

Envoys to #NetZeroNeedsNuclear

1 Purpose of Document

This document sets out guidance for noteworthy individuals who have been asked to be Envoys for the **open**¹ #NetZeroNeedsNuclear campaign. Your expertise, knowledge and reach will be invaluable in shifting global, public and political attitudes.

We believe there is a greater chance of an amplified voice if there is a shared message.

2 Benefits

- Further the message of nuclear as a climate solution in a global campaign open to everyone
- Increased public visibility
- Opportunity to influence decisions at, and in the run up to, COP26
- Be part of an expanding community of motivated individuals, from within and outside the sector, campaigning for nuclear energy

3 Responsibilities

As an envoy, we hope you are able to adopt the campaign to:

- Promote the #NetZeroNeedsNuclear messages (i.e. from the scientifically underpinned [position paper](#)) in the run up to COP26 whilst giving your own personal perspective
 - Incorporate the [petition](#) and [social media activities](#) in other activities you are involved with, and encourage others to engage
- 3.1 Optional responsibilities
- Act as an envoy on selected missions (from international government engagement to podcasts, webinars and other media)
 - We will let you know exactly which activity we would like your support in email

4 Requirements

The only message we ask that you echo is to acknowledge that nuclear must play a role with renewables and other low carbon technologies in the fight against climate change.

Together we hope that we can:

“Accelerate the ability of the world to achieve Net Zero by 2050, by driving collaboration between nuclear and renewable technology.” - mission statement

¹ Envoys represent themselves. We have produced a framework which can be built on and owned by others to propagate the message that #NetZeroNeedsNuclear.

