



Climate Counts

climatecounts.org
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Climate Counts is a collaborative effort to bring consumers and companies together in the fight against global climate change.

They score the world's largest companies on their climate impact to spur corporate climate responsibility and conscious consumption. Climate Count's goal is to motivate deeper awareness among consumers — that the issue of climate change demands their attention, and that they have the power to support companies that take climate change seriously and avoid those that don't.

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As the issue of climate change garners attention at all levels of society, companies find themselves in one of two groups: Visible or Invisible. The first include those who choose to face the issue head-on and show – visibly – their efforts to cut back on activities that are exacerbating climate change. The second include those who hope that while quietly doing nothing they will remain unnoticed by the hot spotlight of public scrutiny.

Wood Turner, executive director of Climate Counts, believes that it is *not ok* for companies to ignore their impact on society and the environment. He also believes that companies working hard to reduce their overall environmental impact should be rewarded. The key to forcing companies to pay greater attention to their impacts on the environment and society is the consumer.

With support from Stoneyfield Farms, Wood launched Climate Counts, a non-profit that



would achieve the desired collaboration between companies and consumers. Since the first version of the website was launched in 2007, now almost 150 companies are scored annually. That represents nearly 3000 of the best known brands on the planet.

3BL Media Case Study 2010

Telling stories of corporate social responsibility across the social web



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"We needed a company like 3BL to back us up. And if we wanted the current conversation to go public – while it's still current – the process for getting it out there has to be easy and accessible. 3BL allows for this."

-Wood Turner

The Consumer Voice

At the heart of Climate Counts is a comprehensive ranking system that is intuitive enough for the casual consumer to understand. The ranking system evaluates publicly available information regarding climate related activities of some of the largest and best known companies around the world. These companies are scored, ranked and then presented online in a manner in which consumers can easily make their own assessments and comparisons.

Equipped with an easy-to-use site with quality information, Wood knew the key to unleashing the power of Climate Counts was the consumer which made awareness a major priority. There are only a small percentage of people who will go to the trouble of making green purchasing decisions. Most people simply don't know anything about where they're shopping and what they're buying. If they haven't heard or can't visibly perceive something bad, they'll feel they're making the best decision they can.



