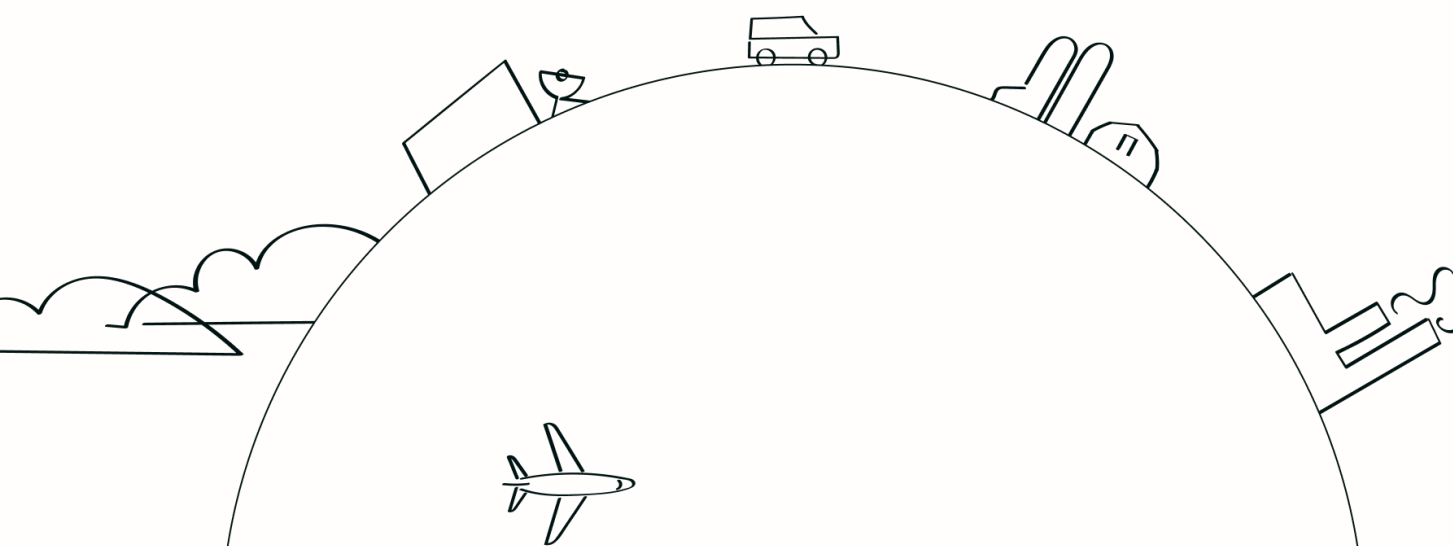


## Impact Report

2019 - 2020



Impact Report  
2019-2020  
Climate Neutral

**W**hen we formed Climate Neutral in early 2019, we had no idea that within our first year we would certify 147 brands, garner national media attention, and strike a chord with consumers around the world.

We also had no idea our first year would draw to a close in the midst of a terrible pandemic. Oddly, the success of our first year in spite of these global conditions offers hope that, more broadly, the business community has turned an important corner. Brands today care about climate change because consumers and employees care about climate change. Sustainably marketed products are growing far faster than their conventional alternatives.

The trend looks hard to reverse. This is very good news at a time when global emissions continue in the wrong direction. Meanwhile, many corporate pledges to clean up emissions within 20 or 30 years push far too much responsibility into the hands of future business leaders and executives. This is not the time to begin gradually turning the ship. Addressing carbon emissions immediately, aggressively, and head-on is absolutely critical.

What's heartening about our early momentum is that we've found a generation of entrepreneurs and business leaders who see the need for high ambition and immediate action. No one has all the answers, but one thing is certain: more companies should pay to offset and reduce their carbon emissions. If they did, the emissions curve would bend in the right direction under the sheer weight of their investments in a wide range of carbon removals and zero carbon alternatives.

As we enter our second year and 2020 certification cycle, we rely on you - our brands, friends, and advocates - to spread the word and give us input. We remain committed to building an efficiently run organization that lowers the barrier for companies to get on board with climate leadership. We rely on your input as we build alliances, technologies, and messages.

Thank you for putting your brand and your confidence behind us in our first year. We won't take them for granted as we work to earn the trust of consumers and the broader climate community. Let's grow this into something globally meaningful.

With your help, we have the potential to drive billions of dollars into carbon-reducing projects around the world. It can't happen fast enough.



**Austin Whitman**  
CHIEF EXECUTIVE OFFICER



**Peter Dering**  
DIRECTOR AND CO-FOUNDER



**Jonathan Cedar**  
DIRECTOR AND CO-FOUNDER

# Our First Year

## February 2019

Climate Neutral incorporated in the State of California

## June 2019

Business launch at Outdoor Retailer Summer Market (Denver)

- 16 brands committed

## September 2019

Climate Week debut and press tour (New York City)

- 36 brands committed

## October 2019

Kickstarter and consumer campaigns launched

## December 2019

Kickstarter campaign ends  
2,400 backers / \$160,000 raised / 30,000 tonnes carbon offset

- 105 brands committed

## January 2020

2019 certification cycle begins  
Beta release of our carbon footprinting tool, the Brand Emissions Estimator

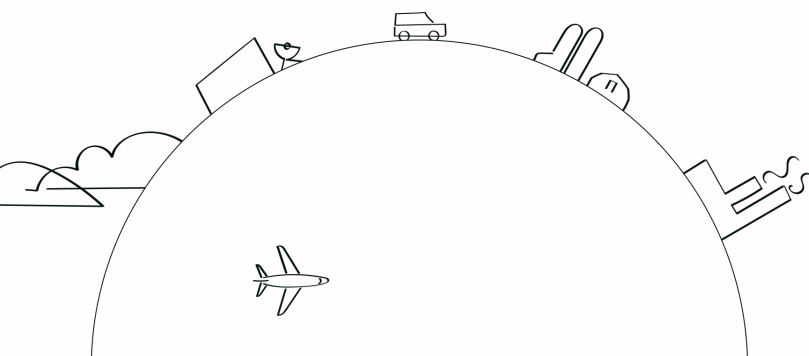
- 155 brands committed

## April 2020

First 90 brands completed  
Climate Neutral Certification

## June 2020

2019 certification cycle ends with 145 brands  
certified / 200,000 tonnes of carbon



# Climate Neutral has a simple purpose:

---

## to get companies to offset and reduce their carbon emissions.

**In 2019, we launched the Climate Neutral Certified consumer label.**

The label helps brands communicate clearly that they are taking responsibility for their contribution to climate change.

To use the label, companies must measure, offset, and reduce all of the carbon they create by making and delivering their products and services.

We see a powerful opportunity to mobilize companies and consumers to take on the immense challenge of climate change. Here's how it works:



Our label helps consumers find and choose certified brands.

To become certified, brands must measure, offset, and reduce greenhouse gases in accordance with our standards.

- **Our software tool makes it easier and cheaper to measure emissions**
- **Our carbon standards facilitate high-impact carbon offsetting and removals**
- **Our brand profile pages present the reduction plans companies must outline and implement**

The certification is renewed annually.

# In our first year, we certified 147 brands and offset 200,000 tonnes of carbon emissions.

These brands drove nearly \$1 million into carbon reduction projects. Our carbon impact was equivalent to eliminating 43,000 passenger cars for an entire year. We funded carbon abatement projects around the globe, from forests in the Amazon to wind turbines in India.

Each of our brands submitted a Reduction Action Plan for their profile page on our website, [climateneutral.org/certified-brands](https://climateneutral.org/certified-brands)

The logo for Kickstarter, featuring the word "KICKSTARTER" in a bold, green, sans-serif font.The logo for allbirds, featuring the word "allbirds" in a lowercase, black, script font.The logo for Nécessaire, featuring the word "Nécessaire" in a black, serif font.The logo for SUNSKI, featuring the word "SUNSKI" in a yellow, script font with a black outline.The logo for NUMI, featuring the word "NUMI" in a white, serif font on a dark, textured background, with the tagline "ACTIVATING PURPOSE" below it.The logo for klean kanteen, featuring the words "klean kanteen" in a lowercase, black, sans-serif font, with a green globe icon above the word "kanteen".The logo for NISOLO, featuring the word "NISOLO" in a black, sans-serif font.The logo for Ministry of Supply, featuring the words "Ministry of Supply" in a black, sans-serif font.The logo for FIRECLAY TILE, featuring a stylized icon of a fireclay tile above the words "FIRECLAY TILE" in a black, sans-serif font.The logo for AVOCADO GREEN MATTRESS, featuring the word "AVOCADO" in a green, sans-serif font, with "GREEN MATTRESS" in a smaller, black, sans-serif font below it.The logo for alter eco, featuring the words "alter eco" in a lowercase, black, sans-serif font, with "eco" in a yellow, sans-serif font.The logo for Boyish, featuring the word "Boyish" in a black, sans-serif font.The logo for peak design, featuring a stylized icon of a mountain peak above the words "peak design" in a lowercase, black, sans-serif font.The logo for BioLite, featuring a stylized icon of a flame above the words "BioLite" in a blue, sans-serif font.

# Consumers care about climate change.

# Brands want to talk about climate change.

# We're bringing them together.

We introduced consumers to the meaning of our label.

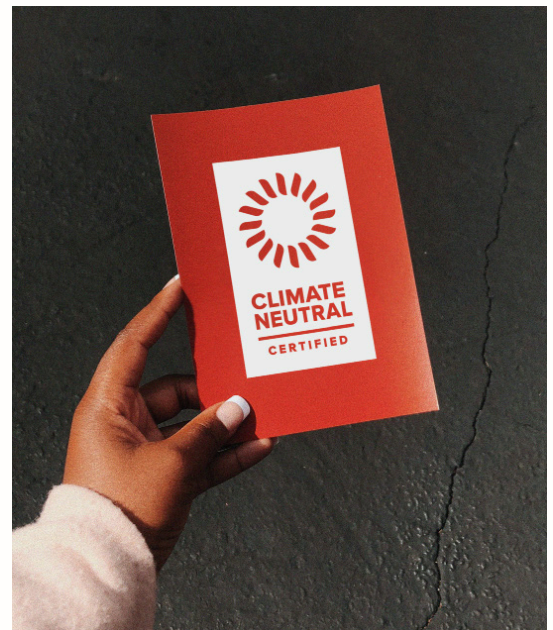
**10 million** people via our network of brands and ambassadors

**7,000** followers in our social universe

**137,000** website visitors

**2,000** newsletter subscribers

Consumers and business leaders learned about our story in podcasts, blog entries, and the 90 articles written about us.



## Awards



OUTDOOR RETAILER  
INNOVATION  
AWARD FINALIST

FAST COMPANY

WORLD CHANGING  
IDEAS FINALIST  
AND HONOREE

BACKPACKER

BACKPACKER  
MAGAZINE EDITORS'  
CHOICE GREEN AWARD

TRAVEL+  
LEISURE

TRAVEL + LEISURE  
GLOBAL VISION AWARD

<sup>†</sup> Highlights include pieces in Men's Journal, NBC News, CBS News, Inc., and Fast Company.

# Our Impact: Carbon Eliminated

We measure our success in metric tonnes of GHGs removed and avoided. This year we worked with a network of carbon credit providers to invest in projects that deliver verified carbon reductions and other co-benefits in line with the UN Sustainable Development Goals. We funded projects around the world that remove and avoid carbon emissions, improve public health, protect threatened biodiversity, and support community development.

Our offsetting standards are guided by our Advisory Committee on Eligible Carbon Credits. They guide our standards to help ensure maximum impact from our brands' offsetting investments. Working with this group and other experts, we continue to expand our ability to evaluate and choose projects that deliver measurable carbon benefits.

Our certification requires plans for direct reductions of GHGs within corporate operations. We disclose these plans on brand profile pages. In 2019, we offered brands a resource guide to carbon reductions. In addition, our committed and certified brands actively share knowledge and ideas with each other. We are now working to provide reduction recommendations as part of carbon measurement reports to support this important work.

## Projects that we supported include:

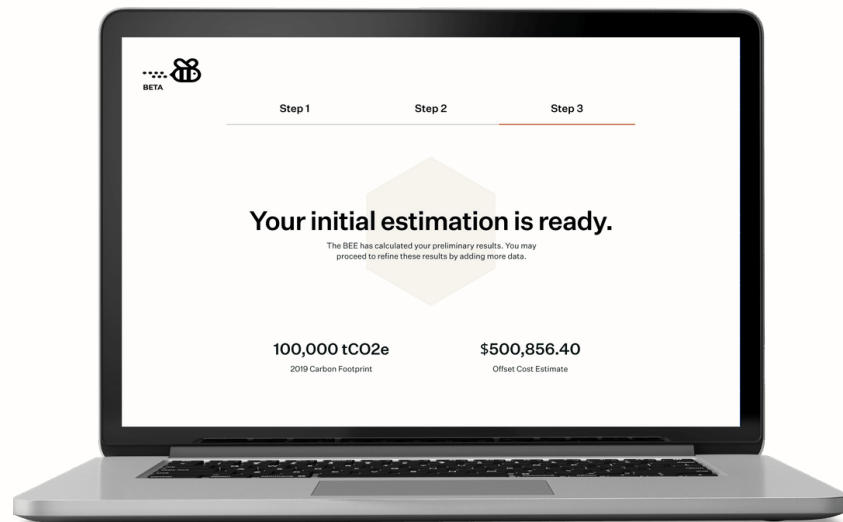
**Forest conservation** in the Amazon. Envira Amazonia is protecting and conserving nearly 500,000 acres of tropical rainforests in Northern Brazil. By maintaining carbon sinks in the region, the project is achieving a variety of co-benefits such as preserving biodiversity, preventing erosion, and supporting a range of community development initiatives.

**Water filtration** This project provides water filtration units throughout Cambodia, particularly in rural areas. These filters displace emissions from the use of fuelwood to boil water, while providing safe drinking water to households and combating water-borne disease. By removing the need for fuelwood, the project also helps alleviate pressure on forest resources, preventing erosion, and supporting a range of community development initiatives.

# Our Impact: GHG Measurement

Climate Neutral originated from our founders' experiences with the complex and costly state of the art in carbon measurement, neutrality, and reductions. Working with a team of outside experts, we built a software tool called the [Brand Emissions Estimator \(BEE\)](#) that is the basis for our carbon footprint measurements. We used it to certify all 147 brands and built a user base of 30 others.

In the year ahead, we have an ambitious development roadmap for the BEE. As we expand our user base, we will continue to find ways to simplify and expand access to carbon footprint data for a diverse set of brands and help them down the path to becoming certified.


[How it works](#)
[FAQs](#)
[Login](#)

## BRAND EMISSIONS ESTIMATOR

A simple tool helping to become Climate Neutral





## Governance

Climate Neutral is an independent 501(c)(3) non-profit organization. Our Board of Directors and three groups of advisors help us achieve our mission.

**Our Board of Directors provides general oversight and governance to the organization:**

\*Elected by certified brands



**Peter Dering**

CEO of Peak Design and  
Co-Founder of Climate Neutral



**Jonathan Cedar**

CEO of BioLite and Co-Founder of  
Climate Neutral



**Sierra Peterson**

Partner, Lionheart Ventures



**Jane Franch**

Director of Strategic Sourcing &  
Sustainability, Numi Organic Tea\*



**Gihan Amarasiwardena**

Co-Founder and President, Ministry  
of Supply\*



**Austin Whitman**

CEO of Climate Neutral

### Advisors

Our Advisors provide strategic input and guidance on all aspects of our work.

#### Greg Norris

Methodology development for GHG  
measurement. CEO, NewEarth B /  
Lecturer, MIT

#### Scott Beaudoin

Marketing and PR strategy

#### Liz Willmott

Program strategy. Carbon  
Program Manager at Microsoft

#### Ian Monroe

Science and strategy advisor.  
CEO, Etho Capital

### Advisory Committee: Standards

The Advisory Committee for the Climate Neutral Standards  
reviews and votes on changes to our Climate Neutral  
Certified Standards.

#### Georgia Basso

Independent Consultant

#### Sarah Leugers

Director of  
Communications,  
The Gold Standard  
Foundation

#### Marisa Sanchez Urrea

Senior Manager, Point  
Advisory

#### Marie Gustafsson

Senior Consultant,  
South Pole

#### Eric Brody

Principal and Founder,  
Shift Advantage

#### Michael Sadowski

Consultant, Erb  
Institute, University of  
Michigan

#### Barbara Wong

Product Director,  
Yerdle Recommerce

### Advisory Committee: Carbon

The Advisory Committee on Eligible Carbon Credits reviews  
and votes on changes to our carbon credit requirements.

#### Dan Nepstad

Executive Director, Earth  
Innovation Institute

#### Brian Jones

Senior Vice President,  
M.J. Bradley & Associates

#### Derik Broekhoff

Senior Scientist,  
Stockholm Environment  
Institute

#### Charlotte Streck

Co-Founder and Director,  
Climate Focus

#### Seth Baruch

Chief Executive Officer,  
Carbonomics

#### Matt Evans

Chief Executive Officer,  
Up Energy Group

#### Max Scher

Head of Clean Energy  
& Carbon Programs,  
Salesforce

#### Cathy Diam-Valla

Owner and Manager,  
Accessible Energy

#### Nancy Bsales

Carbon Offset Strategist,  
Freelance Consultant

Funders

Climate Neutral’s initial funding came from our founding partners, Peak Design and BioLite. In early 2020 we secured a grant from the Mulago Foundation under their one-year conservation and climate program, the Henry Arnhold Fellowship. Climate Neutral was also selected to participate in the Fast Forward Accelerator program for tech nonprofits, an intensive 10-week accelerator that culminates in a Demo Day for the tech and philanthropic communities. Additional funding came from individual and corporate donations through our Kickstarter campaign.



# Summary Financials

March 1, 2019 - April 30, 2020

\*Since Climate Neutral’s annual certification cycle ends in April, we have chosen to report on our work for our first 14 months of operations. Future annual reports will cover the annual period from May 1 - April 30

Income	
Donations	779,542
Earned Income	8,202
787,744	
Expenses	
Measurement	156,516
Brand & Marketing	192,063
Certification	109,028
Membership	114,172
Fundraising	82,593
Operations	59,715
714,087	

# Certified Brands

22 degrees	ElanaLoo*	Studio LLC	Rocket Insights*
5DayDeal*	Enda Athletic	Mana Threads	Rocky Mountain Dog
AdMixt	Esembly Baby	Mantra	Rose Street Creative
Adventure Curated	Everbrand	Matt Chesebrough	Rumpl*
Agua Nea	Fireclay Tile*	Media and Kelvin	Scott Rinckenberger Photography
Allbirds	Firma	MiiR*	Seadon*
Alliance Trading Group	Fjord Lifestyle*	Ministry of Supply*	Seek More Wilderness
Alter Eco	Flooret	Modern Adventure	Sensi Graves Bikinis
Ambler*	Foehn Clothing Inc.	Mood Monitor	Simpleswitch.org
Ananday	Form	Native Maps	Sleep365
Atlas 365	Forsake	Nature Supply Co.	Sozy
Avocado Green Mattress	Franklin + Emily	Nécessaire	Speed & Sprocket Cycle Works
Backbone	Fuch und Maus	New Now	Sporty & Rich
Be Ultimate	Future Commerce*	Nisolo	Sunski*
Beam	Gear.com*	Niyama 5	Surefoot*
Belong Wines	Good Good Good	North Country Wealth*	The Cushion Lab
Benevolent Neglect Wine	Goodwell	North x North	The Good Pencil Company
BioLite*	Graphene X*	Numi Organic Tea	The Pelican Club
Biome	GreenStep Education*	Nuun	thinkPARALLAX
BlueStar Marketing, LLC	Grow Ensemble	Ombraz	Thousand*
Boyish Jeans	Haven Athletic	Open Water	Tierra Buena Hard Seltzer
Bread Alone Bakery	Heckin Unicorn	Open Your Eyes Bedding	TOPO Collective
Lubanzi Wine	Hibear Outdoors	Orbitkey	Tread & Butter*
Cape Clasp	Hitch	Ornot Bike	Twine Fair Trade Company*
CauseLabs	Ibex	Our Wild Voices	Two Days Off LLC
Centurial Inc.*	Ice Cream Canteen	PartnerVine	Unruled
Cha Cha Matcha	ICEBUG*	Peak Design*	Vahdam Teas
Charlie Banana	JOOB Activewear*	Pedal Lucid	Vincero Watches
Chico Bag/To-Go Ware	Juniper	Pela	VIRTUE Athletic*
Chris Burkard Studio	Kickstarter*	Piratech	Voyage Run
Cold Brew Club*	Kindhumans	PolyCore	Vuori Clothing
Convert	Klean Kanteen*	Prima	Wai Wai Store
Defunkify	Konftel*	Protector Cellars	Western Rise*
Deso Supply	Lava Linens	Pufferprint	Wolven
Dewerstone	Leaf Shave	Pure Brewing	Wondercamp
Donor Support Foundation	LM Dorwart	Purple Orange*	Zero Carbon Coffee
Dyborg	Maggie Putnam	Revolt	Zorali

\* in addition to getting certified, brand provided donation to Climate Neutral



# Donate + Contact

[info@climateneutral.org](mailto:info@climateneutral.org) | [climateneutral.org](https://climateneutral.org) | [climateneutral.org/donate](https://climateneutral.org/donate)

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[!\[\]\(aa53ad6fea213b8b2226d3077e30533a\_img.jpg\) Vimeo](#)

