

Claims guide for buyers

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What you can and cannot say about your contribution.

You can say

- “We funded [X] agroforestry systems with Climate Cooperative in [year].”
- “Local communities receive the funding for the tree work and keep all harvests.”
- Only if you have a retirement record: “We retired [X] tonnes CO2e under [standard], reference [number], on [date].”

Please do not say

- That you, your company or a product is carbon neutral, climate neutral, net zero or 100% offset.
- Vague words like green, sustainable or eco-friendly without proof.
- That estimated CO2 is verified, or that a membership is a carbon credit.
- That Climate Cooperative or Global Carbon Standard certifies your company as a whole.
- Numbers about income, jobs or poverty for local communities that we have not measured.

Keep in mind

Funding restoration is not the same as cutting your own emissions. Estimates are not measured results. Each retired tonne can be counted once only. If something you said turns out to be wrong, please correct it.

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