



Go  
Climate  
Positive

Show you mean business  
on the climate emergency



Do you want to make your business eco-friendly but are unsure of what will make a real difference?

Do you want to tell your customers what you're doing to go green but are worried about "greenwashing"?

Are you looking for advice and support to help keep you moving in the right direction?

Visit [go-positive.co.uk](https://www.go-positive.co.uk) to learn more and sign-up

- ✓ Calculate and offset your carbon footprint
- ✓ Keep your plans to reduce your footprint on track
- ✓ Inform your customers honestly about your efforts
- ✓ Pay it forward to "Go Climate Positive"



### Why Carbon Footprint?

- ✓ Knowing your Carbon Footprint gives you an objective basis for decision making.



Carbon Footprint = Total Emissions

### Level 1

**Carbon Footprint**  
Calculate your full carbon footprint across up to 23 categories of activity.



### Why Go Positive?

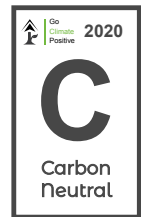
- ✓ Your Carbon Handprint is the greenhouse gas emissions you're saving through your efforts.



Carbon Handprint = Total Savings

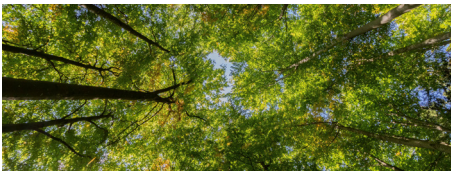
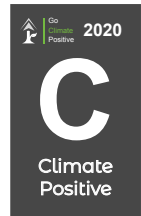
### Level 2

**Carbon Neutral**  
When your Handprint equals your Footprint, you've gone Carbon Neutral.



### Level 3

**Climate Positive**  
If your Handprint is greater than your Footprint, that's when you've gone Climate Positive.



### Will it help my business?

In recent surveys, 73% of consumers said they actively chose brands that are doing environmental or social good and 77% of businesses said that a supplier's environmental record is an important part of their buying decision.

### Membership

Each year we calculate your carbon footprint for the previous year, send you a badge and create your certification page. Your fee includes membership of a Peer Support Group, monthly Video Conference, Mentor Support and access to Training and Events. Your commitment could start from as little as £79 per month, see our website for details of our simple and transparent fees.