

# Climate Activator Certified

Climate  
Activator

Certified



## A trustworthy climate claim!

### Actively minimising CO<sub>2</sub> emissions

Climate Activator certifies organisations, products or services. This means that they actively minimise our CO<sub>2</sub> emissions in line with the Paris Agreement. We think this is important because we want to prevent further global warming. In 2024, global warming exceeded 1.5 °C for the first time – exactly what the Paris Agreement set out to avoid. That makes reducing CO<sub>2</sub> emissions in line with that agreement more urgent than ever before. Thanks to Climate Activator certification, you can trust that companies are taking real action to address climate change!

### What does Climate Activator certified mean?

- 1. A complete and accurate footprint calculation**  
Climate Activator Certification uses the Greenhouse Gas Protocol to calculate CO<sub>2</sub> footprints of organisations (scope 1 & 2 and scope 3 mobility emissions) and products or services (scope 1, 2 and 3 emissions).
- 2. CO<sub>2</sub> reduction in line with Paris**  
Certified companies reduce their footprint by at least 55% (for organisations) or 25% (for products or services) by 2030 compared to the baseline.
- 3. Investment in verified climate projects**  
Certified companies also take responsibility for remaining emissions. Therefore, they invest in climate projects that avoid, reduce or remove CO<sub>2</sub> emissions from the atmosphere – for example, protecting or planting forests, green energy or sustainable, regenerative agriculture.

### How can you trust this claim?

1. Annually, an independent, external auditor verifies that certified companies meet the above Climate Activator conditions.
2. Certified companies communicate transparently on the Climate Activator website about their CO<sub>2</sub> footprint, their CO<sub>2</sub> reduction pathway and about the climate projects they invest in. This information is only 1 click away with our QR code or company-specific url!
3. Climate Activator is a community member of ISEAL that annually checks if the certification complies with the following requirements.
4. Climate Activator is recognised by Milieu Centraal as Toplabel, the best label in the climate category!
5. Climate Activator ensures that its claim complies with EU legislation on green claims.

### More information?

Climate Activator is part  
of Anthesis Group

Visit [www.climateactivator.org](http://www.climateactivator.org)  
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