



## How does it work?

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### **Complete sign-up form and direct debit mandate.**

Clicking on "Join with an annual payment" or "Join with a monthly payment" will take you to the Membership Application Form. Once you have completed the form and setup a direct debit mandate you will be sent an invoice and a "Membership initiated" email. Once we have checked that the mandate is setup, we will collect the initial payment and activate your membership.

**Annual payment option:** The initial payment is 50% of the membership fee. The remaining 50% will be charged when you receive your report (or 12 weeks after you submit the sign-up form if that is sooner).

**Monthly payment option:** The initial charge is a single monthly payment.

**What is a "Bundle Administrator?"** If your membership activation email says you have been registered as a Bundle Administrator, this means that you can add additional members from your organization without any additional charge.

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### **Book a time for your kick-off meeting.**

At this point we will send you a "Membership Activated" email and one of our coaches will contact you to book a time for your kick-off meeting. We ask you to book a 90-minute slot but we may not need all of this time.

We do the kick-off meeting using a Zoom video call so you may need to allow time to install the free Zoom app if you don't already have it.

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### **Determine the emissions generating activities to include in your footprint calculation.**

We do this in the kick-off meeting by asking you lots of questions about what you do in your business. This will cover up to 22 categories of activity as we think it's important to get a complete understanding of your footprint.

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### **Collect the data.**

Following the kick-off meeting we will send you a data collection form requesting all of the data we need to complete the calculation. You can send this to us in instalments or all at one go, whichever works best for you.

[Click here to watch a video that shows you how to do your initial data collection.](#)

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### **Calculate your footprint and produce your report.**

Once we have your data it will typically take us up to 2 weeks to calculate your carbon footprint. We might need to ask you some clarification questions during this time. Then we send you a detailed report that tells you your carbon footprint and breaks it down by activity, helping you to prioritise reduction activities.

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### **Agree emissions reduction targets and offsetting strategy.**

We think it's important to first reduce the emissions we produce before offsetting them, so we ask you to set from 1-5 reduction targets for the upcoming year and a long-term target based on the latest climate science.

If you want to go Carbon Neutral then you can purchase accredited carbon credits yourself or choose to invest in our portfolio of offsetting projects, in which case we will purchase and retire an appropriate number of carbon credits and/or trees on your behalf. Your coach will explain our portfolio to you..



## How does it work?

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### **Create your certification badge and webpage.**

We think it's important to communicate both your footprint and the work you are doing to reduce or mitigate it openly and honestly. So, we create a customised web page for your business to make it easy to publish this information.

We also send you a certification badge which you can include in your email signatures and/or website.

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### **Publish your footprint and tell the world.**

We ask you to add your certification badge to your website and link it to your certification page. You can also add it to your email signature.

Then we encourage you to tell everyone about what you are doing to measure, reduce and offset your footprint in your PR, social media, newsletters and advertising. We would like every business to reduce their climate impact and you can play an important role in leading by example.

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### **Get advice and support.**

We know that greening your business can feel tough and lonely at times so our mentors are always available to answer questions and offer advice.

A problem shared is a problem halved so we also give you access to our:

- Members portal (including tips, advice and access to all member services)
- Members' Discussion Forum
- Monthly Video Conference
- Trusted Partners page (containing products and services to help lower your footprint)
- Training and Events

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### **Pay it forward to go Climate Positive.**

We don't believe in simply being "less bad", we want to be "more good". So, we reward you for taking positive steps to help other businesses and consumers to reduce their emissions too.

- Working with suppliers and customers to reduce their emissions,
- Reusing or recycling materials and products
- Developing and selling low-carbon products
- Introducing other businesses to Go Climate Positive

All these activities are positive contributions and can lead to "Climate Positive" status once the amount of carbon you are saving exceeds the amount you are emitting. Climate Positive status may not be achieved through the purchase of carbon credits.

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### **Do it again next year.**

In business, things are constantly changing, so it's really important to re-calculate and review your carbon footprint and reduction targets every year, just as you do with your financial performance.