

# Climate Neutral Now

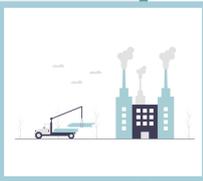
**CLIMATE  
NEUTRAL**  
MEASURE  
REDUCE  
OFFSET **NOW**

## UN CLIMATE CHANGE SECRETARIAT CERTIFICATION

Science tells us that to avoid the worst effects of climate change we must reach global climate/carbon neutrality in the second half of the century at the latest.

Any organization, event or even individual can take the Climate Neutral Now pledge and be featured on the UNFCCC website.

## What Does Carbon Neutral Mean



### EVERY BUSINESS HAS CARBON EMISSIONS

Whenever your business uses fossil fuels or electricity, it generates greenhouse gas emissions. These can be reduced to some extent, but the remainder must be offset.

If your carbon emissions are offset by an equal amount of certified carbon credits, your business becomes carbon neutral.

## How This Will Help Your Business



### DEMONSTRATE YOUR VALUES TO THE WORLD

- Save costs and increase sales
- Prove you care about more than profit
- Engage and motivate your employees
- Build customer loyalty and return customers
- Do the right thing by helping to fight climate change

# How To Go Climate Neutral

## THE SIMPLE PROCESS



1. Measure your emissions
2. Reduce whatever you can
3. Offset the remainder
4. Apply for certification

# Next Steps To Go Climate Neutral

## BEGIN MEASURING YOUR CARBON EMISSIONS



1. Sign the Climate Neutral Now Pledge
2. Fill out the Starting Form
3. Gather your energy, gas, and travel and records
4. Fill out the Metrics Form
5. Purchase your CERs from the UN

# Offsetting Your Emissions

## PURCHASE CERTIFIED EMISSIONS REDUCTIONS



Once we have calculated your footprint and you know how many tons of carbon your business emitted during the period, navigate to the [UN Carbon Offset Platform](#) and purchase that number of tons from the project of your choice. Once you have done so, send the certificate to your Circle carbon neutrality representative.