



“Email a Company” Template

This has all three advocacy ideas blended into one since the third builds on the first two – climate footprints, abatement standards, and Geo Zero products.

Hello [Name/Team],

I’m reaching out as a customer who appreciates your commitment to sustainability and innovation, and I wanted to share three practical ideas that could help your company lead in the transition to a net-zero economy.

1. Climate Footprint Labels

Clear climate footprint labels help customers make informed choices and help companies demonstrate progress. Footprints can help avoid more than **3 gigatonnes of emissions each year** by guiding better decisions across supply chains and households. They also build trust and transparency - qualities customers value.

2. Opening All Climate-Science-Aligned Abatement Pathways

Footprints work best when producers have access to all safe, science-aligned pathways to reduce and remove emissions. Supporting recognition of both “do our best” emission-reduction pathways and “remove the rest” permanent carbon removal pathways helps ensure fairness, reduce long-term costs, and accelerate innovation. This is a no-cost action that simply ensures all climate-aligned options are available.

3. Preparing to Offer Certified Geo Zero Products

With footprints measured and pathways recognized, companies can begin preparing to offer Geo Zero products — items where the climate footprint has been measured, reduced, and the remaining ‘residual’ emissions permanently removed. For most products, this adds only a small incremental cost while giving customers confidence that nothing is being left behind. Clear standards and verification processes ensure permanent removals are measured consistently, verified independently, and retired only once.

Together, these steps create a simple, credible approach: **measure emissions → reduce what we can → permanently remove the rest**. It’s the same kind of practical, standards-based transition we’ve made before - from phasing out CFCs to heal the ozone layer - to adding catalytic converters to clear the smog. Small upgrades, big benefits, and within a few years it simply becomes the new normal.

I hope your team will consider supporting these ideas and exploring how they could fit into your sustainability strategy. Your leadership could make a meaningful difference, and I look forward to purchasing Geo Zero products from your company.

Thank you for your time and for everything you’re already doing.

Sincerely,

[Your Name]