

ACTION NET ZERO.ORG

Media Pack



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ABOUT ACTION NET ZERO

Action Net Zero is a sustainability delivery partner. We support residents, businesses, local authorities and communities to accelerate sustainable action and help tackle the climate crisis.

We help residents to make more sustainable choices by shining a light on how to save money and support the local community, whilst also helping the environment. We also support businesses by providing clear paths of actions across key decarbonisation areas such as transport and the built environment, as well as connecting you with subject matter experts to provide end-to-end solutions to help you on your journey to net zero.

We work with aligned strategic partners across the South West, to allow us to help more residents and businesses on their net zero journey. Through our constantly-evolving net zero platform, we showcase and build business reputations, measure engagement and create dialogue.

This decade is known as 'the decade of action' when it comes to climate change - collectively, we can tackle the climate crisis and accelerate action. Why not join us?



OUR CHANNELS

EMAIL

- We send regular email campaigns with informative, high-value content
- B2B campaigns sent to over 2,000 corporate contacts. Average open rate 46%. Clickthrough rate 14%
- B2C campaigns are sent to over 6,500 consumer contacts. Average open rate 31%. Clickthrough rate 10%

SOCIAL

- Total of 3,108 followers across Facebook, Twitter, Instagram and LinkedIn
- Quality content is posted daily across all channels, tailored to each individual audience

WEBSITE

- Actionnetzero.org is visited by an average of 1,700 users per month.
- Users read an average of 3.25 pages per session
- 88% of users are UK-based, across a range of ages
- and demographics

WORKING WITH ACTION NET ZERO

Shine a light on your business via Action Net Zero channels with one of our 12-month advertising packages:

STARTER PACKAGE £350 PA

- Feature and link within an [actionnetzero.org](https://www.actionnetzero.org) guide
- Feature on 1 x email to over 2,000 corporate and 6,500 consumer contacts
- Amplification across Facebook, Instagram, Twitter and LinkedIn to over 3,000 followers
- Branded [Companies We Love](#) listing

PARTNER PACKAGE £750 PA

- A dedicated [actionnetzero.org](https://www.actionnetzero.org) guide and primary call-to-action link
- Feature on 4 x emails to over 2,000 corporate and 6,500 consumer contacts
- Monthly amplification across Facebook, Instagram, Twitter and LinkedIn to over 3,000 followers
- Option to feature relevant events on our [Events](#) page
- Branded [Companies We Love](#) listing



PREVIOUS COLLABORATIONS



Electric fleet and mobility solutions for Corporates SMEs and individuals.



A world leader in clean air management solutions, dedicated to the eradication of toxic and global warming gases.



A leading UK law firm, experts in the clean energy sector, charging infrastructure, energy storage and multi-technology projects, i.e. EV charging, solar and battery.



A leading electric vehicle charge point infrastructure provider. Specialising in workplace, fleet, destination and home EV charging.



The UK's first EV energy tariff, charging and installation comparison service.



100% renewable energy provider who also supports clean technology; including helping to get more EVs on the road.



The UK's first EV energy tariff, charging and installation comparison service.



ACT!ON NET ZERO.ORG

If you'd like to align your business with our green mission and amplify your message to our engaged audiences seeking sustainable brands, please email info@actionnetzero.org, or get started below.

[Become a partner](#)