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From our CEO

Dear Friends,

Five years!

That’s right - *one half-decade* ago we launched our work and began to build a nonprofit out of some ideas and dreams. I’m pleased to present our 2023 Impact Report to mark this anniversary and celebrate the contributions we are making to the climate movement.

Our founding hope was that a nonprofit could make it easier for people to identify consumer brands with high integrity climate initiatives; easier for people to understand what that means; and easier for companies to launch and manage those initiatives. Among the many things standing in the way of climate progress, this one felt tangible and ripe.

Through all of the world’s ups and downs since then, we have prodded companies to get tactical on their climate plans, taking them through GHG measurement to writing and completing thousands of reduction actions. We have created tens of millions of dollars of demand for carbon credits and RECs - investments in a net-zero future. Against a deeply uncertain carbon market, and a world full of overblown climate claims, our Standard has provided a much needed quality framework that resonates with consumers. In a world full of suggestions, we offer welcome direction – and helping hands.

We recently completed our one thousandth certification and our label is on millions of products. We are enabling hundreds of companies to complete carbon measurement. Our public education campaign has reached millions of people via all forms of media. Our hundreds of volunteers have gained meaningful exposure to climate work.

In 2023, we made the decision to retire the name “Climate Neutral” to become “The Change Climate Project.” We also launched an initiative to consider changes to our certification and label that will put us on excellent footing – at the forefront of consumer climate labels for the next five years and beyond.

Even with these changes, we remain focused on the same core idea as ever: to provide the most widely trusted climate label, and a set of accessible, high impact carbon management tools.

The chief satisfaction of building this organization has been to see it gain power to connect and enable folks across the climate community. The climate transition takes collective action and influence. It takes community. We will explore this theme throughout this report, as we pay gratitude to our funders, advisors, consultants, supporters, volunteers, the brands that carry our label, and our amazing team.

Time flies, and little remains on the climate clock. We are looking forward to tackling our next five years with appropriate vigor and urgency. Thank you for being with us along this journey, as part of our Project.

I hope you’ll find new ways to join our community this year, and in each of these vitally important years.

Gratefully,

A handwritten signature in black ink, appearing to read "Austin Whitman".

Austin Whitman  
Co-founder and CEO, The Change Climate Project

# Our mission is to eliminate greenhouse gas emissions.

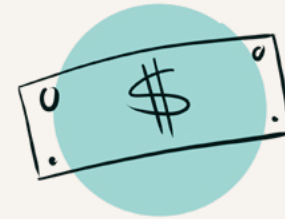
We offer a climate action certification and tools to spark high impact corporate climate initiatives.

Our programs target prevalent barriers to climate action: lack of knowledge and lack of incentives.

For individuals, we provide a trusted climate label that guides everyday purchasing. For companies, that label provides motivation and focus. We offer easier access to the community, data, and know-how to tackle greenhouse gas emissions, immediately and credibly.

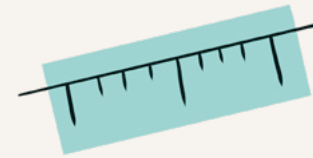
We aim to certify tens of thousands of companies and propel the world towards the net-zero future that scientific evidence proves is an urgent necessity.

## Our Impact Priorities:



### Get companies to invest in greenhouse gas mitigation.

Every emissions target should have a transition budget.



### Empower climate professionals with tools and community.

Every company should have a climate plan.



### Build a movement behind our trusted climate label.

Every individual should be able to find and support climate leadership.



*“The certification and tools from Change Climate bridge such a critical gap by making climate action more accessible to everyone. And the work is so important because the climate actions of companies have never been more consequential. The climate transition requires a movement of countless communities, and Change Climate is right in the middle of it all.”*

— LISA HODES ROSEN, CHANGE CLIMATE BOARD MEMBER





# It takes companies and individuals working together to cut emissions.

Every business depends on its many employees, partners, suppliers, and energy providers. All of them contribute to climate change. Each of them should be accountable. Together they can work to influence and create the change we need.

We build community to share knowledge and give individuals and companies a way to join the climate movement— and the optimism to stay in it.

# Our Impact



Certified Brands

Hundreds of companies achieved the Climate Neutral Certified Standard in 2023 and were eligible to use the label for their products and services.

The annual process serves as the cornerstone of these companies' climate work.



Tonnes of GHGs measured by certified companies:		1,383,163
Number of brands certified:		347
Number of certification cohorts:		9
Underrepresented community ownership*:	Women-owned:	106
	Latine-owned:	2
	AAPi-owned:	3

\*As reported by brands.



Notable new Climate Neutral Certified brands:



Sectors that make up the Climate Neutral Certified brand community:

INDUSTRY	PERCENT
Fashion + Apparel	20%
Professional Services	17%
Food + Beverage	15%
Gear + Lifestyle	12%
Health + Beauty	12%
Design + Home	7%
Software + Tech	6%
Everyday Essentials	4%
Media + Photography	4%
Manufacturing	1%
Other	1%
Nonprofit	1%
Travel + Transportation	1%



*Accessible Carbon Measurement*

Carbon inventories alone won't reduce emissions. But we can't reduce emissions without carbon inventories.

GHG measurement should be routine for every company in the world. We're making the process more accessible with tools and coaching, so that any company can get started.

*Number of carbon inventories completed using our tools (2023)*

660	Spend-based estimates
285	Detailed inventories
20	Partner-assisted measurements



*Sparking Reduction Investments*

Climate claims and targets are a good start—but they’re better with plans attached.

To become certified, companies must create near term reduction action plans and report on progress annually.

*In 2023, companies turned plans into action:*

764	Reduction action plans set
480	Reduction action templates filled

*And also set future reduction targets:*

117	New science aligned reduction targets submitted
136	Total targets set, representing 40% of certified brands

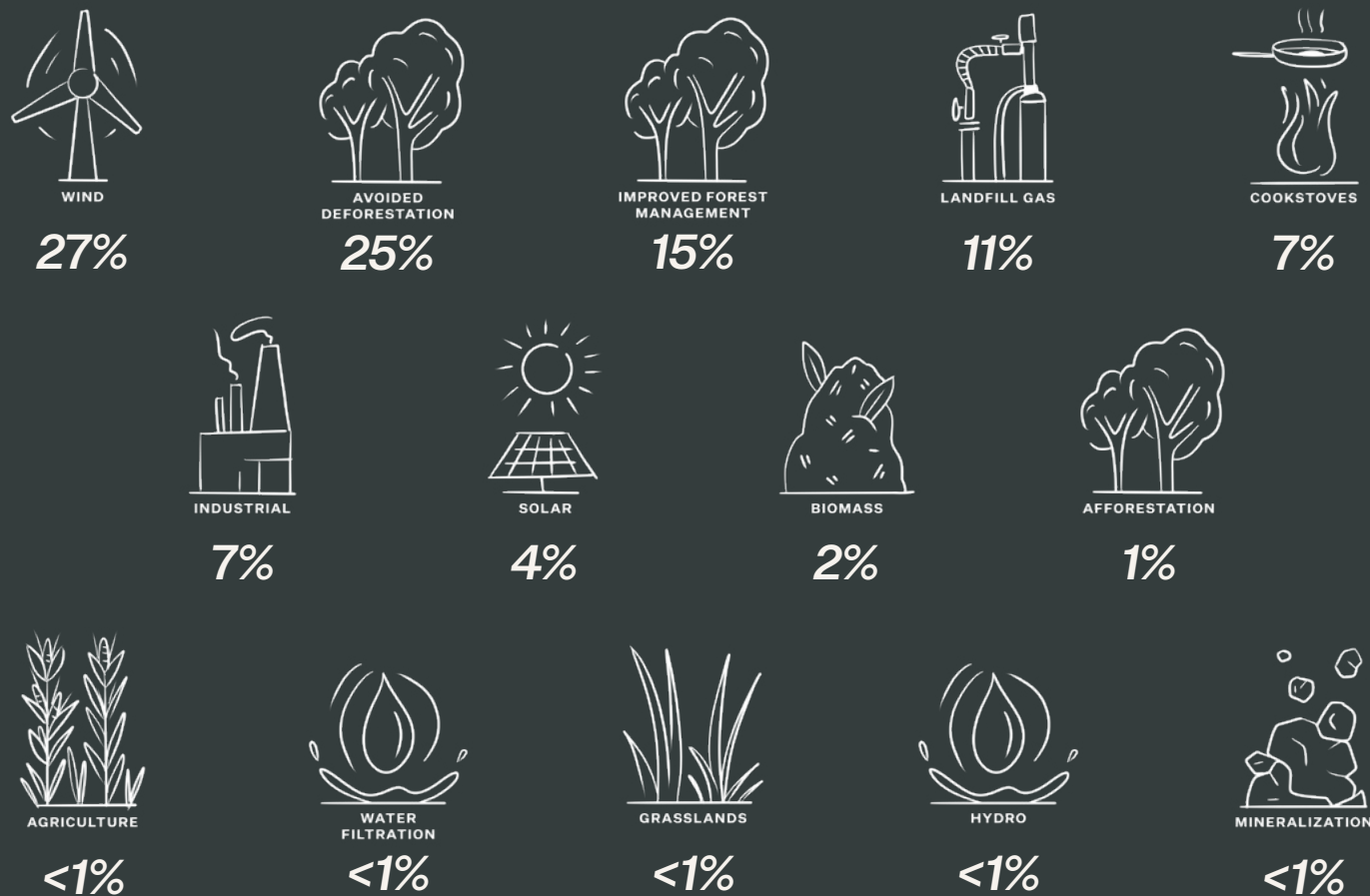
Investment in Climate Projects

To address residual emissions, certified companies accounted for all of their emissions with eligible verified carbon credits and clean energy certificates.

This investment is required of all certified companies. It creates financial accountability for all unabated emissions, every year.

Money spent on eligible verified carbon credits: **\$10,077,428**

Types of projects that money was invested in:





First Certified: 2023  
Category: Software & Tech

Active internal climate initiatives:

- Decarbonize IT infrastructure
- Increase image processing efficiency
- Optimize photo printing and delivery

External investment (2023): \$27,614



FOREST-BASED CARBON REMOVAL



WIND

Brand Voices: **SmugMug/Flickr**

“Photography has been around for a little less than two centuries, but its impact on humanity is immeasurable. So naturally, as a photography company, we set our sights beyond the next quarter, or even the next year. We are a family-owned, self-funded, built-to-last business that thinks in terms of decades and centuries, and sustainability is a key component in ensuring the longevity and impact of our work.

Change Climate is an invaluable partner in these sustainability efforts. Our work to become Climate Neutral Certified has improved every aspect of our carbon measurement and reduction, and Change Climate was with us every step of the way. They helped us see, think about, and improve upon areas of emissions we hadn’t previously understood, and as a result, we’re more sustainable than ever—and so are the hundreds of thousands of businesses we support. Just as importantly, thanks to Change Climate we’ve found friends and partners who are also doing the hard work to live their values, and together we’re fostering a community of dedicated collaborators. Truly, Change Climate has helped us improve every aspect of how we think about sustainable business.”



“Change Climate has helped us improve every aspect of how we think about sustainable business.”

— BEN MACASKILL, PRESIDENT & COO







*“Climate Neutral certification empowers us to take meaningful action in combating climate change and building a more sustainable future.”*

— KRISTIN DESIMONE, ASSOCIATE DIRECTOR, MISSION



First Certified: 2023      Category: Food & Beverage

Active internal climate initiatives:

- Implement a Transportation Management System
- Increase investment in regenerative agriculture and organic sourcing
- Empower suppliers measure their carbon footprints and set science aligned targets
- Install onsite solar panels to power 100% of the energy use in the Hanover, PA fulfillment center

External investment (2023): \$336,597



Brand Voices: **Thrive Market**

*“The Climate Neutral Certification has simplified the process of measuring our carbon footprint, setting targets, and implementing actions at Thrive Market. This certification encourages widespread engagement in sustainability initiatives tailored specifically to our company. Its user-friendly approach enables us to prioritize emission reduction efforts effectively, fostering a culture of corporate responsibility within Thrive Market. By providing clear benchmarks and practical guidance, the certification empowers us to take meaningful action in combating climate change and building a more sustainable future.”*





Accessible Greenhouse Gas Analysis with the BEE

# The Business Emissions Evaluator, or BEE, is our in-house software for carbon management.

It brings climate insights to companies, quickly and affordably. It bucks the trend of high cost software, favoring instead an accessible model built so that anyone can become a climate champion within their company.

The BEE is as much a “community asset” as it is a software tool. We built it feature-by-feature with direct input from users with ideas for how best to break down barriers in their climate initiatives.

Here’s what the BEE has revealed across a sample of 285 corporate inventories:



Number of individual sources of emissions accounted for:

438

Most commonly reported emission contributor:



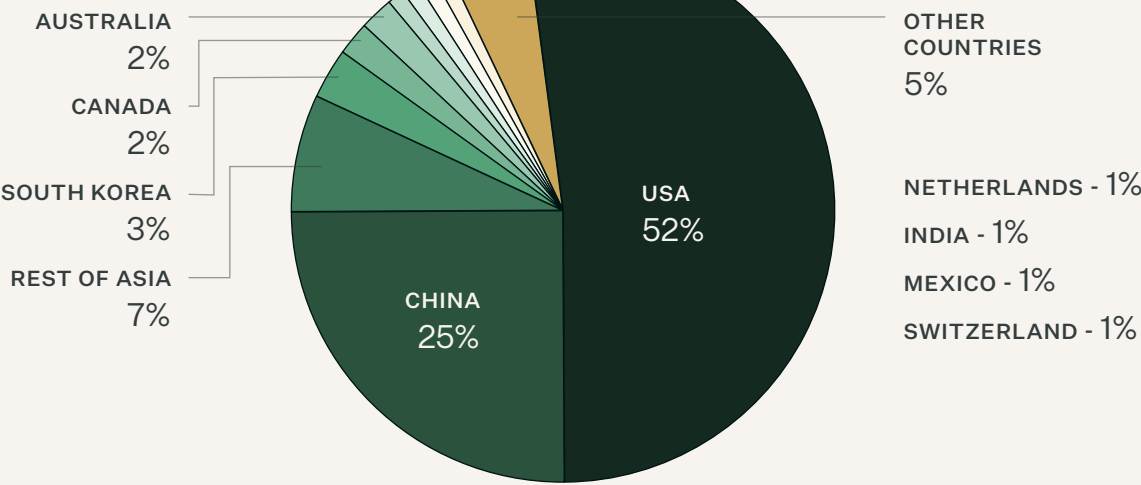
Electricity  
(average grid mix)

Largest source of emissions:

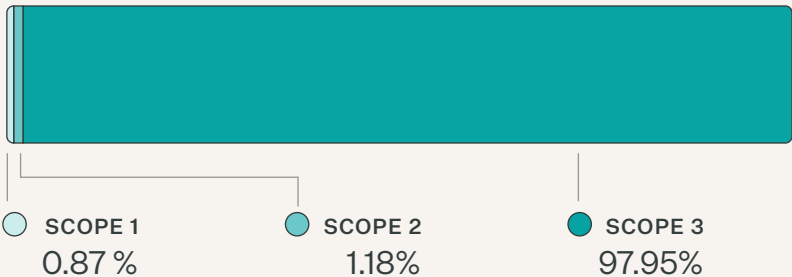


Plastic products  
including polyester & nylon products

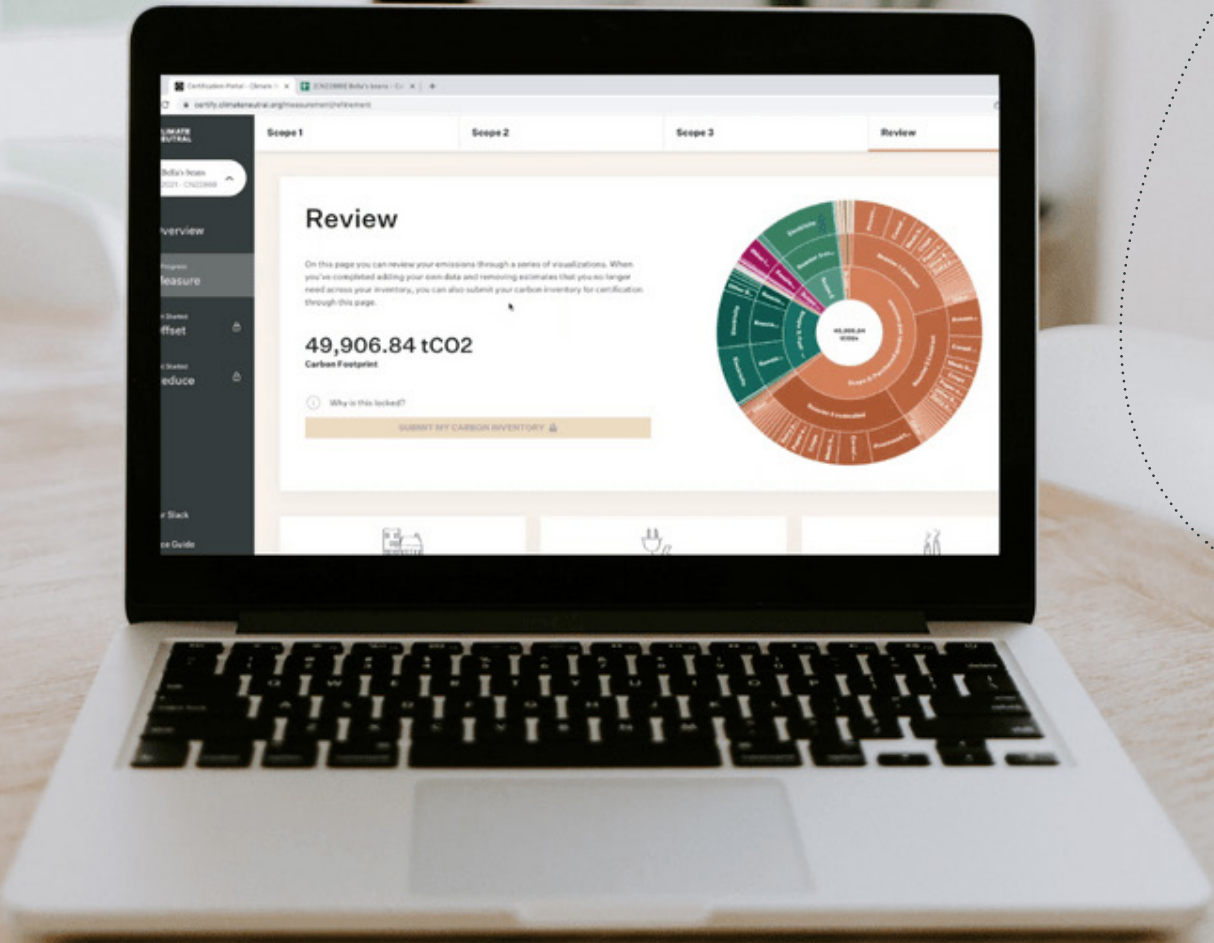
Emissions by country:



Average % of emissions Scope 1, 2, 3:







2023 was a big year for the BEE. We built and launched new features that make the platform more capable than ever.

Number of releases: **62** Includes 35 frontend releases and 27 backend releases

Number of significant features added: **21** Includes the addition of reduction templates within the platform, streamlined submission processes, a new carbon credit provider directory, new refinement submission flows, updated user authorization controls, support for external measurement submissions, updated security measures, integrated lead tracking, current year measurement, improved onboarding and renewal flows, custom GHG input options, team management features, new emission factors, support for steam factors, Excel workbook integration, enhanced certification review tools, bug fixes, developer ergonomics improvements, and more

Total number of users: **3k+** Includes 400+ users building detailed GHG management plans; 200+ users learning GHG management basics; 2000+ users creating initial estimates



*Volunteer Community*

Our volunteer community is full of climate optimists— a great first or transition step for people at any stage in their career.

We attract PhDs and undergrads, people returning to the workforce, career changers and folks from around the world: all of whom are looking for opportunities to learn, create impact, and take a more active role in the fight against climate change in their spare time. The program is valued by companies and volunteers alike.

Along with carbon measurement, volunteers work on design, engineering, research, regulatory, and creative projects.



Total number of volunteers: **48**

Total volunteer hours mobilized: **825**

Number of volunteers trained for coaching: **37**



**Priya  
Srinivasan**

Product Volunteer

*“Starting off with mere theoretical knowledge, my association with Change Climate has helped me gain first-hand experience on the various aspects of climate action. Apart from adding value to my career goals, the experience has allowed me to contribute meaningfully to a cause that I am passionate about.”*

Priya is a software professional with extensive experience in the technology industry. With her commitment for sustainability and climate action, she aspires to blend her professional skills with her passion and create a positive impact for the environment.



**Calla  
Edwards**

Engineering volunteer

*“My favorite moment [volunteering with Change Climate] was finishing the Carbon Offset Details project. It was really cool that our team worked on it to completion: from design conception to the frontend & backend development.”*

Calla graduated with a CS degree from Georgia Tech in 2020 and now works as a Backend Software Engineer at Kensho.



**Rahul  
Nanavati**

Carbon coach volunteer

*“I was looking for opportunities that would be impactful to the problem of climate change and would take me outside my comfort zone. The work with Change Climate has given me an experience completely different from anything I do in my day to day, and this has been really good to gain.”*

Rahul is a Technical Art Director at Motive Studios, and has been making video games for nearly 20 years.



Partners

Partners help us scale our impact far beyond what we could do on our own.

In 2023, we deepened our alliances with leading retailers, not-for-profits, industry associations, consulting firms and technology platforms to bring our certification and digital tools to other companies within their sphere of influence (for example, thousands of brands within a retailer’s supply chain).



Some highlights of new or expanded partnerships this year include:



Provided digital tools and webinar trainings to 1,000+ outdoor brands via partner, **REI**



Provided BEE licenses and trainings to 85 companies via partnership with the **Outdoor Industry Association**



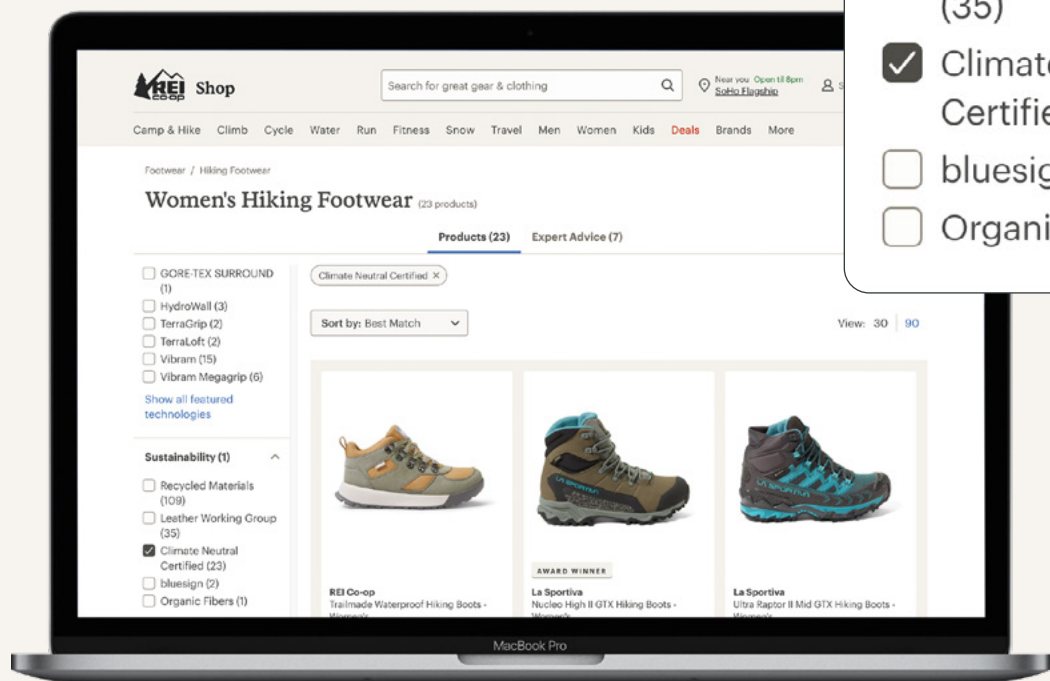
Provided the BEE as the exclusive carbon measurement tool used for training of 500+ early and mid-career professionals via partner **OnePointFive**



Supported carbon management by hundreds of privately-held companies via API delivered through ESG software platform of partner **Novata**



Offered climate resource guides to thousands of members and affiliates of NGO partners **EDF, B Lab,** and **Climate Collaborative**



Partner Case Study: **REI**

REI, one of the largest outdoor retailers in the United States with annual revenues exceeding \$3.5 billion, operates 181 stores in 42 states. The company has been Climate Neutral Certified since 2021 as part of a goal to significantly reduce the company’s greenhouse gas emissions and “empower consumers to make impactful choices in their own lives.”

Recognizing that the largest source of their carbon emissions exists within their supply chain over which they have less direct control, REI partnered with The Change Climate Project to accelerate climate progress throughout the outdoor industry supply chain. This included supporting REI suppliers with our accessible and affordable carbon management tool - the Business Emissions Evaluator - as well as workshops on measurement and target setting.

REI is also making strides to increase the number of products in its stores that carry the Climate Neutral Certified label by incorporating the certification into its Product Impact Standards for suppliers, and making it easier for REI customers to find Climate Neutral Certified products on its website with advanced search features.





ONE  
POINT  
FIVE

### Partner Case Study: **OnePointFive**

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OPF Academy is an early-to-mid career development program for individuals looking to level-up their sustainability skills to help grow businesses without destroying the planet. They support:

- ***Rising Sustainability Experts:*** Individuals with environmental sciences and/or business backgrounds, looking to level up on practical skills to execute climate projects.
- ***Ambitious Climate-Curious Professionals:*** Professionals with related (product management, project management, marketing) experience wanting to level up their sustainability-focused tool kit.
- ***Technical Environmentalists:*** Environmental professionals with backgrounds in science, engineering, and academia with linkages to climate who want to bridge practical environmental and corporate sustainability skills to translate their impact.

The OPF Academy uses the BEE as their primary GHG measurement teaching tool. Academy members gain practical experience using the BEE including generating an emissions estimate and using sample data to complete a refinement exercise. This experience models how a business might use the BEE to complete a full refined carbon inventory in the BEE.

In 2024, hundreds of individuals will be trained on the BEE tool and will take those skills and tool experience to their future employers. The Change Climate project also counts a number of OPF Academy graduates in our volunteer program, which furthers our program impact and brand support goals.

## Consumers

**Our consumer campaign aims to educate people about the meaning of the label.**

In doing this, we help people see the connection between their buying choices and climate change.

*In 2023, we caught the eyes of consumers:*

**100M+**  
**30,000+**

## Consumer impressions

Followers/subscribers



In 2023 we conducted our first-ever public survey to seek input and feedback about our climate label. We will continue to do this annually to make sure that a wide range of perspectives inform our programs as they evolve. Here’s what we learned about consumers:

- 90% are concerned about climate change
- 84% believe companies should be doing more (or much more) about climate change
- 83% believe it helps the climate when companies become Climate Neutral Certified
- >50% like to see “a lot of detail” about companies’ climate work



What consumers told us:

*“If I see a product has been Climate Neutral certified, I would be more likely to purchase this than another product.”*

— ANDREW M.

*“Change Climate makes it easier for the average consumer who may be worried about their climate impact to make quicker consumer decisions.”*

— SARAH H.

*“The asymmetry between producers and consumers in the world is astounding, so non-profits or other organizations that help reduce it are very important.”*

— FRANCESCA B.

Source: 2023 data from 700 responses to TCCP consumer survey



**In 2023, we expanded the community that is most directly responsible for our impact: our team, advisors, volunteers, and donors.**

Dozens of people are involved in the delivery of our programs and the fulfillment of our mission.

# Operations



Team

Our team is a diverse and passionate group of individuals committed to driving positive progress in the fight against climate change. Comprising experts in sustainability, technology, policy, marketing, and community engagement, we are united by a shared vision of a more sustainable future. We bring a spirit of optimism to our work and love inspiring others to join us in our mission.



**Austin Whitman**  
CEO



**Ellie Read**  
Program Director



**Patrick Gold**  
Head of Engineering



**Alicia Rodriguez**  
Program Manager



**Greg Andeck**  
Partnerships Director



**Sarah Shoemaker**  
Program Manager



**Spencer Bruce**  
Software Engineer



**Courtney Morrisette**  
Program Manager



**Lauren Reveley**  
Marketing manager

Board of Directors



**Annie Agle**  
Sustainability & Impact,  
Cotopaxi



**Jonathan Cedar**  
CEO, BioLite



**Peter Dering**  
CEO, Peak Design



**Lisa Hodes Rosen**  
Consultant



**Austin Whitman**  
CEO, The Change  
Climate Project

Advisors

**Stephanie Sharron**, Legal Advisor/Partner, Morrison Foerster

**Greg Norris**, Advisor on Methodology Development for GHG Measurement

**Maxime Agez**, Life Cycle Assessment Advisor

Advisory Committee on Eligible Carbon Credits

**Casey Pickett**, Yale University Carbon Charge

**Charlotte Streck**, Climate Focus

**Derik Broekhoff**, Stockholm Environment Institute

**Matt Evans**, Environment Commodities Partners

**Niklas Kaskeala**, Compensate Foundation

**Sheila Walsh Reddy**, The Nature Conservancy

**Nancy Bsales**, 4AIR

**Spencer Meyer**, Independent Advisor

**Stephen Donofrio**, Forest Trends

Advisory Committee for the Climate Neutral Standards

**Adam Brundage**, Independent Consultant

**Eric Brody**, Shift Advantage

**Deb Gallagher**, BSR

**Evan Scandling**, REI

**Elaine Hsu**, Planet FWD

**Jake Shirmer**, Blackstone

**Elizabeth Sturcken**, Environmental Defense Fund

**Jenny Ahlen**, We Mean Business

**Michael Vandenburg**, Vanderbilt Law School



Volunteers

---

**Ahra Nam,** Carbon Management

**Ananya Shah,** Carbon Management

**Caitlin Rostampour,** Carbon Management

**Camilo Vargas,** Carbon Management

**Daniel Arthur-Sgalia,** Carbon Management

**Daniela Duran,** Carbon Management

**Gillian Cheong,** Carbon Management

**Jesse Liu,** Carbon Management

**Kartoa Chow,** Carbon Management

**Katrina,** Carbon Management

**Kelly Slutz,** Carbon Management

**Kyra Wilmes,** Carbon Management

**Lauren Louie,** Carbon Management

**Oghenechovwe Okolosi,** Carbon Management

**Ophela Zhang,** Carbon Management

**Sophia Guo,** Carbon Management

**Brandon Sumrow,** Product

**Ellison Tong,** Product

**Kevin So,** Product

**Priya Srinivasan,** Product

**Rachel Lee,** Product

**Linsdey Watt Alami,** Product

**Beth Gillibrand,** Product

**Dara Chilton,** Product

**Miloni Gada,** Engineering

**Mia Petkova,** Engineering

**Tom Zhang,** Engineering

**Yash Mehta,** Engineering

**Aaron Bushman,** Engineering

**Calla Edwards,** Engineering

**Michelle Keoy,** Engineering

**Sinay Mam,** Engineering

**Brave Mugisha,** Engineering

**Dinesh Vasireddy,** Engineering

**Eric Hwang,** Engineering

**Mark Pekala,** Engineering

**Mohammed Sakib,** Engineering

**Paula Zhuang,** Engineering

**Sabrina Hu,** Engineering

**Aasifa Sheikh,** Research

**Chloé Bigio,** Research

**Christina Wu,** Research

**Joyce Liew,** Research

**Kate Gallagher ,** Research

**Eva Frye,** Research

**Charisse Serrano,** Research

**Morrison Foerster,** Operations

**Karen Kimble,** Operations

Financials	2020	2021	2022	2023	
Revenues					
Grants & Donations	\$627,073	\$528,586	\$524,257	\$427,938	
Brand License Fees	\$17,350	\$430,968	\$764,231	\$776,484	
Certification Support Fees	-	-	\$237,268	\$150,250	
Software Licenses	0	\$25,457	\$115,957	\$280,071	
Subtotal	\$644,423	\$985,010	\$1,617,713	\$1,634,744	
Expenses					
Program Expenses					
Measurement	\$190,400	\$216,518	\$371,737	\$366,861	
Education & Marketing	\$218,058	\$326,009	\$432,083	\$605,811	
Certification	\$115,787	\$160,897	\$353,495	\$416,552	
Administrative	\$75,097	\$79,199	\$129,199	\$119,220	
Subtotal	\$599,342	\$782,623	\$1,286,514	\$1,508,445	
Net Change in Assets	\$45,080	\$202,387	\$355,199	\$126,299	
Tonnes Certified	200,000	900,000	1,150,000	1,383,163	
Expenses per Tonne Certified	\$3.00	\$0.87	\$1.12	\$1.09	

2023 Revenues  
By percentage

Category	Percentage
Brand License Fees	48%
Grants & Donations	26%
Software Licenses	17%
Certification Support Fees	9%

2023 Expenses  
By percentage

Category	Percentage
Program Expenses	92%
Administrative	8%



*Supporters*

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We thank these supporting brands and foundations for their generous contributions to our nonprofit mission.





