

# CARBON NEUTRAL PRODUCTS BY CLIMATEPARTNER



**Calculating** emissions, **reducing** them, **offsetting** the unabated emissions – that is the concept behind the carbon neutral label by ClimatePartner, listed in the Amazon Climate Pledge Friendly program. Currently, several thousands of carbon neutral products labeled by ClimatePartner are available on Amazon marketplaces.

## THE CLIMATEPARTNER LABEL VERIFIES CARBON NEUTRALITY



## How to receive the label

1. You reach out to [amazon-cp@climatepartner.com](mailto:amazon-cp@climatepartner.com).
2. ClimatePartner sends you a non-binding offer and in case you agree, you countersign.
3. You collect the relevant product data (see below) using our cloud-based software.
4. ClimatePartner checks and validates your data.
5. ClimatePartner calculates the carbon footprint of your product. The calculation is aligned with the GHG Protocol Product Life Cycle Standard.
6. ClimatePartner sends you a detailed results report giving you insights into emissions associated with your products. This enables you to implement targeted reduction measures, for example, using local producers and sustainable packaging.
7. ClimatePartner offers you a selection of carbon offset projects from which you can choose.
8. You receive a certificate approving the carbon neutrality of your products. You then also get the label including the ID-tracking and information on how to communicate your climate action.
9. ClimatePartner transmits your certification to Amazon so that your products will be listed as Amazon Climate Pledge Friendly.

Depending on data availability and quality, the process will take an average of 4 - 8 weeks.

## Costs

The price for making your product carbon neutral consists of two different fees:

- The setup fee which depends on the complexity of your product and contains the costs for the carbon footprint calculation and associated consulting
- The offset fee which depends on the amount of CO<sub>2</sub> emissions to be compensated as well as on the selected carbon offset project

## Required product data

To calculate the carbon footprint of your product, data from various categories is needed, such as material and weight of the product components and packaging as well as logistic data.

Deep dive into detailed calculation and label requirements: [ClimatePartner Protocol](#)

## MORE INFORMATION

[amazon-cp@climatepartner.com](mailto:amazon-cp@climatepartner.com)  
[www.climatepartner.com/en/amazon](http://www.climatepartner.com/en/amazon)

## CLIMATEPARTNER ONLINE ACADEMY

[www.climatepartner.com/academy](http://www.climatepartner.com/academy)

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