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Sixteen Brands Including REI, Reformation, Blueland and Vuori Among the First to Receive New Certification for Funding Climate Targets

Companies received The Climate Label certification, which holds businesses accountable for adopting an internal carbon fee to accelerate climate progress

BOSTON (May 19, 2025) – In a powerful signal that climate action in the private sector is alive and well, The Change Climate Project (TCCP) today announced the first-ever group of 16 companies to achieve its new certification, [The Climate Label](#) (TCL).

In a climate landscape filled with regulatory rollbacks, greenhushing, and missed net-zero targets, TCL offers a new and much needed model for inspiring action and improving accountability: a certification that assesses whether companies are actively funding the net-zero transition. TCL evolved from and has [replaced](#) TCCP's previous certification program, Climate Neutral Certified, which was retired in 2024.

“At a time of unprecedented setbacks, these companies have pushed well beyond the status quo by implementing climate strategies that have targets, plans, and funding. They’re not just speaking up for the planet, they’re putting real money into real solutions,” said [Austin Whitman](#), CEO of TCCP, which administers TCL certification. “These brands are proving that climate progress is still a priority for leading companies.”

Though these 16 brands are the first to receive certification based on an internal carbon fee, they are far from the last. Two-hundred additional companies are already seeking certification, proof of a growing trend towards measuring dollars, not promises.

The 16 companies, with a combined annual revenue of more \$5.9 billion, include: [Alter Eco](#), [Blueland](#), [Canary Marketing](#), [Exquisite Crystals](#), [Gifts for Good](#), [HANNI](#), [KBS Pets](#), [LOJEL](#), [Necessaire](#), [REI](#), [Reformation](#), [The Running Kind](#), [Saltverk](#), [Thatcher](#), [Vuori](#), and [YAMA Mountain Gear](#).

To achieve certification, these pioneering brands all followed the TCL [Certification Standard](#), which is reviewed annually by an independent advisory committee that includes sustainability and technical experts from organizations and companies such as B Lab, Environmental Defense Fund (EDF), Mars, Nike, The Nature Conservancy, and We Mean Business.

“Carbon targets alone won’t move – and haven’t moved – the needle on climate change,” said [Elizabeth Sturcken](#), VP of Net Zero Ambition and Action at EDF and past member of TCL’s

[Standard Technical Advisory Committee](#). “These companies are putting dollars behind their promises, and setting a new benchmark of transparent accountability for others to follow.”

The Standard embraces a "money-for-tonne" approach to climate accountability. It requires companies to adopt a standardized carbon fee that makes climate costs explicit in corporate budgeting and sets a minimum financial contribution threshold. A company must set a Climate Transition Budget based on annual Scope 1-3 emissions, to ensure that the level of funding matches the scale of their business.

Additional certification steps include:

- Measure emissions (Scopes 1, 2 and 3) to assess the carbon impacts of all products and services.
- Set a budget and fund qualified emissions reduction projects within the value chain.
- Build and implement detailed reduction action plans, and document progress annually.
- Publicly report actions clearly and transparently, by sharing climate data in TCL's [Certified Brand Directory](#).

REMARKS FROM NEWLY CERTIFIED BRANDS:

Alter Eco

“At Alter Eco, our commitment to measuring and offsetting our carbon footprint is at the core of our values. We believe that business should be conducted with care for our ecosystems, fair wages for all, and unwavering support for the farmers who practice regenerative agriculture. We are proud to have partnered with the Climate Change Project to achieve the Climate Label Certification—a mark of our transparency, accountability, and dedication to providing ‘The Cleanest, Greenest Snacks on Earth!’”

– **Keith Bearden, CEO, Alter Eco**

Canary Marketing

“The new Standards encourage brands to expand their Climate Solutions Financing (CSF) and help identify existing investments that already align with CSF principles. I believe that these updated Standards are driving meaningful progress in advancing climate action!”

– **Chiara Serafini, Environment & Social Impact Analyst, Canary Marketing**

Gifts for Good

“We’re proud to be among the first companies to receive The Climate Label certification. Sustainability has always been at the heart of our mission at Gifts for Good, and this certification affirms that our climate commitments aren’t just aspirational—they’re backed by action, accountability, and a deep belief in business as a force for good.”

– **Jenise Steverding, Chief Impact Officer, Gifts for Good**

LOJEL

"By measuring our efforts in dollar terms, our team was actively encouraged to invest in projects that will initiate real reductions rather than short-term promises and band-aids, contributing to long-term change."

– Dipti Paryani, Sustainability Manager, LOJEL

Necessaire

"At Necessaire we set out to make a positive environmental impact everywhere we can. Since our first full year in business – 2019 – we have partnered with The Change Climate Project. We are proud to have measured, reduced and offset our climate footprint in full, year upon year. We could not have done that without the framework and support of Change Climate. Incremental hereto, Nécessaire has donated 1% of all global sales to environmental efforts helping our home planet. We are a B-Corp, Plastic Neutral Certified, Forest Stewardship Council Certified and a How2Recycle partner. All of our recyclability claims are verified to ensure we support our US / Canadian waste system. While we are proud of our work to date, we still have far to go. To us, our commitment is everlasting, never-ending and core to why we exist."

– Randi Christiansen, CEO and Co-Founder, Necessaire

REI

"The Climate Label is a powerful tool that enables brands to take accountability for their emissions and invest in reductions. We're proud to have contributed to the standard's development and be one of the first certified brands."

– Greg Gausewitz, Sr. Manager, Product Sustainability, REI Co-op.

The Running Kind

"The Running Kind is excited to be a part of a climate action movement that is greater than our individual work. Through the support of the Change Climate Project we are proudly Climate Neutral certified and have committed to hosting carbon neutral trail running events on the East Coast. Our mission is to move our sport of trail running towards climate neutrality one step at a time!"

– Aimee Kohler, Founder of The Running Kind

Thatcher

"I'm proud that Thatcher chose to pursue certification with The Climate Label because their holistic approach pushes us to consider the full impact of our business—not just in daily operations, but in the long-term, strategic choices that shape our future. It's a meaningful step toward true, lasting sustainability."

– Avery Thatcher, Founder/Owner of Thatcher