



“Email a Company” Template – Regulate All Emissions

Subject: Planning for a Universal Path to Zero

Hello [Company Contact],

I’m reaching out because many countries are moving toward universal emissions regulation — a framework where every sector follows a long, predictable path to zero. Even if the rules aren’t fully in place yet, the direction of travel is clear.

Companies that prepare early will be the most competitive. A gradual ramp to zero gives you decades of visibility, rewards efficiency and innovation, and ensures a level playing field across your sector.

I encourage [Company Name] to:

- map your emissions and identify the lowest-cost reductions
- invest in efficiency, electrification, and clean processes
- plan ahead for permanent carbon removal for the hardest-to-abate emissions
- support sector-wide standards that give everyone the same expectations

A universal ramp is fair, predictable, and good for business. Companies that lean into it now will be the ones shaping the future rather than reacting to it.

Thank you for your leadership.

Best regards,

[Your Name]