

New Amazon program makes it easier to shop for sustainable, eco-friendly products

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Amazon launched a new program to help make it easier for customers to discover and shop for more sustainable products.

Amazon now has a page dedicated to products with a Climate Pledge Friendly label, according to a statement by the company, signifying they meet sustainability standards that help preserve the natural world.

Customers can browse through over 25,000 products with one or more sustainability certifications. Product categories include grocery, apparel, beauty, computers, electronics, among others.

As part of Amazon's Climate Pledge Friendly program, the retail giant is also launching Compact by Design, an externally-validated certification that identifies products without excess air and water and products that require less packaging and become more efficient to ship.

"Climate Pledge Friendly is a simple way for customers to discover more sustainable products that help preserve the [natural world](#)," said Jeff Bezos, Amazon founder and CEO, in a statement. "With 18 external certification programs and our own Compact by Design certification, we're incentivizing selling partners to create [sustainable products](#) that help protect the planet for future generations."

The initiative comes after Amazon announced it would aim to reach 100% renewable energy by 2025 and invest \$100 million in reforestation projects around the world.

Other climate-oriented initiatives by Amazon include the "Less Packaging, More Smiles" program, started to deliver Amazon orders in "more environmentally friendly" boxes.

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