

# Net zero – telling your story

You've got to a point where you've had some net zero successes, and now it's time to reap the benefits by telling your story. **But how do you get started?**

Think about your achievements and the journey, including the successes and the challenges you've experienced along the way. Your story should be honest and accurate, and be evidenced with facts, figures and the actions you have taken.



## Steps



### 1. Audience

Identify who you want the piece to speak to and tailor it accordingly. Consider what's of interest to your audience.



- **Customers** want to know the company they are buying from is taking action to address climate change.
- **Staff** want to feel motivated and have a sense of purpose.
- **Investors** want to invest in a business that is mitigating future risks.
- If the aim is to attract **new customers**, make sure you tap into current trends around sustainability. A [2022 survey by IBM](#) found that purpose-driven consumers, who choose products and brands based on how well they align with their values, now represent 44 per cent of consumers.



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## 2. Structure

Start by introducing your business and where you were at the beginning of the journey. Outline the problem and why things needed to change. What changes did you set out to make? What challenges did you face on the way? What actions did you take and what successes have you had? Finish with the new positive chapter, where you are reaping benefits from the work you've done.



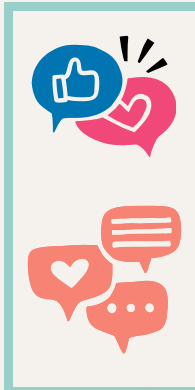
## 3. Align with your company's vision

If you can get across what you are about as a business and your story is honest and accurate, you will connect with your audience, build trust and enhance your reputation.



## 4. Facts and figures

Include the data you have to back up your story. For example, 'We installed LED lighting. The payback period on our investment was X years and we reduced our energy use by X per cent'. Remember to revisit this and update your figures over time.



## 5. Marketing

Once you've written your net zero story, make sure to share it! Use it on your website, feature it in your newsletter and share via your social media. You could design marketing campaigns around your story and create a 'call to action', giving your audience a sense of participation in your decarbonisation journey. Make sure you update your story as you progress.



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You may have heard of the term 'greenwashing'. This happens when an environmental claim about a business, product or service is false or misleading. If your communications are accurate and honest, you will avoid greenwashing. See this [article](#) for more detail.

## Here are some examples of local companies who are already communicating their vision...



[Dark Horse Roastery](#) | [Jennings Business Park](#)

[Earth Uniform](#) | [Windles Group](#)

[Darcia Logistics](#) | [Velocity Cycle Couriers](#)

[Blenheim Palace](#) | [Nicholsons](#)



You can also visit Enterprise Oxfordshire's [Net Zero Heros](#) page and the [Make UK website](#) for useful examples of businesses who are sharing their inspiring sustainability journeys.

Check out our 'Success stories' guide for more examples of businesses who are already taking net zero action, and the rest of our guides, [via our website](#).



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