

## Business Spotlight:

# NEUTRAL



## How to start using Neutral:

1. Download their web extension available on Chrome, Firefox and Edge at <https://shopneutral.io/>
2. Users can browse through Amazon's thousands of products and clearly understand their carbon footprint, and offset their purchases with just a few clicks.

To learn more find them on Twitter, Facebook, Instagram or visit <https://shopneutral.io/>

## What makes them stand out?

- Neutral allows users to offset their emissions by donating to NGO's fighting the climate crisis, right from their online shopping cart.
- They educate! Their users can clearly understand the carbon footprint behind their purchases.
- They have planted over 800 trees and offset over 123,000kg of CO2.

## Why Neutral? And where did it all start?

"Within a span of a year, we've seen disastrous climate events plague our planet. Deeply alarmed by the lack of progress made to mitigate the climate crisis, our team was determined to take matters into our own hands. In February 2020, we attended Stanford University's TreeHacks hackathon, a weekend-long competition where students build technological solutions to address some of the world's most pressing problems. At TreeHacks, we built Neutral. After winning the grand prize, we were overwhelmed by incredible supporters and decided to drive Neutral and our mission forward."



Together we make a difference



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