



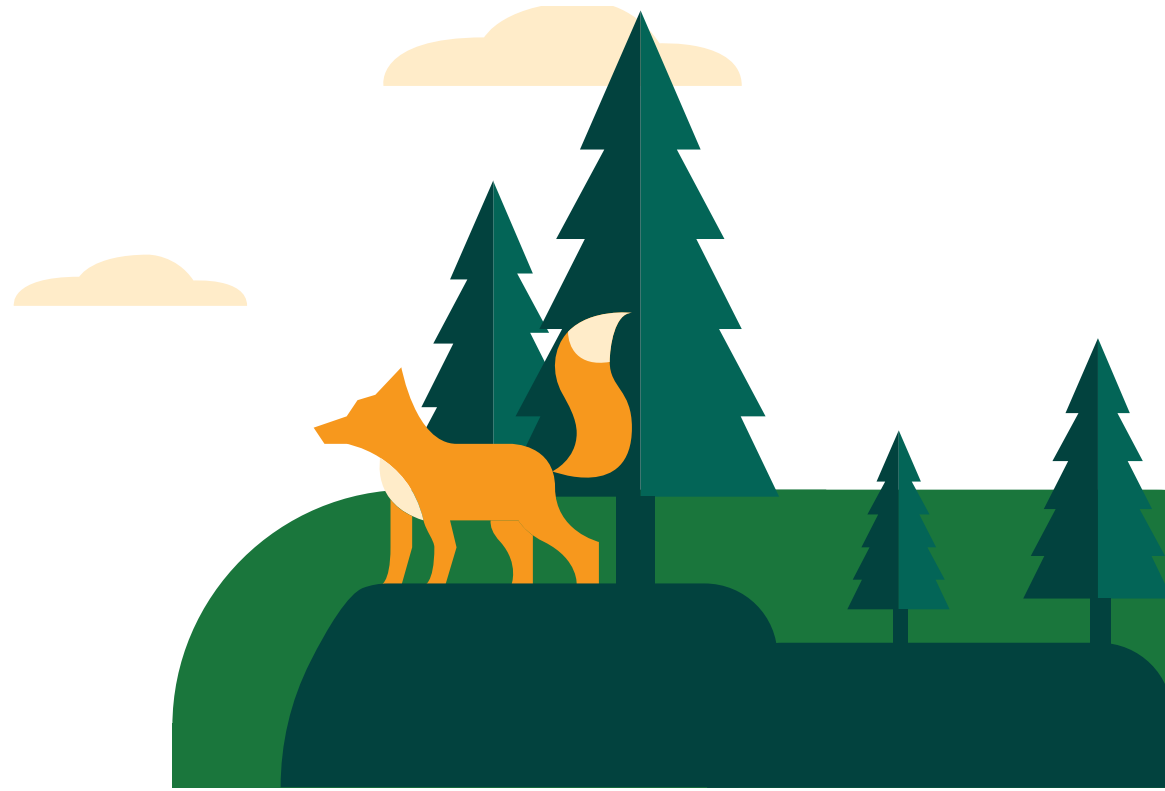
CLIMATE PLEDGE FRIENDLY



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Customers Care About Sustainability



75%

Of consumers surveyed consider the use of sustainable materials to be an important purchasing factor (McKinsey, EU)

62%

Of consumers are actively seeking out brands that are sustainable in their business practices (Amazon Ads, 2022)

53%

Of Millennials say they are willing to forgo a brand in order to buy products that are environmentally friendly (Nielsen, Global)

49%

Of survey respondents are willing to pay more for environmentally friendly options (Mintel, US)

26%

Of consumers surveyed stated that they have started, or stopped, purchasing a product due to environmental impact (Shelton Group, US)



Climate Pledge Friendly (CPF) | Overview



★★ *Program Inclusion Drives Average 10% increase* in Product Page Views* ★★

- Available in US, UK, DE, FR, ES, IT
- 50+ trusted third-party sustainability certifications



- 550,000+ Products
- 30,000+ Brands
- 22 Product Discovery Features
- Dedicated on Amazon Educational and Shopping storefronts
- Innovative Amazon-led certifications, Compact by Design and Pre-owned Certified

CPF Program Impact | Two Years In



22 discovery features, advertising & marketing activations, and B2B features driving millions of customers to more-sustainable products



CPF is driving customer switching behavior - millions of customers switching to more sustainable products within a given product type YTD 2022



CPF has the highest account adoption among the socially responsible purchasing policies for Amazon Business, with thousands of active B2B customers.



How Do Products Qualify?



Qualification | Amazon-led, Zero Fee Certifications



To recognize smaller & lighter and pre-owned goods we created two certifications:

Compact by Design

Identifies products that have a more efficient design. With the removal of excess air and water, products become more efficient to ship. At scale, these small differences in product size and weight lead to significant carbon emission reductions.



Pre-owned Certified

Identifies products that have been inspected, cleaned and (if applicable) repaired to excellent functional standards. By purchasing Pre-owned Certified rather than new, customers can extend the life of the product, reduce electronic waste, and reduce the extraction of raw materials. These products are backed by the Amazon Renewed Guarantee.



Qualification | External Certifications



Partnering with a range of governmental agencies, non-profits, and independent laboratories



To learn more about qualifying for individual certifications, reach out to your account manager or view our Seller University training in Seller or Vendor Central.

[A full list of certifications is available here.](#)



How Do Customers Find CPF Products?



Customer Experience | Overview



We encourage customers to switch from conventional to more-sustainable products

- Badging throughout the shopping experience
- Incorporated in Cross-Amazon recommendation placements
- Dedicated educational and shopping storefronts
- Cross-Amazon category ingresses to Climate Pledge Friendly storefronts
- Strategic Event & Homepage placements
- Off-Amazon traffic divers
- Sustainability-Inclined Customer Advertising opportunities
- The B2B Preferred Buying Policy



Roll over image to zoom in



Echo (4th Gen) | Spherical design with rich sound, smart home hub, and Alexa | Charcoal

Brand: Amazon



115,085 ratings | 1000+ answered questions

Amazon's Choice

for "echo 4th generation"

Climate Pledge Friendly

List Price: \$99.99 Details

With Deal: \$79.99 ✓prime Same-Day & FREE Returns

You Save: \$20.00 (20%)

Save 25% with Trade-In

Get 30% eligible products sold and shipped by Amazon.com up to \$15 when you pay with Discover rewards. Activation required. Limited time offer. See terms.



Customer Experience | Full Coverage



Customer Experience | Badge & Recommendations



Detail Page

Echo Dot (4th Gen) | Smart speaker with Alexa | Glacier White

★★★★★ [449,268](#)

Limited time deal

\$34.99 ~~\$49.99~~

Or \$7.00/month for 5 months (no fees or interest)

50% off gift wrap service: code GIFTWRAP50

prime Today 5 PM - 10 PM

FREE delivery today

Climate Pledge Friendly

More Buying Choices

\$30.79 [\(3 used & new offers\)](#)

FREE delivery today

Climate Pledge Friendly

Climate Pledge Friendly uses sustainability certifications to highlight products that support our commitment to help preserve the natural world. Time is fleeting. [Learn more](#)

PRODUCT CERTIFICATION (1)

Reducing CO2

Price: \$6.94 (\$0.51 / Fl Oz) [Prime](#) [One-Day & FREE Returns](#)

Discount Provided by Amazon. [Details](#)

Get \$100 off instantly. Pay \$0.00 upon approval for the Amazon Prime Rewards Visa Card.

Scent Breakage Remedy

Brand Dove

Item Weight 0.96 Pounds

Material Type Sulfate Free

Free

Product Benefits Strengthening, Nourishing, Gentle

About this item

- Dove Hair Therapy Breakage Remedy Shampoo for stronger hair
- Anti-breakage hair shampoo strengthens for healthy-looking strands
- Breakage Remedy Shampoo formulated with Nutrient-Lock serum
- Dove Hair Therapy shampoo for damaged hair targets hair at a cellular level
- Shampoo for hair breakage formulated with potent moisturizers

[Report incorrect product information.](#)

Consider a similar item

Garnier Fructis Pure Clean Shampoo, Paraben-Free Silicone-Free with Aloe Extract and Vitamin E, 12.5 Fl Oz Bottle

12.5 Fl Oz (Pack of 1)

★★★★★ (13405)

\$2.82 (\$0.23/Fl Oz) [prime](#)

Climate Pledge Friendly

Climate Pledge Friendly

Climate Pledge Friendly uses sustainability certifications to highlight products that support our commitment to help preserve the natural world. Time is fleeting. [Learn more](#)

PRODUCT CERTIFICATION (1)

Reducing CO2 products reduce their carbon footprint year after year. Certified by the Carbon Trust.



Customer Experience | Badge & Recommendations



Search

Search results for "shampoo" on Amazon.com. The page features a navigation bar with categories like Beauty & Personal Care, Pet Supplies, Groceries, Customer Service, Today's Deals, Health & Household, Pharmacy, and Home Improvement. A "CLIMATE PLEDGE FRIENDLY" banner is present, stating "Shop products with sustainability certifications, as part of our commitment to help preserve the natural world. Time is fleeting. [Learn more](#)".

On the left, there are filter sections: "Delivery Day" (Get It Today, Get It by Tomorrow), "Amazon Local Stores" (All the Best Pets, Amazon Fresh, Bartell Drugs, Whole Foods Market), and "Department" (Liquid Laundry Detergent, Laundry Detergent Pacs & Tablets, Powder Laundry Detergent). The "Climate Pledge Friendly" filter is highlighted with a green box.

The main product grid shows four items, each with a "Climate Pledge Friendly" badge highlighted in green:

- L'Oréal Paris EverPure Sulfate Free Brass Toning Purple Shampoo for...**: \$6.72 (\$0.99/Fl Oz), Extra 20% off when you subscribe, Prime FREE One-Day.
- L'Oréal Paris Elvive Total Repair 5 Repairing Shampoo for Damaged...**: \$6.58 (\$0.24/Fl Oz), Extra 20% off when you subscribe, Prime Today 2 PM - 6 PM.
- Carol's Daughter Goddess Strength Fortifying Sulfate Free Shampoo wit...**: \$10.44 (\$0.95/Fl Oz) \$10.99, Extra 20% off when you subscribe, Prime FREE One-Day.
- Everyone 3-in-1 Soap, Body Wash, Bubble Bath, Shampoo, 32 Ounce...**: \$18.27 (\$0.29/Fl Oz) \$24.99, Prime Today 2 PM - 6 PM.

Cart

Shopping Cart: Deselect all items. Price.

Mrs. Meyer's Liquid Dish Soap, Biodegradable Formula, Lavender, 16 fl. oz - Pack of 3 **\$11.64**
 In Stock
 Eligible for FREE Shipping & FREE Returns
 Climate Pledge Friendly

Climate Pledge Friendly uses sustainability certifications to highlight products that support our commitment to help preserve the natural world. Time is fleeting. [Learn more](#)

PRODUCT CERTIFICATION (1)
 ECOLOGO certified products meet standards that can reduce the environmental impact of one or more stages of the product lifecycle.

Subtotal (1 item): **\$11.64**



Customer Experience | Amazon Business



Discover Climate Pledge Friendly products on Amazon Business

Create a free account ▶
Already have an account? [Sign in now](#) ▶

Shop by category

- Electronics
- Office Supplies
- Janitorial & Sanitation
- Our Brands
- Amazon Second Chance
- Trade-In

Learn more about Climate Pledge Friendly

Product Qualification
We partnered with trusted third-party certifications and created our own certification, Compact by Design, to highlight products that meet sustainability standards.

"We are committed to partnering with vendors who have strong environment, social and governance programs and a shared focus on supplier diversity."

- Julia Braun, Senior Director of Strategic Vendor Operations

Shop by certification

- EPEAT products are assessed against criteria including energy use and have a reduced sustainability impact across their lifecycle.

Shop now ▶
- The Forest Stewardship Council certified products support responsible forestry, helping keep forests healthy for future generations.

Shop now ▶
- ENERGY STAR Most Efficient recognizes the best of ENERGY STAR certified products with highest efficiency and maximum carbon reductions.

Shop now ▶
- ECOLOGO cert meet standards the environme one or more product

Shop now ▶

The Climate Pledge Friendly Buying Policy can be used by business account administrators to enable Climate Pledge Friendly products to be preferred over other products.

"We're continually looking at ways to include more sustainable practices in our everyday work. With Amazon Business, we will be able to point internal buyers to products that are Climate Pledge Friendly."

Julia Braun | Smartsheet
Senior Director of Strategic Vendor Operations



Customer Experience | Homepage



Featured Placements
→

The screenshot shows the Amazon homepage with a dark navigation bar at the top. The main banner is a vibrant green and orange illustration for Earth Day, with the text "Every day is Earth Day". Below the banner are several promotional tiles:

- Pick up where you left off:** Displays items like a water filter, paper products, and plants.
- Keep shopping for:** Shows Unpaste toothpaste and Dr. NOAH toothpaste.
- Buy Again:** Features everyday essentials like Orajel and HP ink.
- Continue watching:** Promotes the Amazon Original Documentary "Lucy and Desi".
- Deal of the Day:** Offers Anker Chargers and Accessories for \$13.99 (down from \$104.99).
- Every day is Earth Day:** Promotes sustainable products like Seventh Generation laundry detergent.
- AMAZON ORIGINAL:** Promotes the new movie "Catherine Called Birdy".

Homepage Menu

The diagram shows the navigation menu with the following items:

- All
- Buy Again
- Shopper Toolkit
- Health

A green arrow points from the "All" menu item to a box containing the following items:

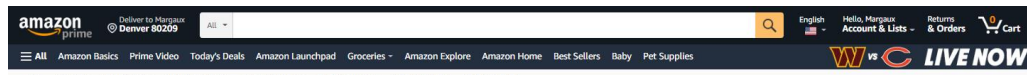
- Small & Medium Businesses
- Climate Pledge Friendly
- Amazon Second Chance
- Amazon Explore

Sitewide Events
←



Customer Experience | Cross-Amazon

Shopping Storefront



Climate Pledge Friendly Gifts



SHOP CLIMATE PLEDGE FRIENDLY GIFTS

Apparel Beauty Grocery Electronics Health & Household Autumn picks Prime Deals Launchpad

Price All prices Deals Gift Wrap Available

<p>FreshJax Grilling Spice Gift Set, (Set of 5) ★★★★★ 12,240 \$24.99</p>	<p>Pukka Tea Advent Calendar 2022, Organic Herbal Tea, Perfect for Gifting, 24 Tea Bags... ★★★★★ 5,574 \$19.99</p>	<p>PURA D'OR Organic Castor Oil (4oz + 2 BONUS Pre-Filled Eyelash & Eyebrow Brushes) 100%... ★★★★★ 8,062 \$14.99 Extra 25% off when you subscribe</p>	<p>Plum Organics Baby Food Pouch Mighty Veggie Variety Pack 4 Ounce 18 Pack ... ★★★★★ 2,300 \$30.17</p>	<p>Orgain Organic Vegan Protein Powder, Pumpkin Spice - 21g of Plant Based Protein... ★★★★★ 54,957 \$19.98</p>
<p>Garden of Life Raw Organic Perfect Food Green Superfood Juiced Greens Powder... ★★★★★ 7,724 \$29.74 Extra 10% off when you subscribe</p>	<p>Handmade by AVOO - 8 Reusable Makeup Remover Pads 100% Organic Black Bamboo... ★★★★★ 16 \$18.99</p>	<p>Promser's Choice Natural Bamboo Charging Station Rack for Smartphones and Tablets ... ★★★★★ 2,557 \$44.99</p>	<p>Gifting options Shop Pre-owned Certified ></p>	

Educational Storefront



Climate Pledge Friendly helps you discover and shop for more-sustainable products.

We partnered with trusted third-party certifications and created our own certifications, [Compact by Design](#) and [Pre-owned Certified](#), to highlight products that meet sustainability standards and help preserve the natural world. We are committed to building a sustainable business for our customers and the planet.



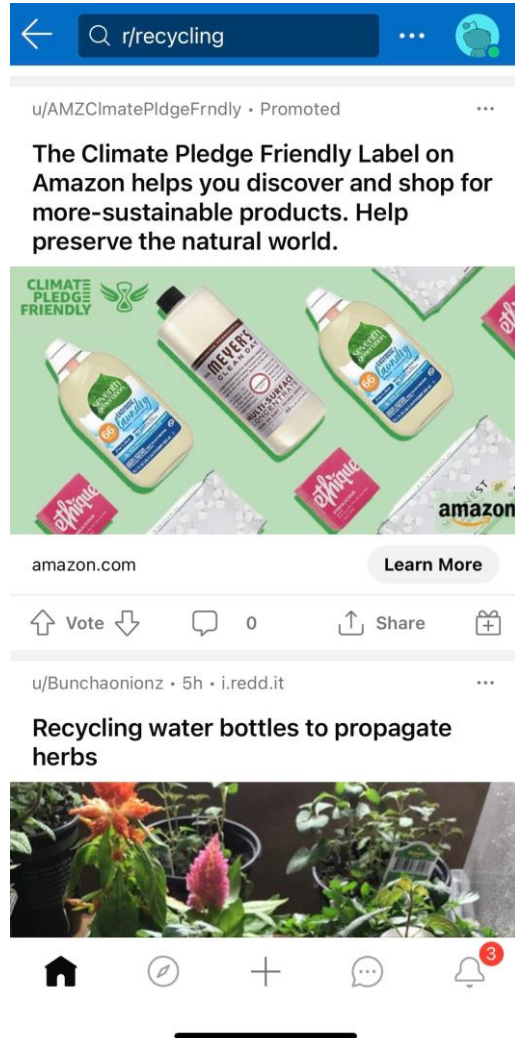
This is just the beginning.

Climate Pledge Friendly recognizes products with improvements in at least one aspect of sustainability. We will be adding more certifications and working with manufacturers to certify more products over time.



Customer Experience | Off Amazon

Meeting customers where they are to highlight CPF products



After Two Years... What's Next?



Past, Present, and Future



Continue helping customers discover more-sustainable products

2022

New Qualification Pathways

Resolve Defects

Enrich CX

Expand Marketing

2023

Enable Selling Partners

Increase Benefit
(e.g. Partner Marketing)

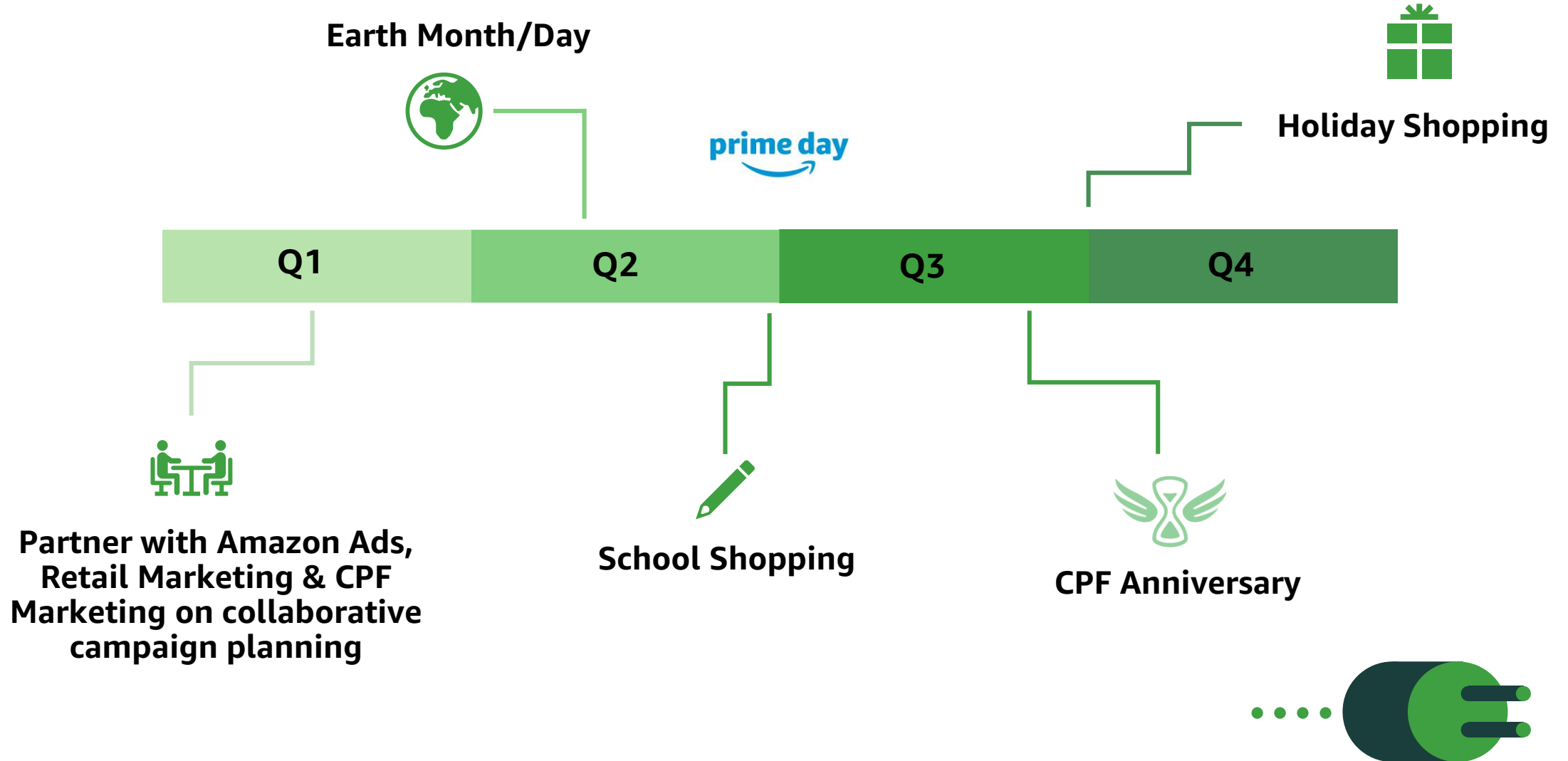
Lower Cost/Friction



Opportunities | Surprise and delight together



Collaborate with CPF at key times for our customers



Opportunities | Give Customers More Options



Expand the selection of more-sustainable products



Have a sustainable, but uncertified product?
We want to know!



Need to know more about certifications?
See our resources section at the end!



Did we miss something?
Submit your certified product!



Hey, thanks...



Resources | Scan or click below to learn more!



[All Climate Pledge
Friendly Program
Information](#)



[Product List Template](#)



[Certifications](#)



[Shop CPF Products](#)

