WE7 AI and Global Network for Zero Launch First Marketing Decarbonization Certification Pathway

For the first time, companies can have their marketing decarbonization independently certified, based on verified, campaign-level performance data.



WE7 AI

NEW YORK, NY, UNITED STATES, September 15, 2026 / EINPresswire.com/ -- WE7 AI and Global Network for Zero Partner to Build the First Certification Pathway for Marketing Decarbonization

WE7 AI, the carbon-first marketing intelligence platform founded by innovation and technology entrepreneur Duygu Özen, and the Global Network for Zero (GNFZ), the independent net zero certification body founded by former U.S. Green Building Council CEO Mahesh Ramanujam, today announced a strategic partnership between the two companies to build the first certification pathway for marketing decarbonization.

Marketing is one of the least measured sources of corporate emissions. The industry's carbon footprint exceeds that of aviation, and while measurement frameworks and reduction case studies now exist, no third-party certification has ever verified a company's progress in decarbonizing its marketing. At the same time, companies rarely know where 30 to 40 percent of their marketing budgets go. The partnership addresses both problems as one: carbon waste is budget waste.

Under the partnership, WE7 AI serves as the intelligence layer of the pathway, providing its proprietary Campaign Carbon Score (CCS™), campaign-level carbon data measured down to the impression level for digital channels, aligned with the GHG Protocol and the Global Media Sustainability Framework. GNFZ, who is supporting certification for buildings, portfolios, businesses and more worldwide, will provide the independent assessment and certification layer through its Net Zero Certification for Businesses. Certification decisions rest solely and independently with GNFZ.

Together, the two platforms deliver an end-to-end journey for enterprises: measure the marketing footprint, decide before budgets are committed, optimize campaigns for both performance and emissions, and certify the progress through an independent third party. As GNFZ's channel partner for the marketing domain, WE7 AI will offer GNFZ certification directly to its clients. The pathway will be validated through enterprise pilot programs beginning this year.
“We created Carbon-First Marketing around a simple belief: carbon waste and budget waste are ultimately the same waste. Until now, marketers could measure emissions, but there was no independent pathway to verify progress.

Our partnership with GNFZ changes that. For the first time, marketing leaders can connect intelligence, investment decisions, decarbonization and independent certification in one journey,” said Duygu Özen, Founder and CEO of WE7 AI.

"Partnership is the new leadership. We are committed to leading the global decarbonization effort across every sector because climate action cannot exist in silos,” said Mahesh Ramanujam, President and CEO of the Global Network for Zero. “To succeed, we must partner with everybody, meet people where they are, and equip them with new and innovative tools that can drive real utility. For too long, marketing has remained outside the reach of emissions certification. Together with WE7 AI, we are changing that reality and making marketing decarbonization certifiable for the very first time.”
The partnership was formalized through a Memorandum of Understanding covering data interoperability, joint enterprise programs, and go-to-market collaboration. Both organizations will present the pathway during Climate Week NYC 2026.

About WE7 AI
WE7 AI is the first carbon-first marketing intelligence platform. Companies rarely know where 30 to 40 percent of their marketing budgets go; WE7 AI's agentic AI system and proprietary Campaign Carbon Score (CCS™) show what is waste and what is impact before the money is committed. The result is recovered budget, better ROI, and a lower carbon footprint, because carbon waste is budget waste. WE7 AI is a UN Global Compact participant and was selected for the UN Climate Accelerator. WE7 AI is based in New York. Learn more at https://we7.ai/.

About Global Network for Zero
The Global Network for Zero administers third-party net zero certification for buildings, portfolios, businesses and more worldwide. Built on the GHG Protocol and recognized by GRESB, the GNFZ platform supports individuals, businesses, and organizations from emissions assessment through planning, implementation and, ultimately, net zero achievement. Learn more at https://www.globalnetworkforzero.com/

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