



**CHANGE
CLIMATE
PROJECT**

Table of Contents

Introduction

Welcome Letter	02
Challenge, Vision, Impact	04

Impact

Certification Program	07
Climate Transition Funding	08
Certified Brands	09
Technology	11
Volunteer Program	12
What's Next	14

Operations

Team	16
Board of Directors	17
Volunteers	18
Financials	19
Supporters	20

Dear Friends,

In 2025 we wrapped up the biggest initiative in our seven-year history: the transformation of Climate Neutral Certified into The Climate Label, the world's first climate certification to put a direct price on carbon emissions.

The Climate Label is the next chapter for our trusted certification program, and is quickly replacing our now-retired Climate Neutral Certified mark on websites, products, and across social media.

This evolution was informed by voices from across our community – our corporate, academic, and NGO partners and advisors, as well as the individual consumers who ultimately benefit from our label. Every person on our amazing team played a key role and throughout it we had the sensation of designing, building, and flying all at once.

The response has been overwhelmingly positive, and despite having to launch in the midst of a tumultuous political moment, our timing couldn't have been better. The sustainability field is reckoning with its own uncertain future, as the twin forces of distraction and skepticism weigh heavily on companies' legacy practices.

The Climate Label is the way forward for our mission, and our contribution to the broader climate and sustainability movement. It embraces clarity and specifics, and balances flexibility with integrity, while pointing toward the north star we've followed for seven years: **funding for the transition to a low carbon future—and a more stable climate.**

Companies are moving past the era of net zero pledges into a decade of mobilization. This year and in the years ahead, we will continue to focus on creating the right conditions for companies to put money smartly toward solutions that matter — now, not decades from now.

The future of the global climate is tied to the pace of corporate decarbonization. It's simple: the faster companies act to cut carbon pollution, the better the climate conditions will be. We're here as an accelerant, determined to make change happen as quickly as possible. Thank you for being with us in this mission.



Austin Whitman
Co-founder and CEO, The Change Climate Project

The Change Climate Project (TCCP) makes low-carbon choices easy, visible, and rewarding for brands and consumers.

Our common-sense approach drives market demand for climate solutions, and has the potential to mobilize billions of dollars for the climate transition.

With **The Climate Label**, consumers have an easy way to find and support climate leadership.

With **The BEE**, our software platform, companies have the tools to lead in the climate transition.

As an impact-focused nonprofit, we serve as an *accountability partner*: we advocate for companies to do more, and enable them by breaking down cost and knowledge barriers.

Climate change is worsening, adding tens of billions of dollars to disaster recovery costs each year and creating liabilities for every sector of society. Even at its peak in 2023, global climate finance was 80% below levels needed to contain dangerous global heating.

Thousands of companies have pledged to reduce emissions, but fewer than 10% are meeting their long-term goals.

In the face of a broad rollback of climate policies, concerted action by companies, states, and individuals is urgently needed to ensure the climate transition, already well underway, continues.

Our Challenge

A world where every purchase accelerates the transition to a more stable climate.

We make climate action visible, easy, and inspiring for consumers and brands. Our Climate Label Certification Standard expects all companies to fund climate solutions at a level proportionate with their carbon emissions.

This lets shoppers easily find and reward companies doing the real work of decarbonization and turns consumer choice into a powerful engine for climate solutions at global scale.

Our Vision

“The Climate Label framework has allowed Eva NYC to reposition our climate strategy towards actual reductions. We have been able to invest in lower carbon packaging, regenerative ingredients, and renewable energy. This has advanced our climate strategy to effectively work towards a Net Zero goal in 2035.”

**– JAMIE RICHARDS,
DIRECTOR OF ESG, BANSK BEAUTY**

Our
Impact

Our Certification Program

We don't stop at reports, PDFs, and press coverage.

Our arc of impact is only complete when we see measurable outcomes: dollars flowing into climate solutions, results from climate actions, and progress toward carbon reduction goals.

Each of our certified companies documents their funding for the climate transition. This is known as the **"Climate Transition Budget" (CTB)**.



In 2025, across all of our community, CTB funding added up to:

accountability for 905,469 tonnes of GHG emissions

\$22.3M total climate solutions funding

\$16M for value chain projects

\$5.1M carbon credits + other instruments

\$1.2M for the just transition + other contributions

523 total climate transition projects funded

Climate Transition Funding

Since our founding we have mobilized \$54.3 million and accountability for 6 million tonnes of GHG emissions across more than 1,700 certifications, enabled more than 4,500 corporate users of our tools, and reached consumers through tens of millions of impressions with our label on products.

Our programs create demand for climate solutions.

This work benefits the climate and the welfare of the communities most affected by a warming world.

The Climate Label links individuals, brands, and climate solutions:

Decarbonizers. Sustainability leaders at companies often have limited resources and inconsistent support to drive the climate agenda forward. We help them learn, connect, prioritize, and act, with our technology platform and decarbonization coaching.

Consumers. Most people are passionate and concerned about the climate – and also very busy. We help them easily identify products from companies that are leading the low carbon transition.

Solution providers. Scale is a challenge for providers of the services, projects, and equipment that's decarbonizing the world. By creating an incentive for brands to cut emissions, we are increasing demand for all types of climate technologies— from clean energy to low carbon materials.

Our programs accelerate action by hundreds of innovative decarbonization pioneers including:



R E F



Sectors that make up the The Climate Label Certified brand community, with combined revenues of \$10 billion:

INDUSTRY	PERCENT
Fashion + Apparel	38%
Food + Beverage	29%
Health + Beauty	29%
Gear + Lifestyle	25%
Professional Services	21%
Design + Home	15%
Software + Tech	14%
Everyday Essentials	11%
Media + Photography	5%
Travel + Transportation	2%
Nonprofit	2%
Manufacturing	1%
Music + Entertainment	1%

Brand Voices: **Blueland**

“One of the things we love about The Climate Label is that it’s all public.”



We disclose our emissions and our reduction goals, adopt an internal carbon fee, then create a climate transition budget. You work with us, audit us and then share the data on your site. The highest degree of transparency and accountability in your certification pushes us to do better and invites consumers into the journey with us.”

— JOHN MASCARI, CO-FOUNDER
+ PRESIDENT, BLUELAND



Brand Voices: **Cairnspring Mills**

“No flour company had ever earned The Climate Label certification, until now.”

We’re very proud of this fact and of our work to measure cradle to customer emissions annually, establish a climate transition budget, and fund a meaningful mix of climate solutions within and beyond our value chain. That’s why the certification is a centerpiece of our communications – through digital, sales, public relations, and social channels. We can now show customers and our community the climate benefits of our operation.”

— PAUL GLOWASKI, SUSTAINABILITY MANAGER,
CAIRNSPRING MILLS



Accessible Tools for GHG Management

Since inception, we have used technology to make climate action more accessible. In 2025 we added significant capabilities to the Business Emissions Evaluator (BEE), our tech platform, and continued our ongoing work of deploying and piloting AI intentionally and responsibly across our tech stack.

- Improved accuracy and methodology of our free estimation tool, giving free users lightweight tools to add more granular operational data
- Designed and launched first-of-a-kind tool for climate transition funding; it enables companies to budget, track, and visualize GHG abatement projects by cost per tonne (\$/tonne)
- Built data architecture to analyze CTB data, generate industry/benchmark and company-level insights, and deliver key data for marketing storylines

By the numbers:

960	active user accounts
749	GHG inventory estimates completed
365	GHG inventories refined
25	external measurements submitted
478	new Reduction Action Plans created
41	new Science Aligned Targets set



Volunteer Community

The TCCP volunteer community is a hub for climate professionals of the future.

Over the years, hundreds of people have taken first steps or transition leaps in their career through our volunteer program. The program attracts PhDs and undergrads, people returning to the workforce, career changers and optimists. The collaborations enabled by the program are valued by companies and volunteers alike.

In 2025 we expanded the program so that volunteers now work as coaches to companies on GHG measurement, reduction planning, and CTB funding initiatives. Volunteers also work on engineering, research, and creative design projects.

Together, our volunteers spent more than 2,300 hours supporting our team and our community in 2025—

‘Measure + Plan’ coaching team hours: **1,134**

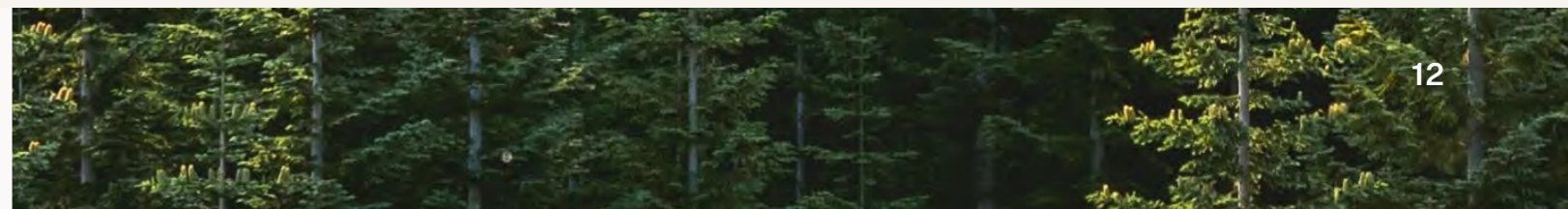
‘Fund’ coaching team hours: **945**

Engineering hours: **145**

Research + data analysis: hours: **125**

Total number of volunteers: **46**

Climate impact coaches: **33**



John Carroll

Volunteer, Climate Impact Coaching

I had been looking for ways to get back to my roots in weather and climate science and do work that directly addresses climate change, so I was very glad to discover TCCP. It has provided an opportunity to take all of my experience in research and data analysis and put it to a more noble usage.

Both my fellow volunteers and the program managers that we work with are incredibly kind and passionate about TCCP's mission, and there is a great spirit of teamwork.

The brands that we work with are equally as wonderful. I spent nearly two decades working in financial services,

particularly in corporate governance consulting, and I have worked with senior management figures at some of the biggest companies on the planet. I think that the people at the brands that I work with are so much more copped on.

It is such a refreshing thing to work with people who aren't pursuing sustainability goals just for regulatory compliance or to keep their shareholders happy, but are doing so because its a reflection of their values and the values that they their brand to represent.

“So, you can see the impact, you can feel it, and for me, it has been one of the most rewarding and enjoyable experiences in my professional life. I couldn't recommend it more highly to anyone.”

Rahul Nanavati

Volunteer, Climate Impact Coaching

It's always a great experience working with different brands, helping solve problems with measurement or plan unique reduction strategies. It's completely different from my day to day, the people are amazing and seeing the impact on emissions reductions is really rewarding.

Joel Kornberg

Volunteer, Climate Impact Coaching

My time as a volunteer coach is some of the most important work that I do. Beyond the professional growth I've gained, I feel a deep sense of pride in the TCCP mission and the supportive community they've built to tackle the climate crisis.

"I find it so rewarding to coach brands toward meaningful change, knowing our work focuses on the actionable plans necessary for a sustainable future."

What's Next

Brand awareness. In the year ahead, our team will unlock more interest in The Climate Label, which will push up company demand for low-carbon practices, inputs, and ingredients. Working with and through partners, we will educate people on the meaning of our label and the ways certification helps the climate, so that the label becomes a preferred attribute for millions of products across thousands of brands.

Technology. We will seek and build new technologies to accelerate the flywheel. As we pilot AI, we are looking at ways it can reduce decarbonization costs for businesses, build greater awareness of our movement, and lower barriers to action. We will launch new,

easy-to-use carbon forecasting and modeling tools; increase access to GHG reduction benchmark data; and make new tools easily available for tracking climate funding, so that thousands more users can easily understand and manage their climate transition.

Advocacy and coalition building. Partners and allies across the climate movement recognize the need to reanimate the corporate climate movement. We will work with them to drive interest in internal carbon pricing, and draw positive attention to companies that continue to act. This work will help sustain the progress of voluntary climate initiatives and the system change that they create.





Operations

Team



Austin Whitman
CEO/Co-Founder



Ellie Read
Programs



Patrick Gold
Engineering



Spencer Bruce
Engineering



Sarah Shoemaker
Programs



Courtney Morrissette
Programs



Sarah Rykal
Community

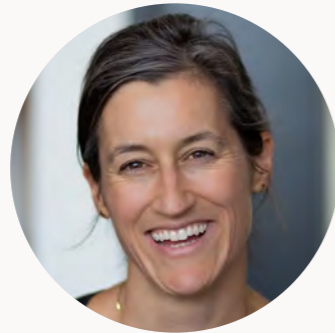


Cristina Mestre
Communications

Board of Directors



Posie Holmes



Annie Nyborg



Kate Paine



Lisa Hodes Rosen
Consultant



Austin Whitman
CEO, The Change
Climate Project

Standard Technical Advisory Committee

Adam Brundage, Nike

Eric Brody, Shift Advantage

Evan Scandling, REI

Georgia Basso, Mars

Jake Shirmer, Blackstone

Jenny Ahlen, We Mean Business

Jordan Faires, Environmental Defense Fund

Kylie Nealis, B Lab U.S. & Canada

Matt Evans, Environmental Commodities Partners

Melissa Gallant, The Nature Conservancy

Niklas Kaskeala, InpactOffice.earth

Stephen Donofrio, GreenPoint Innovations

Advisors

Brook Detterman, Beveridge & Diamond (Legal)

Muzamil Huq, Morrison Foerster (Legal)

Emily Elder and Adri Casulari, For Impact (Development)

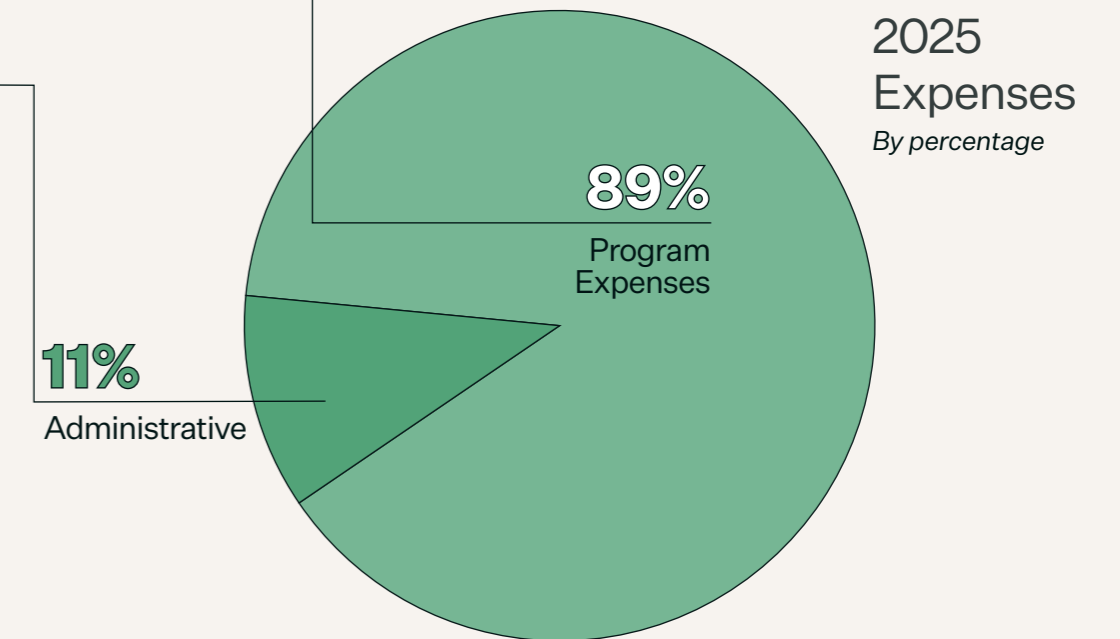
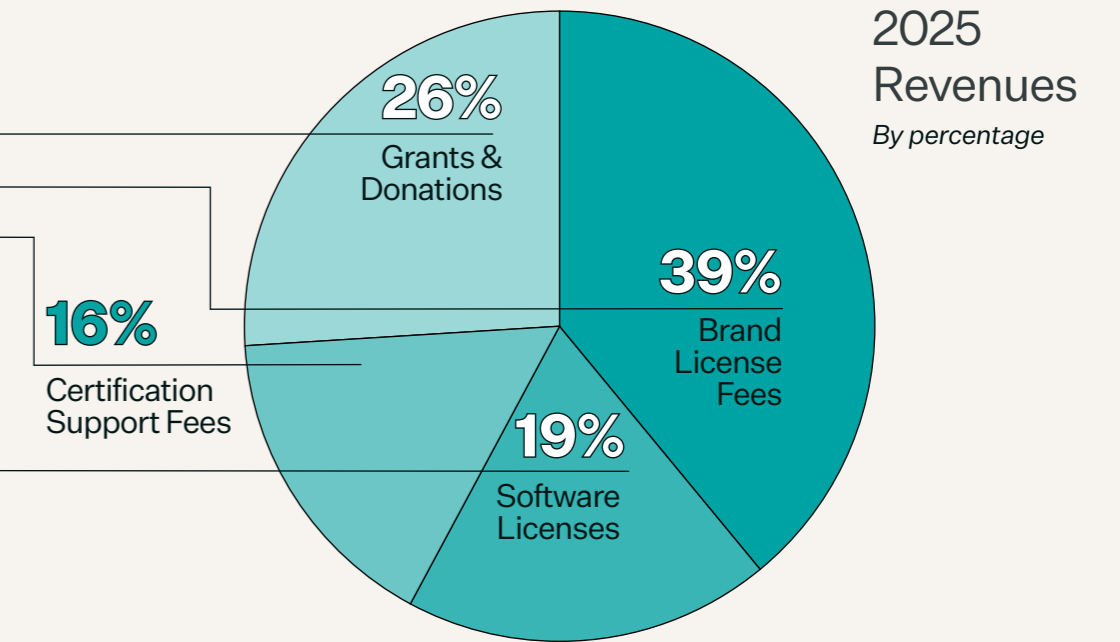
George Song, Sahaj (AI)

With gratitude for all who volunteered with us in 2025

Scarlett Alexander**Bikash Altern****Mike Arov****Emily Bayer****Nainpreet Bhatia****Ana Brazaityté****Matthew Brunelle****Aaron Bushman****Aaron Bushman****John Carroll****Christy Chen****Mabel Chien****Gretchen Day****Gillian Doogan****Paula Elwing Torres****Suzie Gamboa****Alek Gasiel****Eva Gibbs-Zehnder****Poline Gitari****John Gray****Ayça Güralp****Joel Kornberg****Karan Kunwar****Michael Lam****Katerina Litsakis****Ashley Logan****Yash Mehta****Juan Mora****Rahul Nanavati****Jake Nash****Olga Nivas****Oghenechovwe Okolosi****Barrett Olafson****Olga Parvin****Christina Perez****Mary Pifer****James Ross****Shellan Saling****Bianca Sandiko****Sam Shonfeld****Brandon Sumrow****Angela Tseng****Adam Winston****Christina Wu****Anandi Yadav****Danielle Zola**

Financials

	2023	2024	2025
Revenues			
Grants & Donations	\$427,962	\$471,242	\$337,222
Brand License Fees	\$798,256	\$561,675	\$504,366
Certification Support Fees	\$150,250	\$179,470	\$208,500
Software Licenses	\$282,571	\$276,340	\$245,650
Subtotal	\$1,659,039	\$1,488,727	\$1,295,738
Expenses			
Program Expenses			
<i>Measurement</i>	\$366,672	\$303,610	\$281,896
<i>Education & Marketing</i>	\$605,633	\$556,096	\$330,528
<i>Certification</i>	\$417,822	\$497,095	\$598,967
Administrative	\$119,603	\$149,951	\$148,457
Subtotal	\$1,509,730	\$1,506,75	\$1,359,849
Net Change in Assets	\$149,309	-\$18,025	-\$64,058
Tonnes Certified	1,383,163	1,160,000	905,469
Expenses per Tonne Certified	\$1.09	\$1.30	\$1.50



Supporters

With heartfelt
thanks to all
of our Financial
Supporters



