



**CARBON
REDUCTION
INSTITUTE**

Carbon Reduction Institute Case Study

GO-TO

GO-TO

GO-TO CERTIFIED CARBON NEUTRAL!

Go-To is now carbon neutral, having been recently certified by the Carbon Reduction Institute as a NoCO2 business. As part of the certification process, Go-To undertook a full carbon audit of their operations. The results can be found in Figure 1 below. Go-To offset 100% of their emissions.

Go-To offsets their emissions by purchasing carbon credits from projects as diverse as wind and solar projects in China, energy efficiency projects in Uganda and forest preservation projects in Indonesia. The carbon credit projects have been verified against either the Voluntary Carbon Standard or Gold Standard, two of the world's leading third-party verification benchmarks, and correspond to real, permanent, verified and additional reductions in greenhouse gas emissions.

The wind and solar projects in China help reduce China's carbon footprint and achieve their emissions reduction targets, improve public health and create economic opportunities in renewable energy. The Uganda cookstoves project replaces traditional cook stoves with fuel-efficient stoves in households and restaurants, thereby reducing greenhouse gas emissions, pressure on local forests and assists in reducing the incidence of chronic respiratory disease, improving livelihoods in poor communities. The forest preservation project not only aims to reduce Indonesian emissions but also protect the endangered Borneo Orangutan and other endangered RED species.

Go-To is now carbon neutral, having been recently certified by the Carbon Reduction Institute as a NoCO2 business. Becoming carbon neutral has been part of a natural evolution for Go-To, having already developed a reputation as a skin care company that makes uncomplicated, effective, cruelty-free, natural skincare. Go-To is proud to be certified cruelty-free. In addition, some Go-To products are suitable for vegans. Go-To is acutely aware of the ethical, environmental and social implications of using palm oil from Southeast Asia and consciously avoid using palm oil in their skin care.

NOCO2 CERTIFICATION

The NoCO2 standard is the highest level of certification offered by the Carbon Reduction Institute. It means that a company has completely removed its climate change impacts. NoCO2 certified companies can display the NoCO2 and Carbon Neutral logos to market and communicate the climate change actions they have taken. Certification is metered through an audit by our engineers that determines operational emissions, the purchase of carbon offsets and a monitoring process that ensures that your company continues to leave a zero-carbon footprint.

CERTIFICATION #NC364



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