

YOU have the power



Anyone who thinks they are too small to make a difference has never been in bed with a mosquito.

To keep the world from getting "hot," your purchases count. But how do you know what companies are really "cool"? Climate Counts rates companies from 0 to 100 and ranks them against their main competitors. We score companies with 22 questions that determine if they've:

- **MEASURED** their climate footprint
- **REDUCED** their climate impact
- **PUBLICLY DISCLOSED** their climate protection efforts
- **SUPPORTED** (or blocked) progressive climate legislation

The Climate Counts Company Scorecard is a unique and powerful tool to help stop global warming.

Three ways to use this handy guide:

- **Use it when you shop.** Whether you're looking for a computer, laundry detergent, or even a six-pack of beer, your dollars send a strong message to companies that "climate counts" to you, your friends, and your family.
- **Use it when you invest or use it to inform other investors.** Invest in companies that rank highly and divest from those that don't.
- **Use it to send a message.** Visit www.climatecounts.org and send an email to companies to let them know what you think of their score. Ten seconds of your time can change the world.

When you shop, invest or send a message, you are letting companies know what matters to you. Companies pay attention.



Business has the power to change the world and YOU have the power to change business.

you can make a huge difference by supporting companies that take climate change seriously—and avoiding those that don't.

Cut out the score card and take it with you when you shop!

How **YOU** shop and invest **CHANGES** the world.



Holiday Shopping Guide



Show companies **YOU** think their climate actions really do count!

one
Let them know that climate change matters to you. Want them to do better? Tell them. Excited about their leadership? Let them know that, too.

two
Support high-ranked companies when you shop and invest.

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Climate Counts is a not-for-profit organization. We are a 501(c)(3) organization. We are a 501(c)(3) organization.



Climate Counts offers consumers an objective, balanced way to know if companies are taking active steps to reverse climate change. Companies are scored annually on their voluntary efforts: the higher the score, the higher the company's commitment to reversing climate change. And they can improve their scores as they move to do more.



Climate Counts is a New Hampshire-based not-for-profit organization launched by organic pioneer, Stonyfield Farm in collaboration with Clean Air-Cool Planet. Our board is comprised of environmental and business leaders.

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Key to Climate Counts Score

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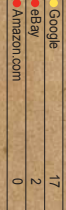
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