

Amazon's Climate Pledge Friendly with ClimatePartner certified

The ClimatePartner certified label affirms an effective and transparent climate action strategy that qualifies your products for Amazon's Climate Pledge Friendly program. Currently, several thousands of products labeled by ClimatePartner are available on Amazon marketplaces.



There are several benefits of joining the Climate Pledge Friendly program:

62%

of consumers are actively seeking out more sustainable brands.¹

Help your customers discover and shop for more sustainable products. You will benefit from the positive impact that the Climate Pledge Friendly badge has on 350,000+ products to date.

10%

increase in product page views.²

Climate Pledge Friendly products can drive consumer switching behavior, while being purchased at a higher average selling price.³ 49% of consumers are willing to pay more for environmentally friendly options.⁴

Benefit from 18 product discovery and B2B features and dedicated Amazon Shopping and Educational storefronts.

The Climate Pledge Friendly program and its badge encourage millions of customers to switch from conventional to more sustainable products thanks to cross-Amazon visibility, with sitewide events, featured placements, recommendations, search filters, Climate Pledge Friendly buying policy for business accounts, and more to come.

Expand your selection of sustainable products on Amazon with ClimatePartner now:

- ✔ Product carbon footprint
- ✔ Guidance on reduction targets and implementation
- ✔ Access to 100+ climate projects to finance climate action
- ✔ Product label and climate-ID page for transparent communication
- ✔ ClimatePartner submits your ASINs to Amazon for eligibility
- ✔ Approx. 8–12 weeks implementation time from order confirmation

Apply now:

www.climatepartner.com/en/amazon

Contact us:

amazon-cp@climatepartner.com

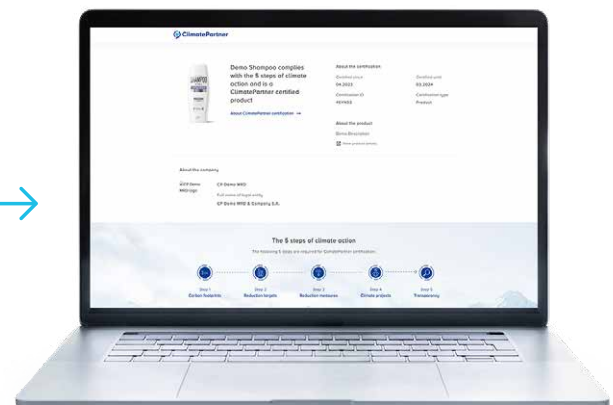
The climate-ID page provides transparency for consumers:



ClimatePartner certified product
climate-id.com/000000



[Click for more information](#)



¹ Amazon Ads, 2022. ² Average lift after program inclusion. Not a guarantee of future page views, results may vary based on factors such as in-stock, pricing, and category. ³ Average selling price differentials vary by product category, region, and type of sustainability certification. ⁴ Mintel, US.