

CLIPOP Criteria for products/services

2021 v.1

CLIPOP defines a Climate Positive product as one for which carbon neutrality is achieved in accordance with the definition in ISO 14021:2017 or PAS 2060, with additional offsetting of at least 10% of the full carbon footprint.

Purpose:

CLIPOP is a platform for registering Climate Positive products. For a product or service to be registered on CLIPOP the relevant company shall demonstrate that the criteria below are fulfilled.

Process:

The first step of the registration process is for companies to complete an assessment checklist and submit it to CLIPOP. The checklist can be obtained by contacting info@clipop.org. Products will initially be accepted onto the CLIPOP platform for a period of one year. If significant changes are made to a product's carbon footprint or to the volume of offsetting, then the company shall inform CLIPOP. All claims will need to be resubmitted after the first year.

For products and services that are approved for inclusion on the CLIPOP platform, the company/organisation logo and a description of the company will be added to the CLIPOP webpage.

Data storage:

The information provided will be stored on behalf of clipop.org at ZeroMission AB in Sweden and will not be shared with anyone outside ZeroMission. At any time you can contact clipop.org via [email: info@clipop.org](mailto:info@clipop.org) to retrieve your data or get it deleted.

For further questions or clarifications please contact info@clipop.org

Criteria for products 2021

Criteria A: All emissions, from the product's full lifecycle, shall be included in the calculation of the product carbon footprint. This is in accordance with definitions of carbon neutrality in ISO 14021:2017 and PAS 2060 (2014).

Criteria B: Carbon footprints shall be calculated in accordance with an internationally recognised standard that is acceptable for calculations for carbon neutrality (as defined in ISO 14021:2017 and PAS 2060 (2014)).

Criteria C: The organisation with the Climate Positive product/s shall set long-term goals (eg to 2050) for emissions reductions in line with the Paris Agreement eg following Science-Based Targets guidelines or the Carbon Law.

Criteria D: At least 110% of the product's total footprint shall be offset ie carbon offsets equivalent to the product's total footprint plus at least 10% shall be purchased annually. Carbon offsets shall be generated by activities outside the boundaries of the product system that reduce or prevent emissions, or remove greenhouse gases.

Criteria E: All carbon offsets shall be purchased from projects that are third-party certified and the offsets shall be third-party verified and retired in an international register.

Criteria F: The carbon footprint calculations, methods and standards used, the organisation's goals for emissions reductions and detailed information about the offsetting shall be made publicly available (eg via the organisation's website).

Criteria G: All communication about climate positivity shall be correct, transparent and specific ie communications shall not give the impression that the company has gone further than it has (eg in the number of products that are Climate Positive).

In addition:

- Companies that register products and services on the CLIPOP platform undertake not to lobby against climate-friendly policies or to lobby for the continued use of fossil fuels.
- Companies shall also assess whether becoming climate positive may potentially contribute negatively towards any of the Sustainable Development Goals.