

Email a Company Template

Here's some starter text you're welcome to use as-is or personalize in your own voice.

Subject: I want to buy products that don't leave pollution behind - and I hope your company will lead the way

Hello [Name],

I'm writing as a customer who cares deeply about the impact of the products I buy - and who wants to support companies that are genuinely committed to a sustainable future.

Every product has a **climate footprint**. Even when producers work hard to reduce emissions (and I hope they do, because reducing emissions is almost always the cheapest option), there are always some **residual emissions** left over. Today, those emissions stay in the atmosphere and become pollution that future generations will have to deal with.

As a customer, I don't want to pass that burden on.

I want to be able to buy everyday products - coffee, clothing, electronics, building materials - and know with confidence that **I'm not leaving behind greenhouse gas pollution for my kids or anyone else's kids to clean up.**

And here's the hopeful part: **for most products, cleaning up those residual emissions would only add around 2% to the price.** This is consistent with both simple climate math and what climate economists like Jens Burchardt [have shown](#). For many items, the increase is even smaller.

That's why I'm reaching out.

To create truly net-zero products, companies need a clear, science-aligned way to:

1. Reduce emissions in their supply chain as much as possible
2. Measure the remaining emissions
3. Clean up those residual emissions using certified permanent carbon dioxide removal (CDR)
4. Apply a government-recognized label confirming the product is truly net zero – or [geological net zero](#) “Geo Zero”

This is the future I want as a customer: **products that fit into a sustainable world — where the climate impact has been fully addressed, not passed on to future generations.**

But for this to be possible, governments need to set standards for:

- which abatement pathways are eligible
- how permanent CDR is measured and verified
- how companies can certify and label Geo Zero products

Recognizing high-integrity standards now - and aligning with emerging public standards over time - would:

- allow companies to offer certified Geo Zero products
- reduce long-term compliance costs
- unlock stable demand for innovators

- create a level playing field across all pathways
- strengthen global competitiveness

And it would give customers like me something we've never had before: **the ability to choose products that don't leave pollution behind.**

I want to buy from companies that take responsibility for their full climate footprint — not just the easy parts — and I know many other customers feel the same way. Companies that lead on this will be the ones meeting a growing customer demand for products that fit into a sustainable world.

Thank you for taking the time to read this. I hope your company will help make it possible for customers like me to choose products that don't leave greenhouse gas pollution behind.

Warm regards,

[Your Name]