

CO₂code

Reduce what you can, balance what you can't

More and more companies are taking their climate responsibility seriously. Not only by reducing their emissions but also by balancing remaining emissions with CO₂-certificates. These certificates can be generated, for example, through forest and solar projects that lower the amount of CO₂ in our atmosphere. The legitimacy of the CO₂ reduction is verified by international third party certifiers.

Since a CO₂ reduction is not tangible, it is important to transparently prove how a product is made climate-neutral. The CO₂code software enables this.



The CO₂code allows customers to trace *how many emissions a product has caused* AND enables them to *choose a climate project to balance those emissions*.

The milk on the picture has balanced its carbon footprint of 250 gCO₂ and contains a CO₂code. In this case the code of the product is: **UK-MILK-02314**

By entering the CO₂code and selecting a climate project the consumer gets a detailed overview:

In addition, codes already available on the product, like the packaging series or barcode, can function as the CO₂code.



The CO₂code initiative works independently from any CO₂-labels and therefore enables all existing seals of quality to use the system.

Using the CO₂code system creates public awareness of products emissions and opens innovative green marketing opportunities for companies.

