

# The Path of a Green-e Climate Certified Offset

How Green-e Climate certification works, from project to consumer.



**1** **The Project.** A greenhouse gas emission reduction (offset) project, such as renewable energy, energy efficiency, methane capture, or forestry.

**Projects must be certified by a Green-e Climate Endorsed Partner.** These Endorsed Partners verify that the greenhouse gas emission reduction (offset) projects meet stringent criteria.



**2** **The Seller.** A company buys the offsets produced from the project, and packages them together into a product that is then sold to consumers.

**Green-e Climate Certified Offsets** are real, permanent reductions from “additional” projects. Consumers are guaranteed that a seller’s supply of offsets equals their sales, and that their advertising is accurate.



**3** **The Consumer.** Buys a Green-e Climate Certified offset to balance their own greenhouse gas footprint.



**Climate**