



**CLIMATE
NEUTRAL**

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From our CEO

Virtually every dollar spent across the economy causes greenhouse gas emissions. Thus, every dollar offers an opportunity to restore the climate. To someone hurrying through a corner store or a digital marketplace, our label is a visible reminder of this link between money and the climate crisis. It has also become a simple and effective nudge toward more responsible purchases: buy this item, not that one.

We grew significantly in 2022 and made huge progress toward our goal of eliminating millions of tonnes of the greenhouse gas emissions tied to products and services. We have now worked with hundreds of companies, and we make an impression on millions of consumers annually. Our greenhouse gas impact per company has quadrupled since 2020, our first year. Thousands of people rely on our low-cost, high-integrity carbon management tools—built entirely to accelerate emissions reduction. Our innovative certification program provides guidance, coaching, and support on the ins-and-outs of climate neutrality. For all of our companies, it’s a crucial building block of a net-zero strategy, as well as a core of the sustainability program. Dozens of climate solution providers now recognize our label as the preferred climate neutrality designation.

Our community is now larger and more active. It includes thousands of people working toward a net-zero future: the well-enabled climate leaders within our brand community, the suppliers and project developers working on carbon solutions, the many dozens of volunteers who are learning and contributing by helping us deliver our programs. And of course, our incredibly innovative and determined team—which works every day to build the power of the climate movement.

As we enter the middle third of this decisive decade and the climate crisis continues, corporate pledges are filling in where policy initiatives continue to lag. The question is: will they drive the needed investment and results? Despite the growing number of headlines about the climate (attention that’s long overdue), realigning the global economy with a stable climate depends on two often overlooked principles: inclusion and immediacy. To reach net-zero, we need everything. And we need it now.

As we enter 2023, our team will seek new ways to bring tools to eliminate carbon emissions to individuals and companies at an even larger scale. As we launch into this next year, we look back with thanks for your support, ideas, and collaborative partnership.

Here’s to even bigger impact ahead.



Austin Whitman
Co-founder and CEO, Climate Neutral

Our Nonprofit Mission:

Eliminate carbon emissions by making climate neutrality a priority for companies and individuals.

More than ever, people want to restore the global climate. Climate Neutral brings individuals and businesses together to make this happen.

We're an independent nonprofit that certifies the climate actions of consumer goods and business service companies. Our Standard requires companies to reduce and compensate immediately for 'cradle-to-customer' carbon emissions.

We inspire individuals to use the full power of their buying decisions.

We bring integrity, trust, and accountability to the complicated world of corporate climate initiatives, separating vague pledges from credible action.

We aim to certify tens of thousands of companies and move the world towards the net-zero future that science tells us we urgently need.



Our Impact Priorities:

Build a movement of companies and individuals behind our trusted climate label.

Simplify carbon measurement.

Support and report on carbon reductions.

Get all companies to compensate credibly and completely for their emissions each year as a standard part of doing business.

Climate Neutral Certified Companies

A movement of climate leaders, acting today.

The urgent threat of a changing climate continued to drive demand for corporate climate action in 2022. Carbon accountability is now a must-have for sustainability programs.

In 2022, we welcomed almost 90 new brands to the Climate Neutral Certified community. Our growing community of companies continues to center on four sectors: health & beauty, durable consumer goods, food & beverage, and professional services & software.

Together, our Climate Neutral Certified brands now make and deliver billions of dollars of goods and services around the world. Their supply chains span dozens of countries, giving them influence over emissions far beyond their home countries.

This year we found more ways to reduce barriers to climate action with new tools, workshops, and content for companies to gain expertise and share ideas.

By getting consumers to understand and trust our label, we're creating a reason for companies to hold firmly to their commitments.

And beneath it all sits our Climate Neutral Standard. It's built with a belief that in order to respond to a certification, people must trust it. To trust it, they must be able to understand it.



2022 Results



Notable new Climate Neutral Certified brands:



SINCE OUR FOUNDING IN 2019:

Climate Neutral has completed a total of **814** certifications.

“Dealing with climate change takes many things — the most important of which is investment, right now, into systems of production that create the same outputs with fewer climate-changing emissions. The model of Climate Neutral is to unleash the financial power of companies and individuals for the benefit of the climate — to accelerate toward net-zero while it’s still affordable to do so.”

Peter Dering, CEO, Peak Design

Co-founder & Director, Climate Neutral



“The Climate Neutral certification now enables consumers to make climate-responsible choices on billions of dollars of purchases every year. It’s a movement growing quickly as more and more companies realize: the consumer has spoken. Immediate climate action is table stakes for all brands, and there’s an independent nonprofit pointing the way forward.”

Jonathan Cedar, CEO, BioLite

Co-founder & Director, Climate Neutral



Consumer Conversation

A trusted climate standard.

Consumers play a vital role in accelerating a net zero future. The more they recognize the Climate Neutral Certified label, the more they are able to drive their dollars towards organizations that are eliminating emissions.

This year, recognition for the Climate Neutral Certified label grew amongst millions of consumers globally. Paired with powerful storytelling with our certified brands, it's clear the label is driving a movement of consumers who recognize—and demand—products from companies that are accountable for their carbon.



‘Climate Neutral’ products are now a thing. What’s behind the label?

“The nonprofit wants to do for a whole array of products what Fair Trade has done for coffee and LEED has done for buildings — hold manufacturers to higher standards, and give consumers some assurance that the item they’re choosing is as climate-friendly as possible.”

-Grist



2022 Results

100M+	Consumer Impressions	Through media, communications, and content channels this year.
300+	Brand Engagements	Posts or shares to consumer communities through Climate Neutral Certified brands.
27,000	Followers/ Subscribers	Total dedicated follower base, rapidly building in both business and consumer channels.

SINCE OUR FOUNDING IN 2019:

Climate Neutral has had **over 1 billion** consumer impressions via earned media placements.

Greenhouse Gas Measurement

Accessible tools to measure emissions.

As an impact-driven nonprofit, we seek ways to fix problems that private enterprise isn't solving. One of those problems is this:

Greenhouse gas measurement by companies is a critical first step to eliminating emissions, yet most companies still don't do it.

Since our founding, we have been committed to making GHG measurement more accessible by making it less expensive and complicated. We believe every company should be able to measure a carbon inventory quickly and affordably.

That's the simple idea behind the Brand Emissions Estimator—the "BEE". Launched three years ago, it exists to accelerate corporate climate action.

Thousands of users now depend on the BEE. In 2022, we released a freshly designed user interface, boosted calculation speeds, expanded our library of emission factors, and added better charts and graphs.

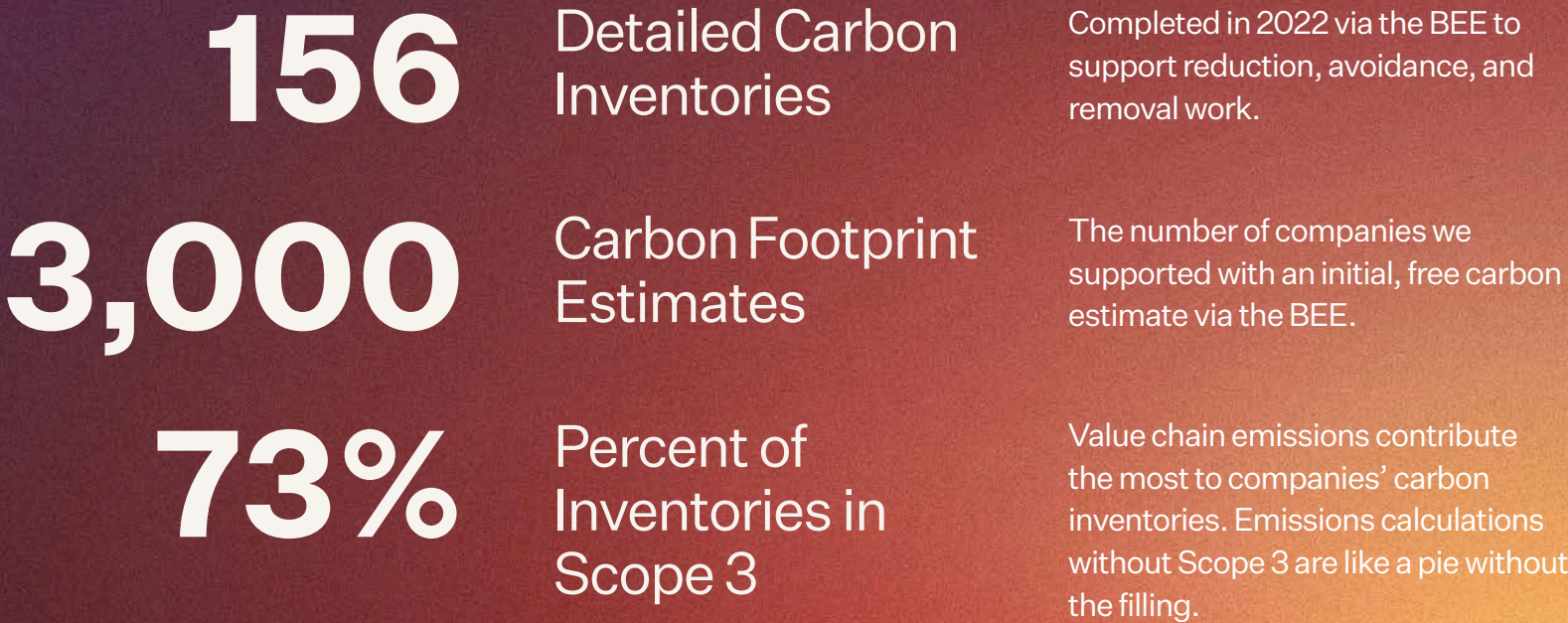
Users can now see their cradle-to-customer emissions, pinpoint the biggest drivers, and create reduction plans easily.

We also took steps to reduce the average cost for our users. More people used our free estimation tool, we increased the number of partners with access to discounted licenses, and we launched our first carbon calculation API to support users that want to embed calculations within their own digital tools.

Software improvements tell just part of the story. To equip more users, we also expanded our volunteer network and training and enablement program.



2022 Results



SINCE OUR FOUNDING IN 2019:

Climate Neutral Certified companies have completed **463** detailed carbon inventories via the BEE.

Emissions Reduction

Time-bound plans to cut greenhouse gases within value chains.

Long term plans matter; near term plans motivate.

Climate Neutral’s certification Standard requires companies to use measurement insights to begin reducing emissions immediately and establish longer term goals.

In 2022, we enhanced our reduction program to help certifying brands set more meaningful targets.

A new reduction workshop series highlighted certifying brands with experience decarbonizing across supply chain solutions, packaging and materials, energy, and transportation and shipping. People swapped success stories and lessons learned from their own reduction work.

We also launched a new reduction action plan database in our certification portal. It includes examples of actual reduction actions that would reduce specific sources of emissions. The tool also recommends the most relevant actions via emissions hot-spots.

Given the importance of reducing emissions to meet our Standard—and, more importantly, to achieve global climate goals—we see numerous ways to animate our brand community around the challenges and opportunities of reductions.



2022 Results

696	Reduction Action Plans (RAPs)	Each certifying company must form reduction action plans for the next 12-24 months, annually.
82%	Supply Chain RAPs	Chains matter. Our certified companies are tackling Scope 3 decarbonization as a major focus of their reduction work.
65%	Average RAPs Completion Rate	Targets related to electricity, packaging, business travel, and employee commuting have had the highest rates of completion.

SINCE OUR FOUNDING IN 2019:

Climate Neutral Certified companies have created **1,745** Reduction Action Plans.

GHG Compensation

Mitigation beyond value chains.

Science says we must cut global emissions to net-zero by 2050. This will require the largest coordinated global effort in human history.

On the road to net zero, companies must take credible action to compensate each year for all unreduced emissions. This is table stakes for any business operating today.

Why? Because it's the only way for a company to slam on the brakes on its emissions while their complex and highly interdependent global supply chains decarbonize over time.

When certified brands compensate for their emissions annually, they put investment into climate solutions. Today.

It also gives them a price on every tonne of emissions. This creates a new financial incentive to lower them.

In 2022 we launched new screening priorities and carbon credit guides to help companies collect—and demand—better data about their purchases.

We also launched a carbon credit provider directory that helps companies source eligible verified credits.

In this decisive decade, corporate carbon accountability matters. Our role in the carbon market will continue to develop and promote a balanced, thoughtful, stakeholder-driven approach to corporate offsetting at a time when both urgency is paramount and quality is imperative.



2022 Results



Climate Neutral Certified companies created significant impact this year through their eligible verified carbon credit investments.

Total number of eligible verified carbon credits Climate Neutral Certified companies invested in this year, across 27 countries.

Total number of projects Climate Neutral Certified companies supported this year via eligible verified carbon credit investments. Projects included natural climate solutions, energy and industry, and engineered removals.

SINCE OUR FOUNDING IN 2019:

Climate Neutral Certified companies have made a financial impact of **over \$15 million** via eligible verified carbon credit investments.

Featured Brand

Amika & Eva-NYC

“As a brand, we believe it is our responsibility to take action on our environmental impact. Climate Neutral Certified brings a level of trust to our consumers.

In a market where there is little regulation around carbon neutrality, Climate Neutral brings a much-needed standardization and form of accountability.

As a part of the Climate Neutral Certified brand community, we found unexpected and immeasurable value in the ability to connect and communicate with a wide range of businesses working toward a common goal.”

Jamie Richards

CSR and Sustainability Lead, Amika & Eva- NYC



Industry:	Health & Beauty
Founded:	2012
HQ:	Brooklyn, NY
Total Emissions:	3,038 tCO2e
Carbon Credit Investment:	\$35,831
Certified Since:	2022



What does it really mean to become Climate Neutral Certified?

Jamie dives into details in an episode of Rebooting Capitalism.

[Hear her story >>](#)

Featured Brand

Blueland

“Our company’s goal is zero emissions or negative emissions. But, unfortunately, in today’s world with today’s grid, it’s not yet possible for us to avoid cradle-to-customer emissions completely.

The Climate Neutral Certified program has been a critical component in how we manage emissions in our current supply chain and optimize to a zero/negative carbon footprint.

The program and the BEE tool are thorough, third-party verified and give us confidence in our science-based knowledge of our footprint across scopes 1, 2 and 3 emissions, while also being manageable and understandable for our team. Blueland’s favorite aspect of the certification is the required Reduction Action Plan because it forces us to put a stake in the ground that we must continuously work to reduce our emissions to zero. It holds us accountable.”

John Mascari

Co-Founder & COO, Blueland



Industry:	Everyday Essentials
Founded:	2019
HQ:	New York, NY
Total Emissions:	9,471 tCO2e
Carbon Credit Investment:	\$104,980
Certified Since:	2020



Blueland is on a mission to eliminate single-use plastic packaging from our everyday products, starting with our homes.

[Explore their Climate Neutral journey here >>](#)

Our Values

Climate change is both a crisis and an opportunity. We take on this work passionately and remain rooted in these beliefs:

Impact is Everything

We're here to eliminate carbon emissions. To make an actual difference in this world. We act with immediacy, and we dream of a world where we've motivated every brand, reached every consumer, and put a climate accountability label on every product.

Build with Community

The highest impact solutions will both enable and be enabled by others. We're part of a community. So, we work to collaborate with partners, break down silos, and bridge gaps. We listen to and respect every voice, build inclusively, and have fun.

Yes, and

There's no silver bullet to solving the climate crisis. At every opportunity, we work to grow the movement through cooperation, not competition. Everyone wins if we take on climate change the right way.

Optimism and Agency

Hope makes the difficult things easier. We motivate ourselves and others by remembering solutions are possible. Everyone has transformative power.

Success takes Endurance

Complex challenges aren't solved overnight. But, they can always be solved in the long-run. We plan, prepare, and pace ourselves.

Rigor and Accountability

To build trust, we attend to details. We mind the science, set high standards, and carry high expectations. We learn openly, build on learnings, and share for the benefit of others.

Celebrate

We acknowledge the wins. They are the stepping stones on the journey toward a prosperous planet and a low-carbon future.

Climate Neutral Staff

Two more amazing people joined us in 2022. We move into 2023 with nine full-time team members covering marketing & brand, certification, measurement, partnerships, and engineering.



Austin Whitman
CEO



Alicia Rodriguez
Certification



Ellie Read
Certification



Lauren Frisch
Certification



Isabella Todaro
Measurement



Sarah Shoemaker
Measurement



Patrick Gold
Engineering



Greg Andeck
Partnerships



Bridget Thorpe
Marketing



Graham Gephart
Marketing



Volunteers

Dozens of volunteers worldwide supported Climate Neutral this year on software development, carbon measurement, research analytics, and content. Our volunteer program has become a powerful way for individuals to gain climate skills, increase industry exposure, and align work with personal values. Climate Neutral's work and tools wouldn't be possible, nor remain accessible, without their incredible efforts.

Karen Kimble , Accounting	Danette Kinaszczuk , Carbon Management	Rebecca Schwartz Altholz , Carbon Management	Rahul Nanavati , Measurement
Emiri , BEE Design	Genna Byrd , Carbon Management	Sanya Sharma , Carbon Management	Katrina Kalashnikova , Measurement
Morrison Foerster , Legal	Hans Alarcon , Carbon Management	Sarah Lyons , Carbon Management	Tessa Johnson-Verburg , Measurement
Jack Roof , Data Warehousing	Jake Nash , Carbon Management	Siddharth Dhanuka , Carbon Management	George Boyd , Measurement
Luke Fernandez , AWS Migration	Jennifer Choi , Carbon Management	Sonia Anand , Carbon Management	Irina Spector , Measurement
Joey Burke , Engineering	Kartoa Chow , Carbon Management	Tara Denner , Carbon Management	Christina Tai , Measurement
Jane Yang , Engineering	Kelly Slutz , Carbon Management	Thao Le , Carbon Management	Emily Nishikawa , Measurement
Ginny Zhao , Product Design	Khaled Ibrahim , Carbon Management	Wesley Lau , Carbon Management	Chelsea Pinedo , Measurement
James Ross , Product Development	Kivia Sugiarto , Carbon Management	Laura Lawyer , Measurement	Jackie Beebe , Measurement
Parul Gupta , Reduction Data	Laura Monselice , Carbon Management	Harris Cohn , Measurement	Claudia Heath , Measurement
Sarang Pujari , Engineering	Lauren McLean , Carbon Management	Gretchen Day , Measurement	Aastik Chawla , Measurement
Faith Vasko , Design	Maya Lefelman , Carbon Management	Ross Flavell , Measurement	Kirby Smith , Measurement
Anna Ymbern , Carbon Management	Michelle Frost , Carbon Management	Melinda Thuy Phan , Measurement	Erica Donbro , Measurement
Ashwin Apte , Carbon Management	Natalie Chen , Carbon Management	Isadora Bragantini , Measurement	Allie Quintal , Measurement
Caitlin Rostampour , Carbon Management	Nicole d’Entremont , Carbon Management	Brenda Medina-Maldonado , Measurement	Kat Malek-Hood , Measurement
Chelsea Su , Carbon Management		Liz Juvera , Measurement	Jody Williams Garcia , Measurement
Claire Nevels , Carbon Management		Monika Mann , Measurement	Francois Burra , BEE Product Management
Claire Reining , Carbon Management			Oghenechovwe Israel Okolosi , Recruitment
Clementine Dulieu , Carbon Management			



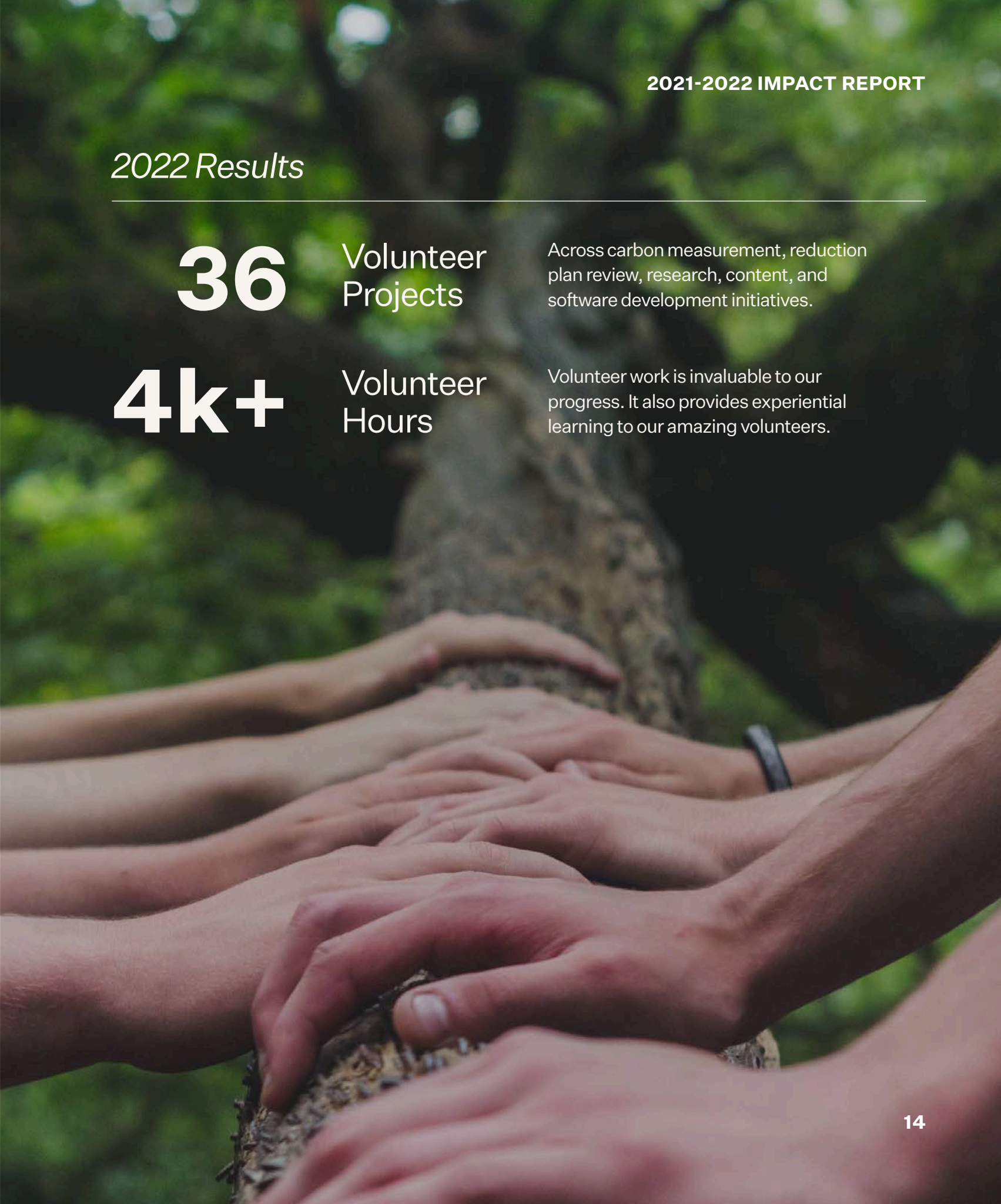
2022 Results

36 Volunteer Projects

Across carbon measurement, reduction plan review, research, content, and software development initiatives.

4k+ Volunteer Hours

Volunteer work is invaluable to our progress. It also provides experiential learning to our amazing volunteers.



Governance

Board of Directors



Annie Agle
Sustainability & Impact,
Cotopaxi



Jonathan Cedar
CEO, BioLite



Peter Dering
CEO, Peak Design



Shomik Dutta
Co-Founder & Managing
Partner, Overture



Austin Whitman
CEO, Climate Neutral

Advisors

Greg Norris, Advisor on Methodology Development for GHG Measurement

Ian Monroe, President & CIO, Etho Capital

Maxime Agez, Life Cycle Assessment Advisor

Stephanie Sharron, Legal Advisor/Partner, Morrison Foerster

Advisory Committee on Eligible Carbon Credits

Brian Jones, ERM

Casey Pickett, Yale University Carbon Charge

Charlotte Streck, Climate Focus

Derik Broekhoff, Stockholm Environment Institute

Matt Evans, Environment Commodities Partners

Nancy Bsales, 4AIR

Stephen Donofrio, Forest Trends

Advisory Committee for the Climate Neutral Standards

Adam Brundage, Independent Consultant

Eric Brody, Shift Advantage

Evan Scandling, REI

Georgia Basso, Independent Consultant

Hamish van der Ven, University of British Columbia

Jake Shirmer, Blackstone

Michael Sadowski, The Circulate Initiative

Sarah Leugers, Gold Standard

Summary Financials

Revenues

Grants & Donations	\$ 627,073	\$ 528,586	\$524,257
Brand License Fees	\$17,350	\$430,968	\$764,231
Certification Support Fees	-	-	\$237,268
Software Licenses	0	\$25,457	\$115,957
Subtotal	\$644,423	\$985,010	\$1,617,713

Expenses

Program Expenses			
Measurement	\$190,400	\$216,518	\$371,737
Education & Marketing	\$218,058	\$326,009	\$432,083
Certification	\$115,787	\$160,897	\$353,495
Administrative	\$75,097	\$79,199	\$129,199
Subtotal	\$599,342	\$782,623	\$1,286,514

Net Change in Assets

	\$45,080	\$202,387	\$355,199
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Tonnes Certified

	200,000	900,000	1,150,000
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Expenses per Tonne Certified

	\$3.00	\$0.87	\$1.12
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2022 Revenues

By percentage

Category	Percentage
Brand License Fees	47%
Grants & Donations	32%
Certification Support Fees	14%
Software Licenses	7%

2022 Expenses

By percentage

Category	Percentage
Program Expenses	90%
Administrative	10%

Supporters

We thank these supporting brands, foundations, and individuals for their generous contributions to our nonprofit mission.



MONOS:



servicenow



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BREAD·ALONE



BOOTH & PARTNERS

KENSHO

KOVÉ

Alex Friedman

Soar Organics

Teri Lazarra





**CLIMATE
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