

## DRAFT BRIEFING

# Designing Impactful Footprint Programs and Campaigns

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Many people want to know what they as individuals can do to fight climate change and tread lightly on the Earth. Footprint calculators are popular ways to figure out how our daily lives impact our planet. These calculators use ecological and carbon footprints metrics to measure our demand on nature.

**How do these calculators support people in taking action?**

**What is missing and what is needed to make them effective?**

This Briefing supports the design of impactful programs and campaigns: the 'next-edge' of footprint-related programming. We reviewed 82 current lifestyle footprint calculators, tools, websites, programs and campaigns from around the world (listed in the Appendix below). Based on this review, we identify trends and common features of lifestyle footprint calculators.

We then assess the effectiveness of a range of footprint-reducing programs and campaigns, with recommendations for taking these programs to the next level. Opportunities include increased scale, better sustainability communication and narratives, more inclusiveness and accessibility, and improved user experiences.

This is an initial draft Briefing for your review.

Additional examples and feedback are welcome!

Please send to [beacon4sl@oneearthweb.org](mailto:beacon4sl@oneearthweb.org) by 1 November 2020.

A final version will be released 30 November 2020 on [beacon4sl.com](http://beacon4sl.com)

## SUMMARY

### Recommendations for designing and adapting footprint programs and campaigns

Effective footprint programs enhance a user's broad understanding of sustainability, provide actionable sustainability information, and offer a pathway from small, individual actions to more substantive holistic lifestyle choices and to community engagement and policy advocacy.

We recommend taking the following into consideration:

#### Be stakeholder-focused; Tailor for diversity.

- **Meet your users where they are** recognizing that the factors influencing a user's sustainability and lifestyle footprint are constantly changing.
- **Understand sustainability** as one aspect of lifestyle decision-making that encompasses the fulfilment of diverse and changing needs and aspirations.
- **Focus on accessibility and inclusiveness** being aware of the cultural, social, and economic factors influencing a user's lifestyle footprint.

#### Connect individuals to a community; Support the sustainability journey

- **Build connection and community** that fosters genuine peer-to-peer interactions among users of footprint programs.
- **Prioritize dynamic calculations and follow up communication** to provide ongoing support and connection to users during their sustainability journey.

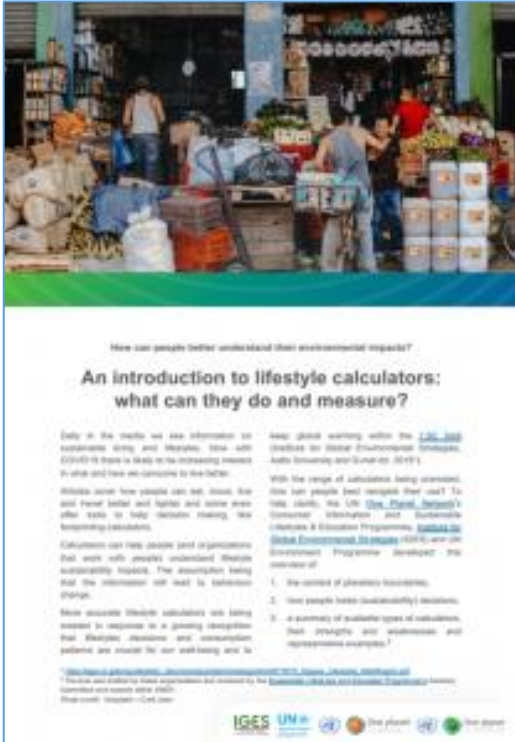
#### Clarify how actions lead to impact at scale; Link individual actions to systems change

- **Be honest about scale and impact** by clearly defining the problems that sustainable lifestyle programs and campaigns are trying to solve.
- **Be aware** that some footprint programs and campaigns are public relations efforts or are offering offsetting as the primary or only action rather than supporting deeper behaviour changes.
- **Promote individual behaviours as a pathway to systemic change** by connecting individual actions with related community and systems change.



## Our Approach: Review of lifestyle footprint calculators, programs, and campaigns

Lifestyle footprint programs can promote sustainable living by contributing to efforts that aim to keep consumption within planetary boundaries. A valuable resource is “An Introduction to lifestyle calculators: what can they do and measure?”<sup>1</sup>



Although most lifestyle footprint calculators do not cover all aspects of planetary boundaries, the metrics being used correlate enough to enable them to show how far humanity overshoots consumption as well as the associated levels of reductions needed.

We undertook this review of lifestyle footprint calculators, related programs and campaigns to identify any overarching trends that are observable among current offerings. We ask the question:

### What do potential users discover if they begin actively searching for lifestyle footprint calculators and related materials?

The scope of this review is intentionally broad, and a wide variety of footprint programs were analyzed - varying significantly in their mode and sophistication of calculation, communication, user experience and availability of associated sustainability actions.

As a result, the trends highlighted, and the recommendations provided by this paper do not universally apply to every program cited in this review. There are both sound examples and obvious exceptions to all conclusions drawn from our analysis - where possible these exceptions have been explicitly noted and examples provided.

Unless described otherwise, "footprint program" has been used throughout this document to broadly refer to footprint-reducing calculators, programs, tools, websites, and campaigns.

The spreadsheet of footprint programs reviewed can be accessed [here](#) and the analysis has been summarized in the table in the Appendix. This Briefing also draws on insights from the report “Fostering and Communicating Sustainable Lifestyles: Principles and Emerging Practices”.<sup>2</sup>

<sup>1</sup> <https://www.oneplanetnetwork.org/new-publication-how-can-people-better-understand-their-environmental-impacts-introduction-lifestyle>

<sup>2</sup> <https://www.oneplanetnetwork.org/resource/fostering-and-communicating-sustainable-lifestyles-principles-and-emerging-practices-full>



## Our Findings

### Popularity of carbon footprint offerings and of marketing carbon offsets

Despite recent growth in ecological and other lifestyle footprint methodologies, carbon footprint calculation remains the most popular method used in publicly available tools and programs. This is likely because a basic, individual carbon footprint is relatively easy to calculate and the general concept of a carbon footprint is broadly understood by the public, with climate change dominating environmental discussions for some time.

Many carbon footprint tools were created explicitly for the purpose of marketing carbon offsets. Private firms and other sellers of carbon offsets use these tools as a way to generate customer leads, directly tying the result of a completed footprint test to an offset product offering.

Examples: [TerraPass](#) and the [Carbonzero calculator](#).



Some non-profits and environmental organizations, such as [TreeCanada](#), use carbon offsets as a way to generate revenue, enabling users to offset their carbon emissions by donating to specific environmental projects or to the organization itself. As a result, a large number of freely available online carbon footprint programs exist that have similar aesthetics and methodologies to more detailed and purposeful sustainability programs and campaigns. However, for users of these truncated tools, their sustainability journey is at risk of ending with the purchase of offsets, at the expense of engaging more deeply with sustainable lifestyle changes and other actions.

### Different priorities: technical rigor versus inviting communication and design

For many of the footprint programs analyzed, the calculators that underpinned their offerings fell into two broad groups. The first group are calculators that are visually sophisticated, interactive and embedded in a broader narrative or integrated user experience – but are supported only by simplistic calculations and data capability. The second group offer more robust and technically complex calculators with the ability to provide a lot of detail and granular insights, but are not as user-friendly, aesthetically engaging or capable of providing a detailed explanation of sustainability and the impact of personal lifestyle choices. There is a clear opportunity for collaboration and knowledge sharing across these two groups.

A small number of calculators are both technically complex and visually engaging – and these are, unsurprisingly, the most effective. Examples include The Nature Conservancy's [carbon footprint calculator](#) and the [CoolClimate calculator](#) from the University of California at Berkeley.

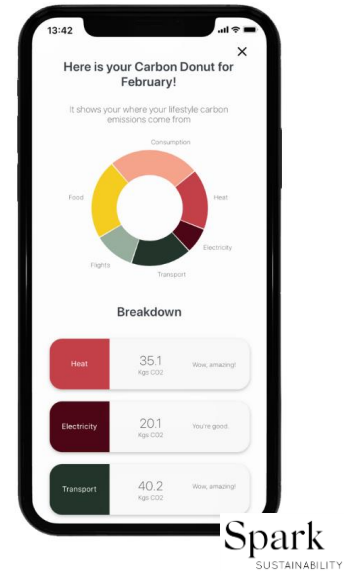


## Limited availability of dynamic calculators

Only a few programs offer a truly dynamic footprint calculation. In most instances, the calculation of a user's lifestyle footprint is conducted during their first interaction with the program. Depending on the complexity of the program, users may or may not be provided with activities to reduce their calculated footprint. However, only a small number of programs can then tell users what the impact of undertaking these activities are by recalculating their specific footprint.

For many credible calculators and programs, this one-time calculation limits their impact by making their interactions with users static and time-bound. It also reduces their ability to engage users on a meaningful sustainability journey over a longer period of time – i.e., through multiple life stages, social shifts or changes in consumer preference and motivation.

Examples of programs that offer dynamic recalculation based on user-reported follow-up actions are the [Donut mobile application](#) from Spark Sustainability, the [Lighter Footprint App](#) that helps users track progress and celebrate successes, and the calculator used in the [Cool It! Climate Challenge](#) managed by the BC Sustainable Energy Association.



## Single 'one-off' engagements and one-sided communication

From a communication and engagement perspective, most footprint programs analyzed provided a single, static engagement. They offer users some kind of suggested action to reduce their footprint, and the better programs may provide more tailored advice based on a user's geographic location or on aspects of their specific footprint profile. The [Green Action Plan](#) from The Neighbourhood Effect is a good example of highly tailored prompts for action, which include personalized lists of sustainability actions that scale in difficulty and impact as the user progresses.

However, very few tools provide the user with any engagement opportunities or feedback loops with the organization itself – whether that is the ability to ask follow-up questions; ongoing resources to support their lifestyle changes; check-ins or celebrations of success. This limits the ability of many footprint programs and the organizations that administer them to engage with users over the course of a prolonged sustainability journey.

**the neighbourhood effect**

### Get your green action plan

Take our 2-minute quiz to get your personalised dashboard of suggested green actions, tailored to suit your household. Actions cover waste, energy, transport, food and switching to environmentally-friendly products.

[Get started](#)

A study of user interaction with the Global Footprint Network's (GFN) [personal footprint calculator](#) reveals

how difficult it is to achieve genuine, long-term engagement with users and to motivate them to take action based on their footprint result (Collins et al. 2020).<sup>3</sup> Despite an attractive visual aesthetic, user-friendly experience and sophisticated calculations, a survey of 4,245 users of the popular calculator revealed that only 23% found that the calculator provides them with the necessary information to make actual changes in their life and to reduce their personal footprint.

The survey underscores the challenge in connecting footprint information and education with effective prompts to take tangible actions and make meaningful, enduring behavioural changes. These challenges are exacerbated if footprint programs have only a single interaction with users in which to make this connection. The Global Footprint Network is currently experimenting with other ways of engaging, including through their #MoveTheDate map, an extension of the footprint calculator in which people place the solutions that they love and are taking on a map.<sup>4</sup>

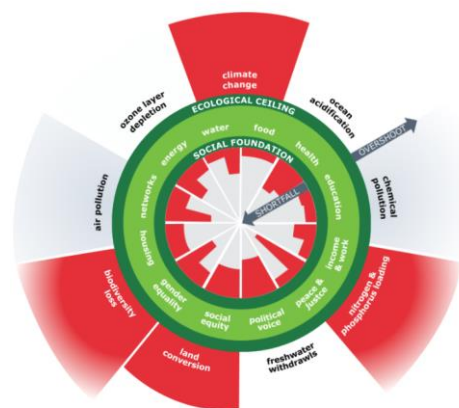
### Need to connect individual behaviours with systemic actions

The analyzed footprint programs typically offered minimal explanation or proactive interaction between actions at the individual and systemic levels. Very few of the calculators suggest actions they go beyond changes in the user's direct sphere of personal influence. For example, they do not provide actions in the user's community or city, or the capacity to engage in collective action for broader policy and market shifts. As a result, many programs do not sufficiently address (or fail to mention entirely) the scale of the issues that these programs are ultimately trying to solve. While many footprint programs talk about climate or ecological crises, they do so at a high level, and in non-quantified terms. More effective programs make this link explicit, thereby contextualizing the lifestyle changes of users within the broader sustainability challenge.

For example, the David Suzuki Foundation links a [fact sheet](#) on how to achieve personal carbon neutrality with a national renewable energy campaign calling on the Canadian government to support the expansion of renewable energy.

While not offering individual footprint calculations, Kate Raworth's book [Doughnut Economics](#) and associated website and education materials are a fantastic example of making clear concise connections between individual and household decision-making, and the broader economic and social systems that impact sustainability at large.

The Doughnut of social and planetary boundaries (2017)



<sup>3</sup> Collins et al. (2020) Living with a One Planet reality: the contribution of personal Footprint calculators. Environmental Research Letters, Vol. 15, No 2. <https://iopscience.iop.org/article/10.1088/1748-9326/ab5f96>

<sup>4</sup> <http://movethedate.overshootday.org>





# Our Recommendations for designing and adapting footprint programs and campaigns

## Be stakeholder-focused

### Tailor for diversity

#### Meet your users where they are

People's lives are constantly changing, and there are certain transition points in life where individuals have significant opportunities to reduce (or increase) their carbon or ecological footprints. Footprint programs should include resources and support for people at these transition points – for example, making a decision about the purchase of a new car or house, having a baby or going on a holiday. Programs that do not include specific information at these points are missing opportunities to more engage and support users at key moments and transitions in their lives and influence their footprint.

#### Focus on accessibility and inclusiveness

Footprint calculators typically presume a relatively homogenous economic and social background of the user – someone with the privilege to spend time thinking about the nuances of their lifestyle and the purchasing power to make effective and informed changes. Organizations creating footprint programs and campaigns should be mindful of the assumptions and biases built into calculations and resulting actions, how they may be implicitly excluding groups of users and ways they could be adapted to be more culturally, socially and economically appropriate.

#### Understand sustainability as one aspect of lifestyle decision-making

In general, people do not change their behaviours based on what they should do, on data and statistics, or on negative scenarios of the future. Most people act to fulfill needs and live aspirations within their living context, and make decisions based on price, accessibility, effectiveness and additional criteria like well-being or trending products. For some people sustainability may play a role in day-to-day decision making, but that remains a niche group.

Even people who want to live more sustainably overwhelmingly do not yet have access to affordable and desirable products and services. Effective footprint programs, campaigns and organizations promoting sustainable lifestyles and systems operate with a sound understanding of this dynamic. Programs must be holistic, and focused on promoting a healthy, fulfilling lifestyle – of which sustainability is one of many influencing aspects and motivations.

## Connect individuals to a community

### Support the sustainability journey

#### Build connection and community

Footprint programs should look for opportunities to actively cultivate community and create spaces for users to connect with. Users of footprint programs are often in the early stages of



their sustainability journey and may not have an existing support network of like-minded individuals. This could include providing options for people to join a Facebook group or Slack channel to share ideas and challenges they are facing, recommending sustainability community groups in their local area, or providing spaces for peer-to-peer interactions on the footprint platform itself. Individuals are more open to lifestyle changes if they are recommended by someone from their personal network, and are more likely to continue them over the long term if they feel shared accountability and connection to friends and a broader community.

### **Prioritize dynamic calculations and follow-up communication**

Footprint programs should be a dynamic tool to support individuals on their sustainability journey, as opposed to a single point-in-time interaction. Programs that include integrated communication follow-ups, such as automated emails with tips and reminders every few weeks, continue to engage users and can encourage them to take more significant steps as they progress on their journey and enable long-term enduring sustainable behaviour practices. This should also include opportunities to recalculate their footprint to reflect lifestyle changes.

## Clarify how actions lead to impact at scale Link individual actions to systems change

### **Be honest about scale and impact**

Footprint calculators should provide background and context on the scale of the ecological and climate crises they are working to solve. Providing actions without being clear on the scale of the impact relative to the overarching issue risks disengaging and disempowering users. One person air drying their clothes instead of using a dryer isn't going to shift the dial on the climate and ecological crisis – but the scaled, collective actions of many users can have a tangible impact. This dynamic should be explicitly communicated to users. Drawing attention to the potential for collective change is more likely to cultivate continued engagement. Without it, programs risk disengaging users as they realize that individual behaviour changes in isolation don't match the scale of the problems they care about.

Where possible, programs should contextualize the user's lifestyle changes within the broader impact of the program (e.g., “collectively users have reduced X tonnes of carbon per year!”) and emphasize the need for scale of changes (e.g., “if X per cent of Canadians switched from gas to electric hot water like you have, we would reduce our emissions by Y per cent”). We also need more transparency about the data that is behind these programs. The footprint calculators vary widely including whether they are drawing on local material and energy data or estimates based on national level data. Clarifying these differences is important as we link actions to impact.

### **Be aware of unhelpful frames and competing narratives**

Organizations should be aware that some footprint programs and campaigns are public relations efforts or are offering offsetting as the primary or only action rather than supporting deeper behaviour changes. For example, carbon footprint calculators are used by companies to explicitly sell carbon offsets, by large corporations as part of public relations or marketing campaigns, and





by not-for-profits and other environmental organizations as a fundraising tool (i.e., calculate your footprint and offset it with a monthly donation).

Further, members of the fossil fuel industry have at times designed and used personal footprint tools as part of campaigns to circumvent accountability for carbon pollution and to direct the responsibility for environmental and climate action exclusively on their end consumers. For example, BP has developed a [personal carbon footprint calculator](#) and associated education materials and promotes this heavily through its social media channels.

It is important to be cognisant of these trends to ensure that footprint calculations and recommended actions are delivered in a way that empowers users to continue exploring and taking action on sustainable lifestyle choices – not to end their journey with the simple purchase of an offset.

### **Promote individual behaviours as a pathway to systemic change**

Footprint programs should actively move users from small-scale, individual consumer behaviour changes to more holistic lifestyle changes and collective actions. Achieving large-scale reductions in a carbon or ecological footprint is a long-term journey that is likely to require multiple major lifestyle interventions for most users. As a result, programs should support users by providing a roadmap from micro-changes (e.g., meat-free Mondays) to focusing on life and living holistically (e.g., growing your own food).

Additionally, providing an escalating pathway of activities can connect users who are interested in engaging in more systemic interventions to actions that create broader change within their community. For example, if a program recommends reducing an individual's mobility footprint by buying a lower-emissions vehicle or catching transit instead of driving, it should link to community actions to advocate for better electric vehicle infrastructure and state and national policy reforms such as increased public funding of mass transit.



## Next steps for organizations designing and delivering footprint programs and campaigns

- **Consider** the findings and recommendations provided in this briefing and reflect on their relevance to designing or adapting your own program or campaign.
- **Experiment** with new tools, communication styles, and channels to promote action. Footprint programs are rapidly evolving and so too is the appetite of new users for innovative and creative offerings.
- **Be bold** in the face of big challenges. That means being honest with your users about the magnitude of the problems you are trying to solve and equipping them with the knowledge and tools they need to make real, long-lasting sustainable changes.
- **Collaborate** with other footprint programs, campaigns and organizations working to promote sustainable living. Actively search for opportunities to share knowledge, expertise and technical capabilities in a way that mutually reinforces the work of all organizations.
- **Investigate** how potential users are finding online footprint programs in the first place - what words are they entering into search engines? What organizations or companies are directing them to tools? What other avenues are providing a bridge to engagement?
- **Offer feedback!** If our review has missed an interesting program or technique, please let us know so we can share additional knowledge and learnings at [beacon4sl.com](https://beacon4sl.com).



## APPENDIX

### List of footprint programs reviewed

Program name	Type	Organization / Host	Host country	Website	Primary calculation
Make a Pledge	Campaign	Global Footprint Network	Canada	<a href="http://www.footprintcalculator.org/">http://www.footprintcalculator.org/</a>	Ecological
Calculator companion guidebook	Program	District of Saanich	Canada	<a href="http://www.saanich.ca/calculator">www.saanich.ca/calculator</a>	Carbon
My Ecological Backpack	Calculator	Wuppertal Institute	Germany	<a href="https://ressourcen-rechner.de/?lang=en">https://ressourcen-rechner.de/?lang=en</a>	Material
Footprint Calculator by Henkel	Calculator	Henkel	Germany	<a href="https://footprintcalculator.henkel.com/en">https://footprintcalculator.henkel.com/en</a>	Carbon
The Carbon Footprint Calculator	Calculator	Carbon Footprint Ltd	United States	<a href="https://www.carbonfootprint.com/calculator.aspx">https://www.carbonfootprint.com/calculator.aspx</a>	Carbon
Carbon Footprint	Campaign	The Nature Conservancy	United States	<a href="https://www.nature.org/en-us/get-involved/how-to-help">https://www.nature.org/en-us/get-involved/how-to-help</a>	Carbon
100 Smart Ways to Live Sustainably	Program	SITRA	Finland	<a href="https://lifestyletest.sitra.fi/">https://lifestyletest.sitra.fi/</a>	Ecological
WWF Footprint Calculator	Campaign	WWF	United Kingdom	<a href="https://footprint.wwf.org.uk/#/">https://footprint.wwf.org.uk/#/</a>	Carbon
US EPA Household Footprint Calculator	Calculator	US Environmental Protection Agency	United States	<a href="https://www3.epa.gov/carbon-footprint-calculator/">https://www3.epa.gov/carbon-footprint-calculator/</a>	Carbon
Myclimate carbon offset tool	Calculator	Myclimate	Switzerland	<a href="https://www.myclimate.org/carbon-offset/">https://www.myclimate.org/carbon-offset/</a>	Carbon
Carbon Footprint	Program	Conservation International	United States	<a href="https://www.conservation.org/carbon-footprint-calculator/#/">https://www.conservation.org/carbon-footprint-calculator/#/</a>	Carbon
CoolClimate Network	Program	University of California, Berkeley	United States	<a href="https://coolclimate.berkeley.edu/calculator">https://coolclimate.berkeley.edu/calculator</a>	Carbon
Carbon Calculator	Calculator	TerraPass	United States	<a href="https://www.terrapass.com/carbon-footprint-calculator">https://www.terrapass.com/carbon-footprint-calculator</a>	Carbon
UN carbon footprint calculator	Calculator	United Nations	N/A	<a href="https://offset.climateneutralnow.org/footprintcalc">https://offset.climateneutralnow.org/footprintcalc</a>	Carbon
carbonzero calculator	Calculator	CarbonZero	Canada	<a href="https://www.carbonzero.ca/calculate/">https://www.carbonzero.ca/calculate/</a>	Carbon
Carbon Calculator	Campaign	TreeCanada	Canada	<a href="https://treecanada.ca/reforestation-carbon-offsetting">https://treecanada.ca/reforestation-carbon-offsetting</a>	Carbon
What is your ecological footprint?	Calculator	Anthesis Group	United Kingdom	<a href="http://ecologicalfootprint.com/">http://ecologicalfootprint.com/</a>	Ecological
Carbon Calculator	Calculator	Better World Auto Club	United States	<a href="https://www.betterworldclub.com/travel/calcs/calculator">https://www.betterworldclub.com/travel/calcs/calculator</a>	Carbon
Household Emissions Calculator	Calculator	Toitu Envirocare	New Zealand	<a href="https://calculator.toitu.co.nz/?calculator=household">https://calculator.toitu.co.nz/?calculator=household</a>	Carbon



<b>Your Personal Ecological Footprint</b>	Calculator	Canadian Parks and Wilderness Society	Canada	<a href="https://cpaws-southernalberta.org/wp-content/uploads/2018/06/C">https://cpaws-southernalberta.org/wp-content/uploads/2018/06/C</a>	Ecological
<b>Online Carbon Calculator</b>	Calculator	The Resurgence Trust	United Kingdom	<a href="https://www.resurgence.org/resources/carbon-calculator.html">https://www.resurgence.org/resources/carbon-calculator.html</a>	Carbon
<b>ClimateCare Carbon Calculator</b>	Calculator	ClimateCare	United Kingdom	<a href="https://climatecare.org/calculator/">https://climatecare.org/calculator/</a>	Carbon
<b>Austrian Ecological Footprint Calculator</b>	Program	Agriculture, Tourism and Regions Ministry	Austria	<a href="https://www.mein-fussabdruck.at/">https://www.mein-fussabdruck.at/</a>	Ecological
<b>CoolIt! Climate Challenge</b>	Program	BC Sustainable Energy Association	Canada	<a href="https://climatecool.org/login">https://climatecool.org/login</a>	Carbon
<b>Eat Low Carbon</b>	Calculator	Bon Appetit Management Company		<a href="http://www.eatlowcarbon.org/">http://www.eatlowcarbon.org/</a>	Carbon
<b>The Ecological Footprint Calculator</b>	Calculator	Best Foot Forward	United States	<a href="http://www.ecologyfund.com/ecology/res_bestfoot.html">http://www.ecologyfund.com/ecology/res_bestfoot.html</a>	Ecological
<b>What's your diet's carbon footprint?</b>	Calculator	BBC	United Kingdom	<a href="https://www.bbc.com/news/science-environment-46459714">https://www.bbc.com/news/science-environment-46459714</a>	Carbon
<b>Food Carbon Emissions Calculator</b>	Calculator	Clean Metrics		<a href="http://www.foodemissions.com/foodemissions/Calculator">http://www.foodemissions.com/foodemissions/Calculator</a>	Carbon
<b>Your Diet and Climate Change?</b>	Calculator	New York Times	United States	<a href="https://www.nytimes.com/interactive/2019/04/30/climate/">https://www.nytimes.com/interactive/2019/04/30/climate/</a>	Carbon
<b>Four places to cut your carbon</b>	Article/blog post	David Suzuki Foundation	Canada	<a href="https://david Suzuki.org/what-you-can-do/four-places-cut-carbon/">https://david Suzuki.org/what-you-can-do/four-places-cut-carbon/</a>	Carbon
<b>The practical ways to reduce your footprint</b>	Article/blog post	Wired Magazine	United Kingdom	<a href="https://www.wired.co.uk/article/reduce-carbon-footprint">https://www.wired.co.uk/article/reduce-carbon-footprint</a>	Carbon
<b>Tips to reduce your carbon footprint</b>	Website	Carbon Footprint Ltd	United Kingdom	<a href="https://www.carbonfootprint.com/minimisecfp.html">https://www.carbonfootprint.com/minimisecfp.html</a>	Carbon
<b>How to reduce your carbon footprint</b>	Article/blog post	The Guardian	International	<a href="https://www.theguardian.com/environment/2017/jan/19/">https://www.theguardian.com/environment/2017/jan/19/</a>	Carbon
<b>Green action plan</b>	Program	The neighborhood effect	Australia	<a href="https://www.neighbourhoodeffect.com.au/green-action-plan">https://www.neighbourhoodeffect.com.au/green-action-plan</a>	Ecological
<b>Top ways to reduce your emissions</b>	Article/blog post	Union of Concerned Scientists	United States	<a href="https://www.ucsusa.org/sites/default/files/2019-09/Cooler-Smarter-Top-Ten-List.pdf">https://www.ucsusa.org/sites/default/files/2019-09/Cooler-Smarter-Top-Ten-List.pdf</a>	Carbon
<b>Practical Steps for Low-Carbon Living</b>	Website	Union of Concerned Scientists	United States	<a href="https://www.ucsusa.org/resources/cooler-smarter-practical-steps-low-carbon-living">https://www.ucsusa.org/resources/cooler-smarter-practical-steps-low-carbon-living</a>	Carbon
<b>35 Ways to Reduce Your Footprint</b>	Article/blog post	Columbia University	United States	<a href="https://blogs.ei.columbia.edu/2018/12/27/35-ways-reduce-carbon-footprint/">https://blogs.ei.columbia.edu/2018/12/27/35-ways-reduce-carbon-footprint/</a>	Carbon
<b>25+ Ways to Reduce Your Carbon Footprint</b>	Website	Carbon Offsets to Alleviate Poverty	Canada	<a href="https://cotap.org/reduce-carbon-footprint/">https://cotap.org/reduce-carbon-footprint/</a>	Carbon
<b>Reduce Your Ecological Footprint</b>	Website	RESET	International	<a href="https://en.reset.org/act/reduce-your-ecological-footprint-0">https://en.reset.org/act/reduce-your-ecological-footprint-0</a>	Ecological
<b>7 Ways Youth Can Reduce Footprints</b>	Website	Citizens for Public Justice	Canada	<a href="https://cpj.ca/7-ways-youth-can-reduce-their-ecological-footprint/">https://cpj.ca/7-ways-youth-can-reduce-their-ecological-footprint/</a>	Ecological



How to reduce your carbon footprint	Article/blog post	NY Times	United States	<a href="https://www.nytimes.com/guides/year-of-living-better/">https://www.nytimes.com/guides/year-of-living-better/</a>	Carbon
The Donut mobile app	Application	Spark Sustainability	United States	<a href="https://sparksustainability.com/#platform">https://sparksustainability.com/#platform</a>	Carbon
Green programs in Vancouver	Website	City of Vancouver	Canada	<a href="https://vancouver.ca/green-vancouver/programs">https://vancouver.ca/green-vancouver/programs</a>	Carbon
Tips for sustainability at home	Website	City of Vancouver	Canada	<a href="https://vancouver.ca/green-vancouver/tips-for-sustainable-living">https://vancouver.ca/green-vancouver/tips-for-sustainable-living</a>	Carbon
Top 20 Ways to Reduce Footprint	Website	Global Stewards	International	<a href="http://www.globalstewards.org/reduce-carbon-footprint.htm">http://www.globalstewards.org/reduce-carbon-footprint.htm</a>	Ecological
8 Ways to Reduce Your Footprint	Article/blog post	I Love A Clean San Diego	United States	<a href="https://www.ilacsd.org/2017/04/27/8-ways-to-reduce-your-ecological-footprint/">https://www.ilacsd.org/2017/04/27/8-ways-to-reduce-your-ecological-footprint/</a>	Ecological
Reducing Your Carbon Footprint	Website	Centre for Climate and Energy Solutions	United States	<a href="https://www.c2es.org/content/reducing-your-carbon-footprint-at-work/">https://www.c2es.org/content/reducing-your-carbon-footprint-at-work/</a>	Carbon
Go Carbon neutral	Article/blog post	David Suzuki Foundation	Canada	<a href="https://david Suzuki.org/what-you-can-do/go-carbon-neutral/">https://david Suzuki.org/what-you-can-do/go-carbon-neutral/</a>	Carbon
Weekly tips to reduce your carbon footprint	Website	Carbon Footprint Ltd	United Kingdom	<a href="https://www.carbonfootprint.com/weekly_tips.html">https://www.carbonfootprint.com/weekly_tips.html</a>	Ecological
Minimizing your ecological impact	Program	Randwick City Council	Australia	<a href="https://www.randwick.nsw.gov.au/environment-and-sustainability">https://www.randwick.nsw.gov.au/environment-and-sustainability</a>	Ecological
What we can all do	Website	Centre for Climate Safety	Australia	<a href="https://climatesafety.info/what-we-all-can-do/">https://climatesafety.info/what-we-all-can-do/</a>	Carbon
Reducing your Carbon footprint	Website	Kairos Canada	Canada	<a href="https://www.kairoscanada.org/wp-content/uploads/2020/04/">https://www.kairoscanada.org/wp-content/uploads/2020/04/</a>	Carbon
One Planet Living	Program	Environment Victoria	Australia	<a href="http://environmentvictoria.org.au/wp-content/uploads/2014/03">http://environmentvictoria.org.au/wp-content/uploads/2014/03</a>	Ecological
Global Footprint Network database	Website	Global Footprint Network	International	<a href="http://data.footprintnetwork.org/index.html#/">http://data.footprintnetwork.org/index.html#/</a>	Ecological
Living Planet Index	Website	WWF	International	<a href="https://livingplanetindex.org/home/index">https://livingplanetindex.org/home/index</a>	Ecological
CAT at Home	Website	Centre for Alternative Technology	United Kingdom	<a href="https://www.cat.org.uk/cat-at-home/?date">https://www.cat.org.uk/cat-at-home/?date</a>	Carbon
Doughnut Economics	Website	Kate Raworth	United Kingdom	<a href="https://www.kateraworth.com/doughnut/">https://www.kateraworth.com/doughnut/</a>	Ecological
TradeMade	Application	TradeMade	United States	<a href="https://apps.apple.com/us/app/trademade-a-trade-and-barter-app-">https://apps.apple.com/us/app/trademade-a-trade-and-barter-app-</a>	Carbon
Oroeco	Application	Oroeco	United States	<a href="https://www.oroeco.com/">https://www.oroeco.com/</a>	Carbon
Carbon Footprint Calculator	Program	Carbon Footprint Calculator	United States	<a href="https://play.google.com/store/apps/details?id=com.carbonfootprintcalc.k">https://play.google.com/store/apps/details?id=com.carbonfootprintcalc.k</a>	Carbon
JouleBug	Application	JouleBug	United States	<a href="https://joulebug.com/">https://joulebug.com/</a>	Carbon
Impact Mill	Program	Impact Mill Collective	United States	<a href="https://impactmill.co/">https://impactmill.co/</a>	Ecological
iRecycle	Application	iRecycle	United States	<a href="https://earth911.com/eco-tech/new-iphone-app-helps-you-recycle-on-the-go/">https://earth911.com/eco-tech/new-iphone-app-helps-you-recycle-on-the-go/</a>	Material
offCents	Application	offCents	United States	<a href="https://offcents.com/">https://offcents.com/</a>	Carbon



<b>Your Transportation Footprint</b>	Article/blog post	Center for Climate and Energy Solutions	United States	<a href="https://www.c2es.org/content/reducing-your-transportation-footprint/">https://www.c2es.org/content/reducing-your-transportation-footprint/</a>	Carbon
<b>Compensate non-profit operations</b>	Program	Compensate	Finland	<a href="https://www.compensate.com/start-test">https://www.compensate.com/start-test</a>	Carbon
<b>Deedster Challenge</b>	Application	Deedster	Sweden	<a href="https://www.deedster.com/">https://www.deedster.com/</a>	Carbon
<b>EcObjectives</b>	Application	Cologer Cascio	Italy	<a href="https://apps.apple.com/us/app/ecobjectives/id1242129400">https://apps.apple.com/us/app/ecobjectives/id1242129400</a>	Carbon
<b>For Good</b>	Application	For Good	Netherlands	<a href="https://www.forgood.eco/en/home-2/">https://www.forgood.eco/en/home-2/</a>	Carbon
<b>Hiilimittari (Carbon Tracking)</b>	Website	Nordea	Finland	<a href="https://www.nordea.fi/en/personal/our-services/online-mobile-services">https://www.nordea.fi/en/personal/our-services/online-mobile-services</a>	Carbon
<b>Ilmastodieetti (Climate Diet)</b>	Website	Finnish Environment Institute (SYKE)	Finland	<a href="https://ilmastodieetti.ymparisto.fi/ilmastodieetti/">https://ilmastodieetti.ymparisto.fi/ilmastodieetti/</a>	Carbon
<b>Itämerikortti (Baltic Sea Card)</b>	Website	Ålandsbanken	Finland	<a href="https://en.itameriprojekti.fi/baltic-sea-card/">https://en.itameriprojekti.fi/baltic-sea-card/</a>	Carbon
<b>Joro (Mobile App)</b>	Application	Joro Tech	United States	<a href="https://www.joro.tech/">https://www.joro.tech/</a>	Carbon
<b>SUSLA App</b>	Application	Lifestyles Accelerator research consortium	Germany	<a href="https://wuppertal.web.app/">https://wuppertal.web.app/</a>	Carbon
<b>My Carbon Action</b>	Website	Enfuce Financial Services Ltd	Finland	<a href="https://enfuce.com/services/mycarbonaction/">https://enfuce.com/services/mycarbonaction/</a>	Carbon
<b>ecoCity Footprint Tool</b>	Program	Dr. Jennie Moore, BCIT	Canada	<a href="http://www.ecocityfootprint.org">www.ecocityfootprint.org</a>	Ecological
<b>IKEA Better Living App</b>	Application	IKEA	Sweden	<a href="https://play.google.com/store/apps/details?id=com.ikea.pbj.bl&amp;hl=en">https://play.google.com/store/apps/details?id=com.ikea.pbj.bl&amp;hl=en</a>	Ecological
<b>Plan your Planet</b>	Website	Google	United States	<a href="https://blog.google/outreach-initiatives/sustainability">https://blog.google/outreach-initiatives/sustainability</a>	Ecological
<b>Shame Plane</b>	Website	Grafik + Program	Sweden	<a href="http://www.shameplane.com">http://www.shameplane.com</a>	Carbon
<b>Biodiversity matters!</b>	Campaign	Akatu	Brazil	<a href="https://www.akatu.org.br/noticia/biodiversidade-importa/">https://www.akatu.org.br/noticia/biodiversidade-importa/</a>	Ecological
<b>Climate Crisis: what to do to combat it?</b>	Article/blog post	Akatu	Brazil	<a href="https://www.akatu.org.br/noticia/crise-climatica-o-que-fazer-para-combate-la/">https://www.akatu.org.br/noticia/crise-climatica-o-que-fazer-para-combate-la/</a>	Carbon
<b>Rethink the size of your order</b>	Campaign	Akatu	Brazil	<a href="https://akatu.org.br/novopf/">https://akatu.org.br/novopf/</a>	Ecological

