

## GUIDELINE

## CLIMATE NEUTRAL NOW PLEDGE

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CHAPTER 1 - DEVELOPING THE CLIMATE NEUTRAL NOW PLEDGE

**I. WHY SHOULD I PLEDGE TO CLIMATE NEUTRAL NOW?**

- Science tells us that to avoid the worst effects of climate change we must reach greenhouse gas (GHG) emission neutrality (i.e. climate or carbon neutrality) in the second half of the century at the latest, as reflected in [the Paris Agreement](#).
- Global climate neutrality is achievable, but it requires action from all of us - from national governments to corporations to individuals now. That's why [Climate Neutral Now](#) was launched.
- By taking the Climate Neutral Now pledge you are making public your commitment and efforts to strive for climate neutrality today, encouraging others to do the same.
- Any organization, event or even individual can take the Climate Neutral Now pledge. The type and extent of a pledger's climate action is reported – whether covering a portion of emissions, or all emissions, to help society achieve climate neutrality faster.
- Much of our personal or organizational GHG emissions can easily be estimated and regularly measured, and many companies already report these emissions using recognized standards.
- Offsetting plays an important role in achieving climate neutrality as many organizations, despite efforts to reduce on their own, have unavoidable GHG emissions – so they use offsets to compensate them and help society become climate neutral now.

**II. BENEFITS OF PARTICIPATING**

There are several demonstrated advantages when estimating, reducing and compensating emissions:

- Reduce costs through increased resource and energy efficiency, which also helps to improve competitive advantage.
- Demonstrate leadership.
- Improve brand recognition.
- Strengthen employee commitment and social responsibility position.
- Prepare for voluntary or compliance GHG emissions management programs.
- Identify risks and opportunities arising from GHG emissions and activities.
- Be recognized through a United Nations-led initiative and use its logo.

CHAPTER 2 - REQUIREMENTS FOR BECOMING A SIGNATORY OF THE  
CLIMATE NEUTRAL NOW PLEDGE

**I. MEASURE YOUR GHG EMISSIONS AND REPORT THEM**

1. Measure (estimate) the GHG emissions associated to the operations of the whole organization or a part thereof<sup>1</sup>.
2. Select **the greenhouse gases**<sup>2</sup> to be included in the pledge.
3. Define the period of time to which the pledge will apply<sup>3</sup>.
4. Report the GHG emissions estimation results<sup>4</sup>.

**II. REDUCE GHG EMISSIONS THROUGH OWN ACTION**

1. Define and report relevant practices, business policies, procedures, or activities implemented to reduce GHG emissions.
2. Determine if, even with the best efforts to reduce, there are remaining unavoidable GHG emissions in the scope<sup>5</sup> selected in step I, point 1 above.

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<sup>1</sup> The Climate Neutral Now Pledge could include the operations of an entire organization or an element/component or a line business only, for example. It can also include a one-off event or activity.

<sup>2</sup> The relevant greenhouse gases are: Carbon dioxide (CO<sub>2</sub>); Methane (CH<sub>4</sub>); Nitrous oxide (N<sub>2</sub>O); Hydrofluorocarbons (HFCs); Perfluorocarbons (PFCs); and Sulphur hexafluoride (SF<sub>6</sub>).

<sup>3</sup> Signatories can make a pledge for a specific or an open-ended period

<sup>4</sup> Preferred approaches for the estimation of GHG emissions are the standards recognized by CDP (<https://www.cdp.net/en-US/Respond/Pages/verification-standards.aspx>), the GHG Protocol Corporate Reporting and Accounting Standard, GHG Protocol Product Life Cycle Accounting and Reporting Standard, ISO 14064-1, PAS 2050, Defra 'Guidance on how to measure and report your greenhouse gas emissions', Bilan Carbone. NOTE: the applicable standards vary depending on the scope of the pledge. Alternatively, another GHG estimation approach or one developed by the organization can also be used, but these estimation methods shall be shared with the UNFCCC secretariat.

The full report of the required information can be done through a template provided by the UNFCCC secretariat: the Climate Neutral Now Pledge Appendix.

<sup>5</sup> The scope refers to the elements/components of the organization that have been included in the pledge, and the selected greenhouse gases, according to step I, point 1.



### III. OFFSET ALL OR PART OF THE REMAINING UNAVOIDABLE EMISSIONS, INCLUDING CERS

1. Compensate the remaining unavoidable GHG emissions as determined in step II, point 2, if any.
2. It is recommended that at least 20% of the offsets used to compensate be Certified Emission Reductions (CERs).
3. Report the amount of GHG emissions offset with CERs and provide proof of cancellation/retirement of those CERs.

### CHAPTER 3 - WHAT DO I RECEIVE AS A SIGNATORY?

1. Recognition of the commitment on the Climate Neutral Now website.  
The logo of the organization will be added to the Climate Neutral Now webpages in the UNFCCC website in the participants section.
2. Use of Climate Neutral Now logo and its promotional assets  
A package of Climate Neutral Now promotional material including high quality logos will be provided for use in communication and advocacy.
3. Visibility on the NAZCA (Non-State Actor Zone for Climate Action) portal.  
NAZCA showcases commitments to action by companies, cities, subnational regions and investors to address climate change. It provides additional visibility and recognition for the organization.
4. Possibility to be invited to showcase achievements at climate events and high-level climate policy fora.
5. Possibility to be invited to take part in joint communication campaigns with the UNFCCC secretariat and other partners.



CHAPTER 4 - ADDITIONAL INFORMATION

1. Signatories will report every year on their estimated GHG emissions, reduction activities and offsetting. Reports can be those already publicly provided through a recognized platform<sup>6</sup> or the Climate Neutral Now reporting template (the Pledge Appendix) can be used. These reports shall be non-confidential and could be made available to the public.
2. There is no participation fee.
3. A signatory can stop participating at any point in time.
4. Organizations that are not ready to complete the three steps (measure, reduce, offset) immediately may make the pledge and join Climate Neutral Now, in the understanding that the three steps should be completed in a reasonable time frame, usually one calendar year from the moment when the pledge is submitted.

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<sup>6</sup> Preferred approaches for reporting include reporting through CDP, UN Global Compact, Carbonn Climate Registry, Covenant of Majors for Climate and Energy. Other reporting platforms may be acceptable, or the Climate Neutral Now reporting template may be used.