



## 2020 Certification and Software License Costs

### CLIMATE NEUTRAL CERTIFIED: ANNUAL CERTIFICATION

Annual certification costs \$0.45 per metric tonne of carbon dioxide equivalent measured in a brand's footprint. There is a minimum fee of \$400 per brand. Certification costs help pay for part of Climate Neutral's operating activities, and include:

- One-year brand license for the Climate Neutral Certified label
- One-year brand-level user license to the Brand Emissions Estimator (BEE)
- Brand profile on [climateneutral.org/certified-brands](https://climateneutral.org/certified-brands) plus individual brand URL
- Access to:
  - Climate Neutral Offset Pool
  - Climate Neutral Certified brands Slack channel
  - Marketing and communications toolkits
  - Certified and committed brand co-marketing campaigns
  - Content and educational library
- Brands with annual revenues above \$5 million also receive up to 3 hours of direct support with carbon footprinting

Nonprofit organizations with footprints under 1000 tonnes are eligible for a 50% discount on certification fees.

### THE BRAND EMISSIONS ESTIMATOR (BEE): BRAND USER LICENSE

Full-year licenses to the BEE are \$1000 per brand per year:

- Includes up to 3 hours of direct phone-based support, plus support via chat
- Includes access to Climate Neutral's footprinting resources: webinars, video guides, and written materials
- BEE license costs can be applied to the cost of certification in any given year
- Additional direct support is available for \$500 for three hours
- Licenses for consultants, investors, and corporate users serving multiple brands cost \$1000 per brand
- All new users are eligible for a two-month free trial license to the BEE