

BUSINESS COMMUNITY BACKS MISSION ZERO AT EXPO 2024

Forty Island
businesses have
committed to
net zero by 2040

This year's Expo event gave the Mission Zero Business Hub team an opportunity to highlight its targets, leading to a series of pledges from the Island's business community. Set up 18 months ago, the Hub provides planning and educational advice to help local organisations achieve their net zero goals.

"Our ambition is to inspire and support Isle of Wight businesses in reaching net zero by 2040," said Matt Greg, Hub chair. "We aim to achieve this through raising awareness, fostering collaboration, providing resources, and offering support.

"We know net zero is hard and we know businesses need support but Expo gave us the chance to have some really positive conversations with people. The pledges show there is momentum on the Island around net zero and awareness around this topic is definitely growing.

"We've established an experienced and knowledgeable committee and we're pleased with how it is progressing. We would like to have 100 Island businesses pledged in 2024, and we are very keen to hear from anyone with an interest in getting involved. Thank you to everyone who has committed so far."

Currently, the venture is funded by NOSY but the Hub committee is exploring plans to seek future funding to expand the grassroots movement into an official Community Interest Company (CIC).



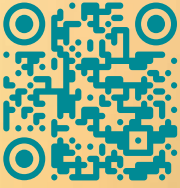
WHY TAKE ACTION?

The UK government has committed to net zero by 2050, while the Isle of Wight Council has set its own target by 2040.

Achieving net zero offers numerous benefits, including reducing energy costs, enhancing business resilience and improving public health. By taking action now, businesses can enhance their reputation and attract more environmentally-conscious customers.

HOW CAN YOUR BUSINESS GET INVOLVED?

Island businesses can make their net zero commitment by visiting missionzerohub.co.uk or scanning the QR code below. There is no cost for businesses to make this commitment. ■



Matt Greg,
Mission Zero hub chair
at Expo 2024

