

# Four Steps to Carbon Neutral Products



As the climate topic intensifies, today's consumers want to make responsible choices that will have a positive impact on the planet. Offering carbon neutral products with an easy to spot label helps consumers make buying decisions. In four steps, you can make your products carbon neutral and start your climate action journey.



## Measure your product carbon footprint

Product carbon footprint (PCF) calculations consider the relevant life cycle of your product. For most products, the cradle-to-customer plus end-of-life approach applies. This means delving into the raw materials that make up your product, how should be it is manufactured, transported, and disposed of. A product carbon footprint is relevant to your business if you'd like to understand the climate impact of individual products you produce, want to offer climate neutral products, and set strong carbon reduction targets.



## Create and enforce a carbon emissions reduction strategy

A product carbon footprint is the basis for a comprehensive climate action strategy. This strategy sets out the priorities for climate work, focusing on greenhouse gas emissions reduction activities. Quick and easy reduction actions should be prioritised. A climate action strategy works best if business decisions progressively incorporate reduction methods when new technologies and budgets arise.

2



## Offset residual emissions

To maximize climate action efforts, residual emissions can be compensated with certified carbon offset projects which comply with recognized standards, such as the [Gold Standard](#) or the [Verified Carbon Standard](#). High-quality carbon offset projects engage people and stimulate local development – on top of saving on carbon emissions – by focusing on things like nature-based solutions, clean cook-stoves and clean drinking water.

3



## Communication

When communicating on climate action, it is crucial to be authentic and transparent and communicate your climate action strategy and commitments to customers and stakeholders. Take them along on your sustainability journey. Help your customers make decisions by labelling your products with a verifiable carbon neutral label. Research shows that a significant number of consumers change their purchase preference due to sustainability concerns. It is important that products and services are clearly labelled as carbon neutral, in a transparent and traceable manner, so customers have the information they need to make a responsible choice.

4

Product with climate neutral label:



**Carbon neutral**  
Product

[ClimatePartner.com/00000-0000-0000](https://ClimatePartner.com/00000-0000-0000)



**Contact ClimatePartner today to make your products carbon neutral:**

### ClimatePartner UK Ltd. (London Office)

Sustainable Workspaces  
Riverside Building County Hall (3rd Floor)  
Westminster Bridge Road, London SE1 7PB, UK  
Phone +44 203 0938 264  
[uk@climatepartner.com](mailto:uk@climatepartner.com)

### ClimatePartner GmbH

St.-Martin-Str. 59, 81669 Munich, Germany  
Phone +49 89 12 22 87 5-0  
[info@climatepartner.com](mailto:info@climatepartner.com)  
[www.climatepartner.com](https://www.climatepartner.com)