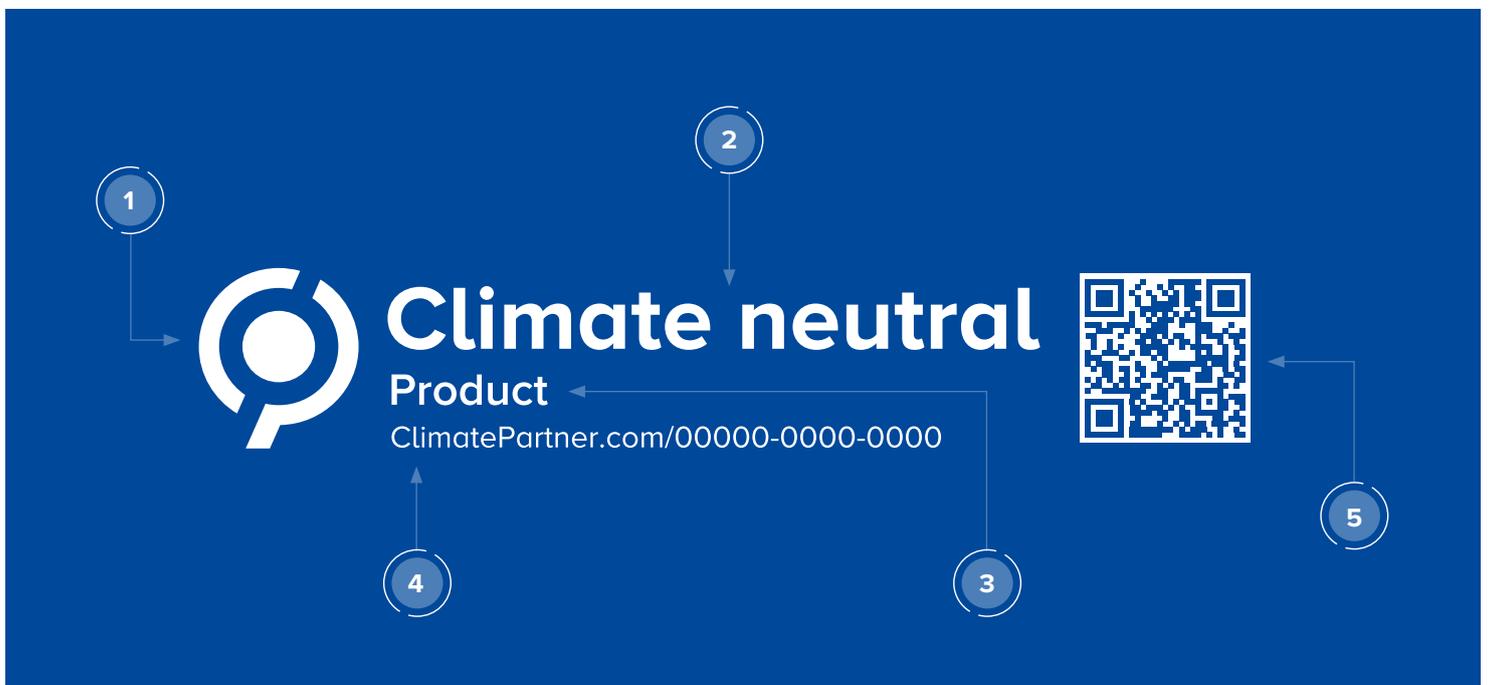


Transparency

in climate protection

The ClimatePartner Label Guide
Labeling climate neutral products



Structure of the ClimatePartner label

Our label guarantees transparency and credibility in climate protection – certified by TÜV Austria.



The icon

Climate protection is depicted by an image of the earth, protected by our initials CP.



Climate neutral

This label confirms: All carbon emissions of the product have been calculated and offset via recognized carbon offset projects, on condition that our clients and partners use the label correctly and that the corresponding order has been booked correctly.



The category

Our label indicates exactly what is climate neutral: a company or a product or the packaging ...



ID number and tracking URL

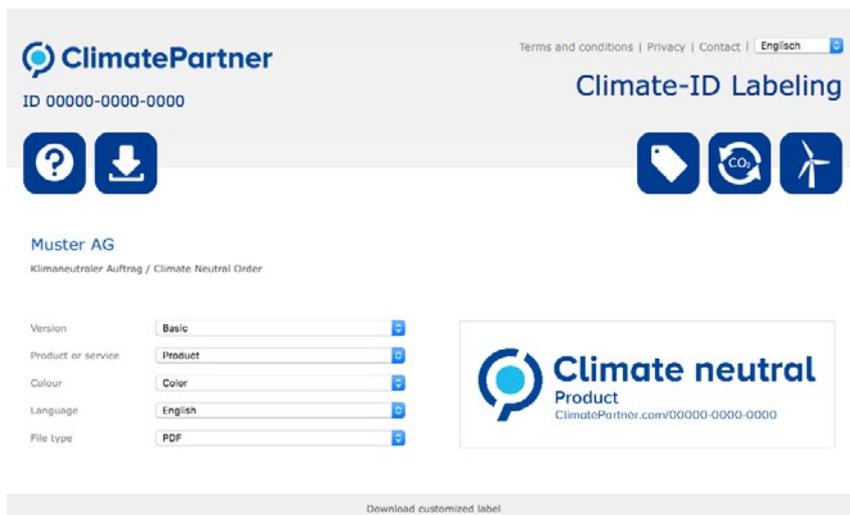
Each carbon offset is given a unique ID number. This number and the associated URL can be used to track the offset, the amount of CO₂ and the carbon offset project.



Optional: QR Code

It is linked to the tracking URL, which provides proof of the carbon offset as well as further information on the carbon offset project.

The label generator



The ClimatePartner label: examples

- The individual label can be downloaded using the label generator: www.climate-label.com/00000-0000-0000 with the order's ID replacing the zeros. You can download the label as soon as you create a draft in the Footprint Manager.
- All of the generator's label variations can be implemented without specific release.
- Changes or modifications to the label are not allowed.
- You can use the label with or without the QR code. The label with the QR code must be at least 1 cm high.
- Select the product category that best describes the climate neutral product or service.
- We recommend using the full color label variant. In the interest of better legibility on different backgrounds, there is also a black and white version and a negative version available.
- Select the desired version and the label will be generated accordingly. We can make further language options available as needed.
- For printing, the label should be downloaded as a PDF or EPS, while JPG and PNG are well-suited for online use.

ClimatePartner ID tracking

Once the order has been finalized, it can be accessed using the ID number:

- Via the URL www.climatepartner.com/00000-0000-0000, with the order's ID replacing the zeros
- By entering the ID at www.climatepartner.com or using the QR code

This process is certified by the technical inspection authority TÜV Austria



Improving lives

About ClimatePartner

ClimatePartner is a solutions provider in corporate climate protection. ClimatePartner combines individual consulting with cloud-based software that is unique on the market.

ClimatePartner was founded in Munich in 2006. Today, the company has 50 employees at offices in Munich, Berlin, Vienna, Zurich, and Yerevan and works with about 1,500 companies in 30 countries.



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