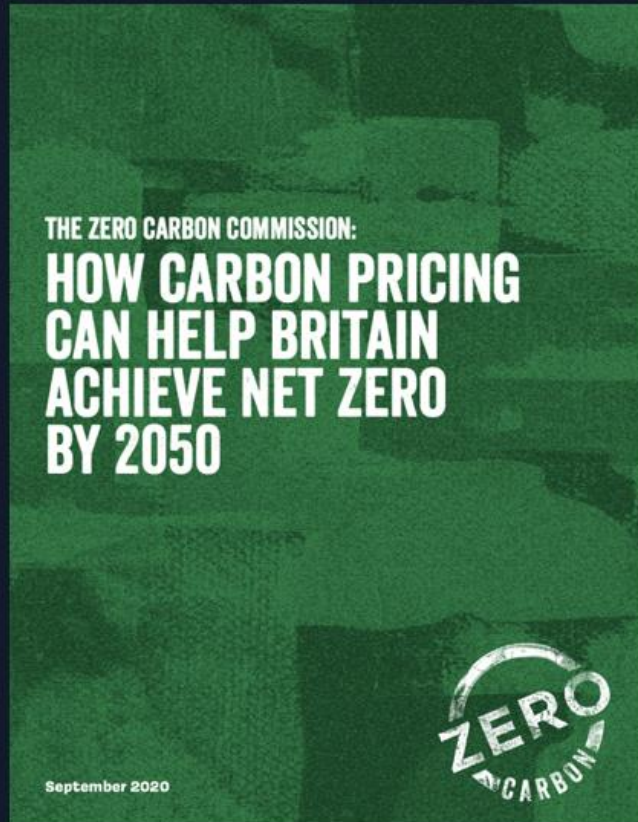
---



- Advocating for stronger, fairer and more consistent carbon pricing to play a central role in facilitating the UK's transition towards net zero.

- Ensuring we use the full weight of UK climate diplomacy to advance the global carbon pricing agenda.

# HOW WE'RE DOING IT.



**POLICY & RESEARCH**



**ADVOCACY**



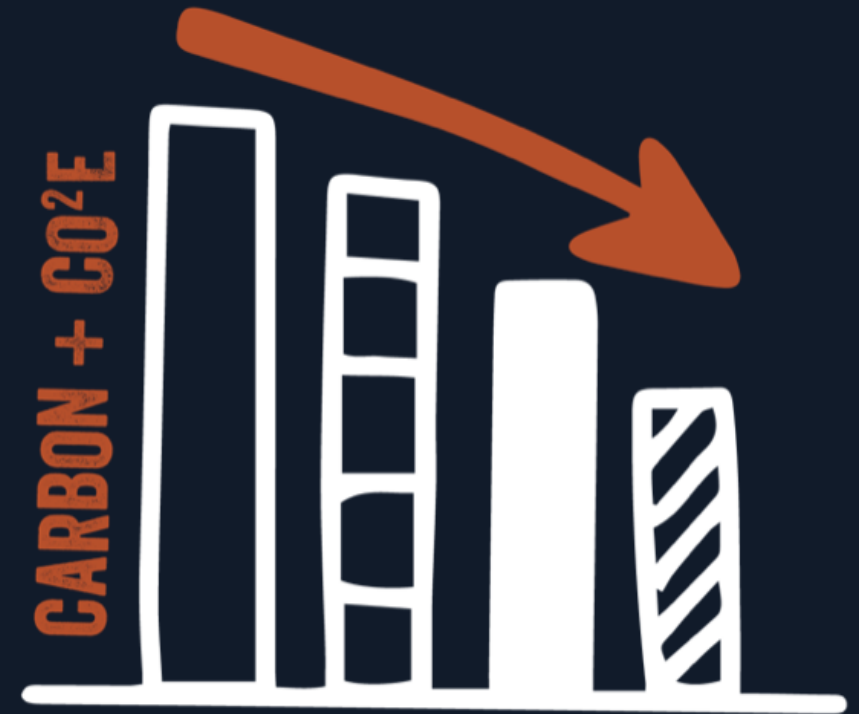
**CAMPAIGNING**

# PRINCIPLES FOR PRICING POLLUTION.

---

Our research suggests a carbon price must:

1. Make it *possible* for individuals to switch to alternatives, and *desirable* for companies and businesses to innovate and operate in line with a low-carbon agenda.
2. Protect those on low and modest incomes from substantial rises in costs.
3. Prevent carbon leakage and associated job loss.



# HOW IS IT GOING?

---

The UK Government has agreed to:

1. Explore extending carbon pricing across the two thirds of our economy not yet covered
2. Review 'free allocations' within the UK ETS to ensure they're effectively driving - rather than stymying - decarbonisation
3. Champion multilateral engagement with regards to Border Carbon Adjustments in order to address carbon leakage



# BUT THERE IS STILL MORE WORK TO DO .




**BUSINESS**  
Sign our Declaration



**LEADERS**  
Use your voice



**INDIVIDUALS**  
Sign & circulate our  
Petition



**ZERO**  
**CARBON**