

## What is Green-e Climate?

Green-e Climate is a voluntary certification program that sets consumer-protection and environmental-integrity standards for greenhouse gas emission reductions (carbon offsets) sold in the voluntary market. It provides a three-step verification and certification service for retail offset products that ensures sellers' supply of offsets equals their sales, offset types retired are the same as those advertised, and individual projects are independently certified.

Green-e certification programs are overseen by an independent Governance Board and CRS is an Associate Member of the International Social and Environmental Accreditation and Labeling (ISEAL) Alliance. All standards and governing documents for the Green-e Climate program were developed following the ISEAL *Code of Good Practice for Setting Social and Environmental Standards*.

## What's a carbon offset?

A greenhouse gas emission reduction (carbon offset) represents the reduction of a specific quantity of greenhouse gases. When you purchase an offset, you alone have the right to all associated claims about the environmental benefits it embodies. An offset is to be regarded as a real environmental commodity, not a donation or investment in a future project. Green-e Climate Certified offsets are sourced from verified projects. The purchase of a Certified offset stimulates market demand for emission reduction projects, leading to more projects that can help mitigate the effects of climate change.

## Find out more

For more information about Green-e Climate, including how to buy certified offsets, go to [www.green-e.org/climate](http://www.green-e.org/climate) or call us at 415-561-2100. You can also contact the Green-e Climate team at [climate@green-e.org](mailto:climate@green-e.org).

**Brought to you by the Center for Resource Solutions (CRS).** CRS is a national nonprofit with global impact. CRS brings forth expert responses to climate change issues with the speed and effectiveness necessary to provide real-time solutions. Our leadership through collaboration and environmental innovation builds policies and consumer-protection mechanisms in renewable energy, greenhouse gas reductions, and energy efficiency that foster healthy and sustained growth in national and international markets.



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CARBON OFFSET PROVIDER

Give your customers confidence  
in their purchases



Green-e® Climate is  
the only independent  
consumer-protection  
program for  
greenhouse gas  
emission reductions.  
Green-e Climate  
Certified offsets  
represent the symbol  
of excellence in the  
voluntary carbon  
offset market.

# Providing assurance to the market

Green-e Climate is the mark of high quality offset products. Green-e Climate provides independent consumer protection, ensuring that offsets are real and from high quality projects, that they are retired when sold, and that sellers' marketing claims are accurate. Green-e has been ensuring quality in the environmental marketplace for over a decade and is a brand consumers recognize.

"INFORMATION GIVEN TO CONSUMERS PROVIDED LIMITED ASSURANCE OF CREDIBILITY...WE DID NOT ALWAYS OBTAIN SUFFICIENT INFORMATION TO UNDERSTAND EXACTLY WHAT WE RECEIVED AS A RESULT OF THE TRANSACTION."

—The U.S. Government Accountability Office

The cornerstone of Green-e Climate is transparency. By ensuring that marketing materials and disclosures to customers are accurate and that there is no double-selling, Green-e Climate helps customers take the guesswork out of their offset purchase. By understanding the offset transaction from start to finish, consumers can feel comfortable that their money is well spent. By seeing which projects in which countries their tons are sourced from, they can better make judgments about where their money is going and the impact their purchase is having on reducing overall carbon emissions.

## Certification Has its Benefits

Sellers of Green-e Climate Certified products are well positioned to attract and keep customers not only because of their transparent business operations, but because customers look for the Green-e logo.

## Customers look for third-party certification.

In a fast-moving industry that few consumers fully understand, the value of third-party certification is more important than ever to ensure their purchases are not only making a positive environmental difference, but are exactly as advertised. Green-e Climate is a widely recognized and respected certification program run by the nonprofit Center for Resource Solutions, which for

over a decade has run the Green-e Energy certification program for renewable energy.

**Add meaning to your marketing.** When Green-e Climate certifies your product and vouches for its environmental integrity, Green-e is able to interface directly with customers, business partners, and the press to explain not just the high standards certified products have met, but how they fit into the larger carbon market. As the only independent certification program of its kind, Green-e stands behind the importance of transparency, environmental quality, and the role domestic and international offset projects can play in combating climate change.

**Only the best will do.** Only proven project types that are real, additional, permanent, verified, and environmentally sound are accepted under the program. But that's just the start. Because Green-e Climate audits the transaction path of the emission reductions from project to consumer and on to retirement, there is no double counting, and consumers can feel confident that the offsets they purchase are theirs alone—that no one else will be sold the same reductions.

## How to Qualify to Offer a Green-e Climate Certified Product

To use the Green-e Climate logo, a seller of Green-e Climate Certified emission reductions must agree to undergo marketing compliance review and an annual independent verification audit, as outlined in the *Green-e Climate Code of Conduct*. The marketing compliance review includes a twice-yearly review by CRS staff of all marketing materials associated with a certified product. The annual verification

audit must be performed by an independent certified public accountant or certified internal auditor in accordance with our procedures. Projects can be domestic or international, and may include project types such as energy efficiency, forestry, methane capture, and renewable energy, and must be certified by one of Green-e Climate's endorsed project certification programs.

## The Product Content Label

Sellers of Green-e Climate Certified products present customers with a Product Content Label (PCL) upon purchase of the certified product. Similar to the nutritional information labels on food, the PCL contains information on the project type, project location, and project-level certification standard used in the product. Customers appreciate having the vital information about the offsets they've purchased in a simple, easy-to-read format, and it's an easy way to answer the question, "Where did my money go?"

Quality Offset Product Content Label			
Project Type	Project Certification	Project Location	% of Product
Energy Efficiency	Gold Standard	Mexico	20%
Landfill Gas Capture	Voluntary Carbon Standard	Tanzania	40%
Renewable Energy	Green-e Climate	United States	20%
Digester Gas	Clean Development Mechanism	China	20%

The emission reductions supplied were created in: 2009 2009-2010

Green-e Climate is an independent certification program for greenhouse gas emission reductions (offsets) sold on the voluntary market. It provides a way to identify products that meet the program's high environmental and consumer-protection standards. For more information on Green-e Climate certification requirements, or to find certified products, see [www.green-e.org](http://www.green-e.org) or call 888-63-GREEN.  
\*The percentages listed are projections. Actual figures may vary. For more information on how much they can vary see PCL, Terms & Conditions.

An example of the Green-e Climate Product Content Label.

## How Do I Sign Up?

Go to our website, [www.green-e.org/climate](http://www.green-e.org/climate) for the latest forms and documents. To contact Green-e Climate staff, call 415-561-2100 or email [climate@green-e.org](mailto:climate@green-e.org).