heatprint

Decision Intelligence for Climate Capital

A primer for enterprises, asset managers, philanthropies, carbon markets and cities.

Heatprint™ (formerly Global Heat Reduction) is a climate analytics company that gives enterprises, investors and governments a clear view of how their emissions and climate spending affect warming in the near term, when the physical and transition risks of climate change are accelerating.

THE PROBLEM

CO_2e treats every tonne of greenhouse gas as interchangeable over a 100-year period (GWP100). That averaging masks, or omits entirely, the outsized impact of superpollutants like methane, HFCs, and black carbon, which warm the planet tens to thousands of times more than CO_2 between now and 2050. As a result, capital is misallocated, near-term risks are underestimated, and the fastest climate levers go unfunded.

THE SOLUTION: HEATPRINT

Where a carbon footprint tells you how much you emit, a Heatprint tells you how much those emissions warm the planet, and how much each mitigation step reduces that warming, year by year and over any time horizon. Used alongside the carbon footprint, it reveals what CO_2e alone misses: a methane cut that looks modest, or a black carbon cut that doesn't register at all, can be among the most powerful warming reductions available. Decision-makers can then price risk and direct capital to the actions that deliver the fastest warming reduction per climate dollar.

WHY NOW?

Companies invested $327B in climate projects in 2024, and the climate risks they face are near-term. Extreme heat is already disrupting operations, supply chains and workforce productivity, and those effects will grow over the next ten years. Cutting superpollutants such as methane, black carbon and HFCs is the fastest way to slow warming over that period. These pollutants are also where regulation is moving: methane rules and HFC phase-downs are raising their cost, and disclosure rules in California, the EU and ISSB-adopting countries are making emissions visible to investors, lenders and customers. Companies measuring these exposures only in CO_2e are using a 100-year metric for a problem we need to solve in the critical next two decades.

MARKET SIGNALS POINT TO HEATPRINT

- **Industry Action:** Beyond Alliance ($100M), Climate and Health Funders Coalition ($300M), Superpollutant Action Alliance ($60M)
- **Science:** 250 scientist signatories to the 2026 Angera Declaration, supporting assessment of gases "based on their temperature impacts over time." The IPCC's 2027 Methodology Report will, for the first time, provide inventory guidance for superpollutants, which Heatprint already measures. Recent reports from UNEP & CCAC (Hidden Assets) and Carbon Containment Lab (Superpollutant Roadmap for Corporate Action).
- **Regulations:** Mandatory climate-risk disclosure now spans 28+ jurisdictions and over half of global GDP (IFRS S2, CSRD, California SB 253/261) — all built on CO_2e, none yet pricing near-term warming.
- **Financial Sector:** $700B+ in PE assets currently screened for heat risk (Bloomberg, 2026) — within a climate risk-analytics industry projected to reach ~$7.7B by 2034 (Fortune Business Insights, 2026); Nearly all insurers say climate scenarios through 2030 are more actionable for underwriting than decades-out horizons, yet only 43% say their underwriting is meaningfully informed by physical risk scenarios today (MSCI, 2026).

THE SCIENCE BEHIND THE HEATPRINT

Heatprints are generated through the Total Climate Accounting Framework, a "CO_2e-PLUS" approach that captures the full range of climate drivers — long-lived GHGs, short-lived gases, black carbon and other aerosols — across every decision-relevant timeframe. The Framework is grounded in IPCC consensus science on radiative forcing (AR5 & AR6), the physical basis of all CO_2e metrics, and its equations were independently reviewed and endorsed by members of the UNEP-convened Climate and Clean Air Coalition's (CCAC) Scientific Advisory Panel. Its outputs can also feed climate emulators such as FaIR to project temperature.

WHO WE SERVE

ENTITY HEATPRINT

Enterprise

CSOs, CFOs, operations and infrastructure leads

Choose which emission cuts to fund first, comparing near-term warming impact alongside CO_2e. **Heatprint mitigation analysis** with an annual **Progress Score**.

Cities

City and county governments and climate committees

Choose which climate actions to fund first. **City Heatprint** and **Climate Action Plan Analysis** show which measures slow warming most, with optional health impacts.

PORTFOLIO HEATPRINT

Finance

Asset managers, private equity, venture capital

See which holdings add to near-term warming and which reduce it. **Portfolio Heatprint** and risk screening.

Philanthropy

Climate foundations and funder coalitions

Choose which grants slow warming fastest with **grant-portfolio and grantee assessments**.

Carbon Markets

Developers, registries, marketplaces, buyers, brokers

Sellers present and buyers compare credits by warming avoided.

Every segment can buy direct, or get Heatprint inside the carbon accounting, ESG and risk platforms they already use.

VALIDATION

- **Customers:** Napa Recycling & Waste Services, BriarPatch, Lotus Foods, The Farmlink Project, US Energy, Open Carbon Protocol
- **Winner, 2026 Keeling Curve Prize (Finalist, 2025)** – for "groundbreaking innovation" in climate finance.
- **Scientific Endorsement from Dr. Drew Shindell —** Leading US expert on superpollutants; Duke University faculty; Chair, CCAC Scientific Advisory Panel: "Heatprint's 'Total Climate Accounting' is the only approach I'm aware of that includes all of the different drivers of climate change and quantifies the impacts at multiple time periods."
- **Wide Press Coverage** – in business, consumer, and trade press including The Washington Post, Forbes, The Associated Press, South China Morning Post, Devex, Grist, and more.
- **Speaking Engagements** – at leading climate and industry events including COP30, UNGA, Trellis Impact, Expo West, Climate Weeks in NYC, SF, BOS.

PROOF POINTS *Climate ROI · Stronger corporate claims · Supply chain efficiency · Better pricing signal*

- **Waste Management**: 24% more heat avoided by 2050 from composting vs. fleet electrification for same 1,000 t CO_2e.
- **Retail**: Replacing R-448a refrigerant with R-744 delivers 41% more heat avoidance by 2050.
- **Food / Agriculture**: Saving 3 years of farm produce from waste = avoiding 3.62M homes annual electricity use.
- **Carbon Markets**: 1,000 t CO_2e of well-capping credits avoid 3.7x more heat over 10 years vs. CO_2-only credits .

TESTIMONIALS

- *"New method promises to upend accounting for short-lived pollutants."* ***— Trellis, 2025***
- *"Heatprint gave us a more compelling way to show the climate value of food rescue."* ***— Julia DeSantis, The Farmlink Project***
- *"Made me realize it may be better to tackle composting before fleet electrification."* ***— William Kelley, NRWS***
- *"Gives companies a clearer picture of where and how to act."* ***— Claire Loudis, Lotus Foods***
- *"Transforming how companies measure, act, and report on superpollutant emissions in their operations."* ***— Courtney Pineau, Climate Collaborative***

Ready to see how Heatprint works for you? Let's talk: info@heatprint.io

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heatprint
Slow the warming faster