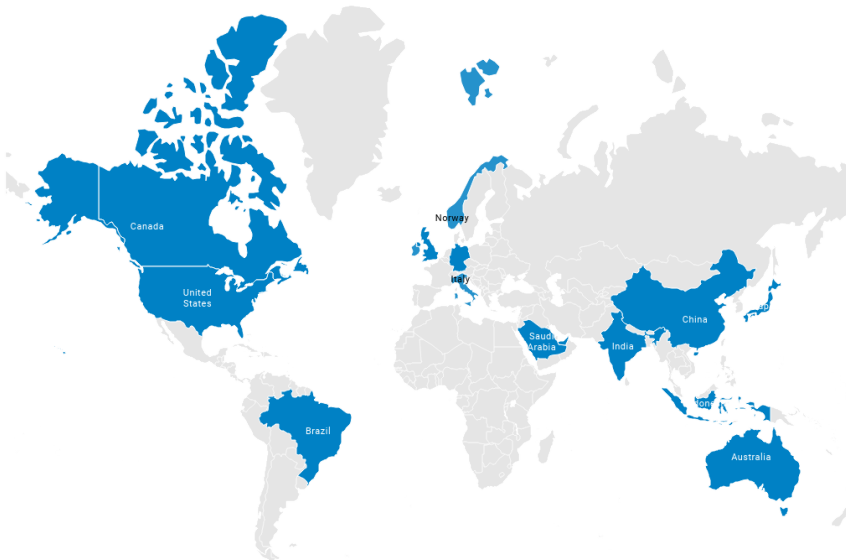


Net Zero: How Should PR and Comms Approach the New Sustainability Trend?

Media Analysis Summary

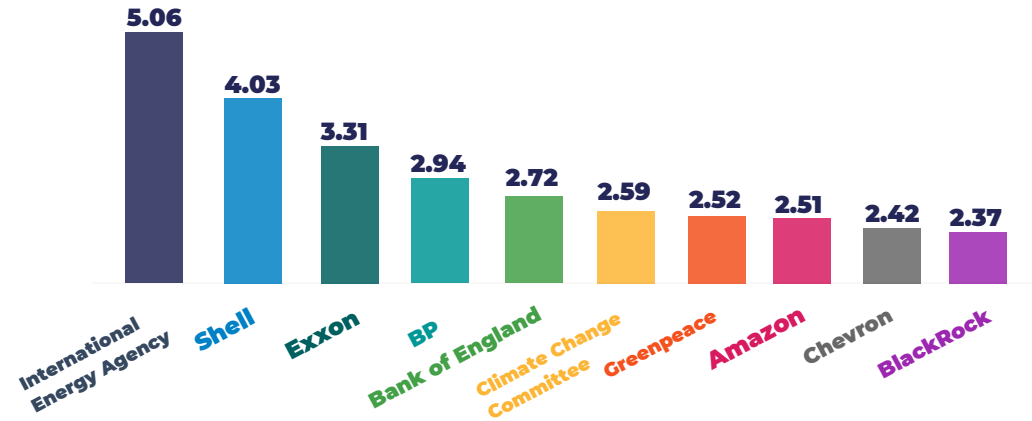


Countries in the net zero debate by influence score



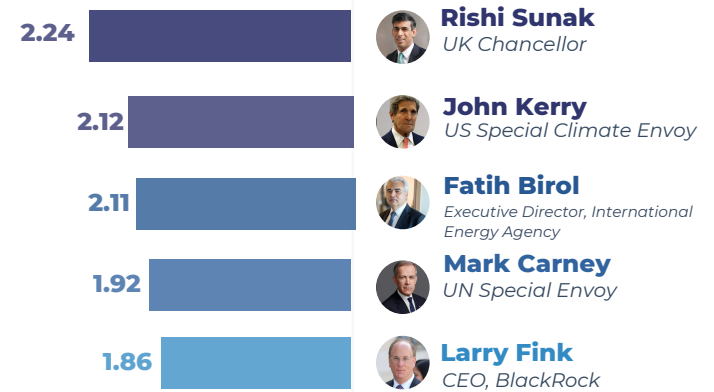
Top 10 organisations in the net zero debate by media impact score

We can see that media outlets such as the Guardian, the Financial Times, Reuters and BBC have paid particular attention to the net zero conversation.



Top 5 spokespeople in the net zero debate by influence score

We also found that government officials were widely cited in the net zero conversation, with UK Chancellor Rishi Sunak emerging as the most prominent spokesperson



4 tips on how PR and comms should shape up net zero messaging

- The time for pledges is over – demonstrate some specific action already
- Show that you follow the science rather than just the latest trends
- Take a realistic approach to avoid greenwashing
- Help with making low carbon lifestyles mainstream

Read the whole analysis here:

<https://commetric.com/2022/04/01/net-zero-how-should-pr-and-comms-approach-the-new-sustainability-trend/>

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