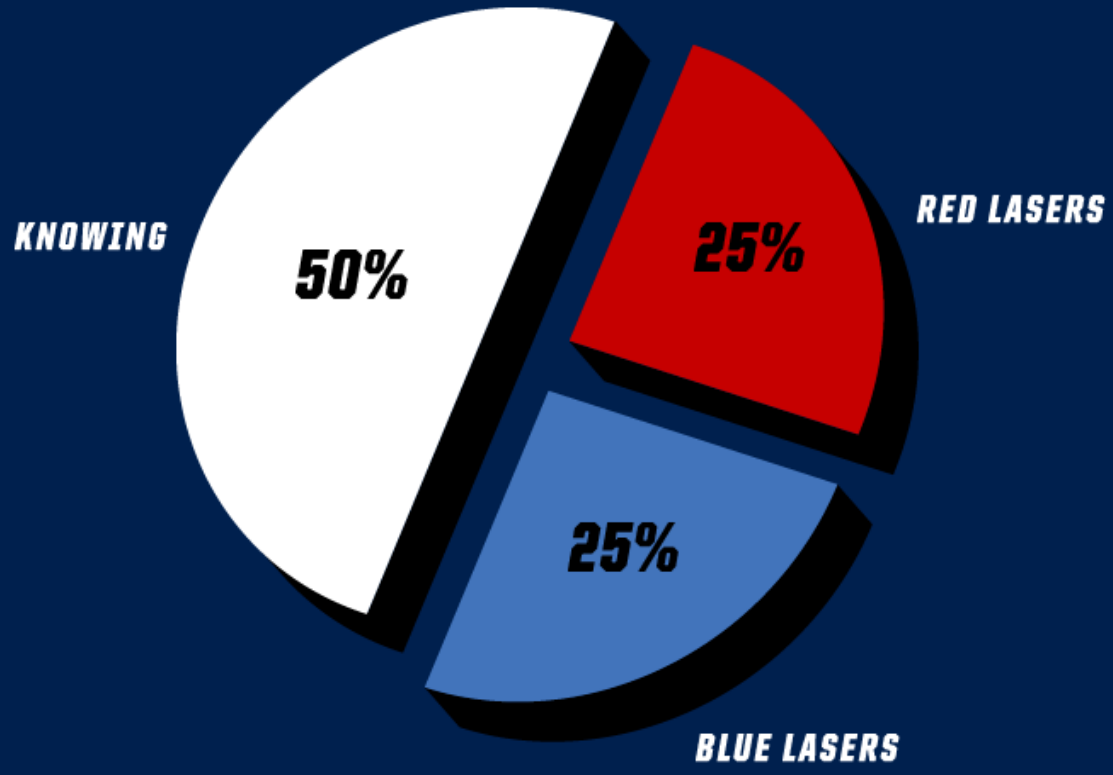
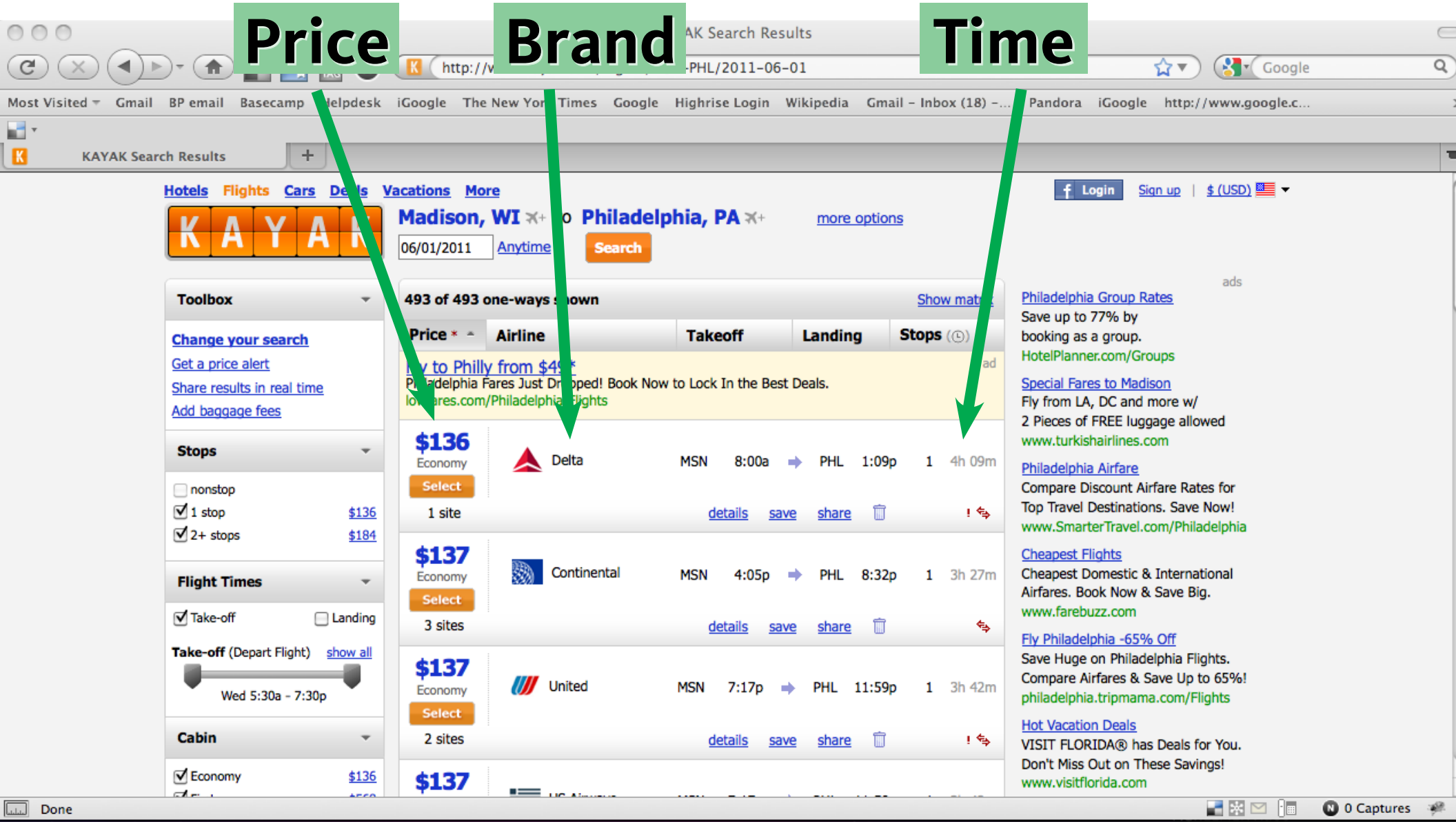
Putting carbon into context

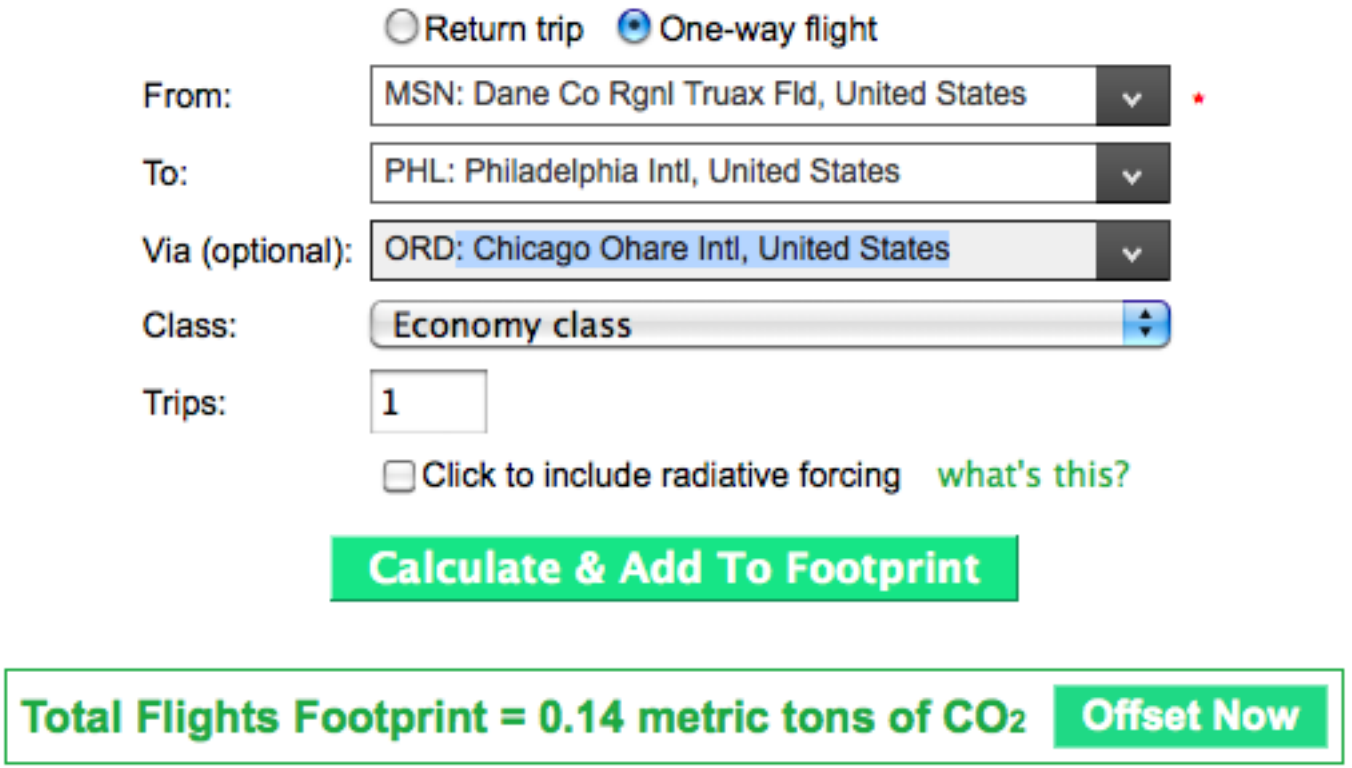
Robbie Adler, Brighter Planet

THE BATTLE





But what about carbon?


Return trip
One-way flight
From:
MSN: Dane Co Rgnl Truax Fld, United States
To:
PHL: Philadelphia Intl, United States
Via (optional):
ORD: Chicago Ohare Intl, United States
Class:
Economy class
Trips:
1
Click to include radiative forcing
what's this?
Calculate & Add To Footprint
Total Flights Footprint = 0.14 metric tons of CO2
Offset Now

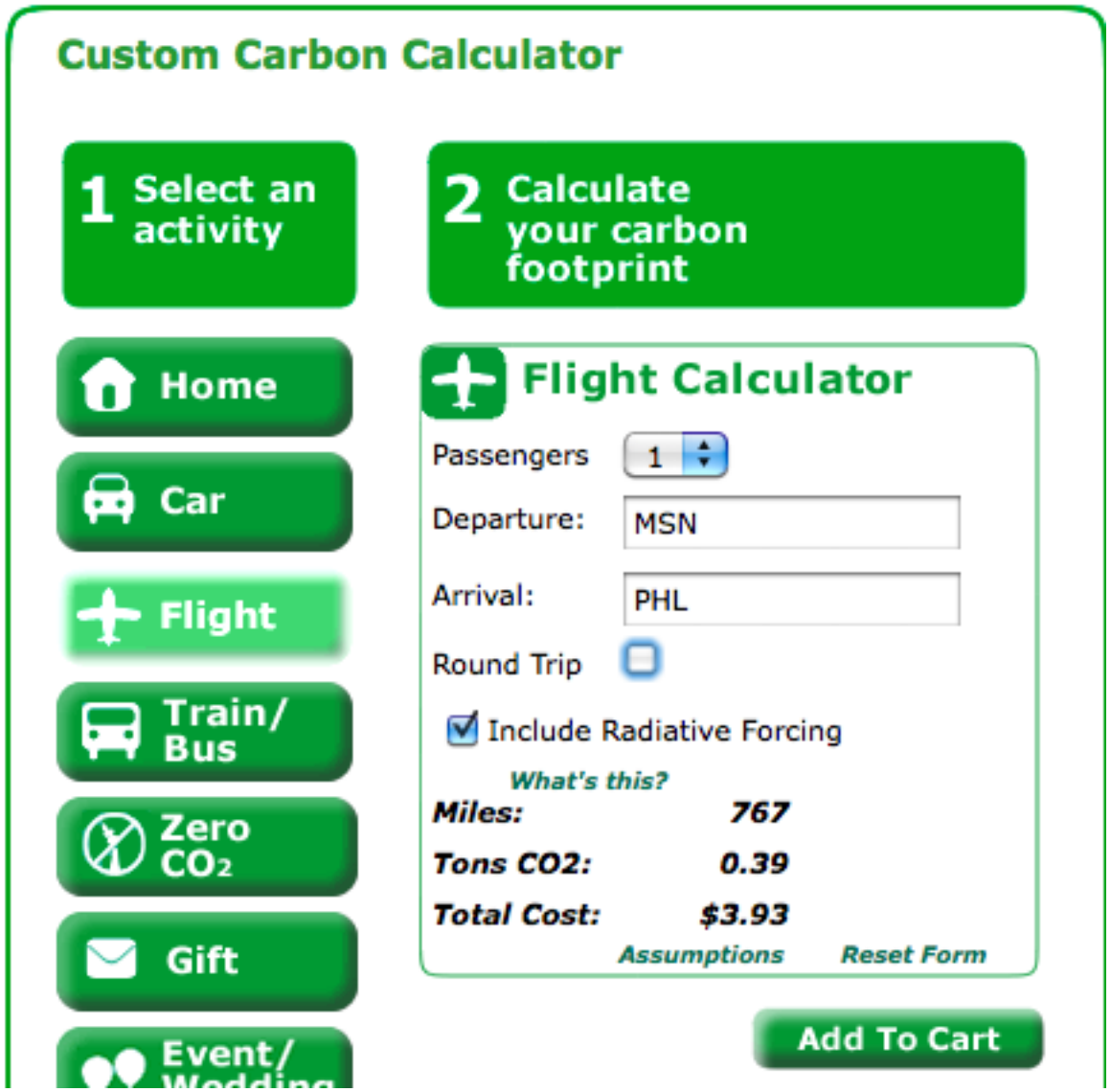
Here is your footprint

1 passenger, flying one way from MADISON, WI (MSN) to PHILADELPHIA, PA (PHL) (1,226 Km), in Economy Class, generates about **185.40 Kg** of CO_2

More Details

New Calculation

Help us improve the calculator


Custom Carbon Calculator
1 Select an activity
2 Calculate your carbon footprint
Home
Car
Flight
Train/ Bus
Zero CO_2
Gift
Event/
Flight Calculator
Passengers 1
Departure: MSN
Arrival: PHL
Round Trip
Include Radiative Forcing
What's this?
Miles: 767
Tons CO2: 0.39
Total Cost: $3.93
Assumptions
Reset Form
Add To Cart

Air travel

How would you like to calculate your flight emissions?

- (•) Enter individual flights (more accurate)
- ( ) Enter total number of flights (faster)

Enter airport codes or cities.

One way x 1 person

From: MSN - Madison, WI - Truax Field (MSI

To: PHL - Philadelphia, PA - Philadelphia I

Optional

Is this a direct flight?

- ( ) Yes
- (•) No, flight makes 1 stop(s)

Calculate

Madison, WI ↔ Philadelph

One way (762 miles)

Flight makes 1 stop

568 lbs CO_2

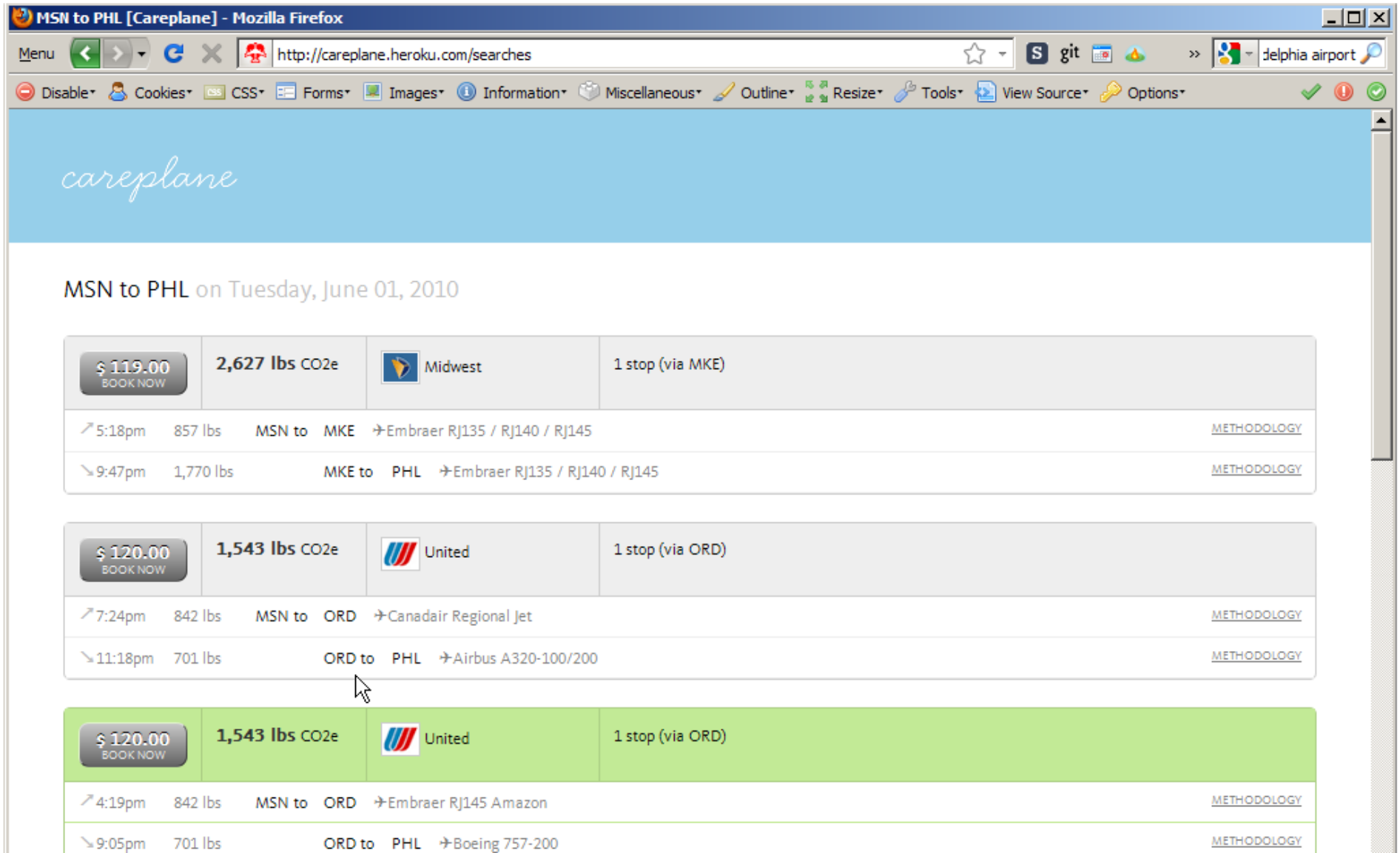
Add another flight

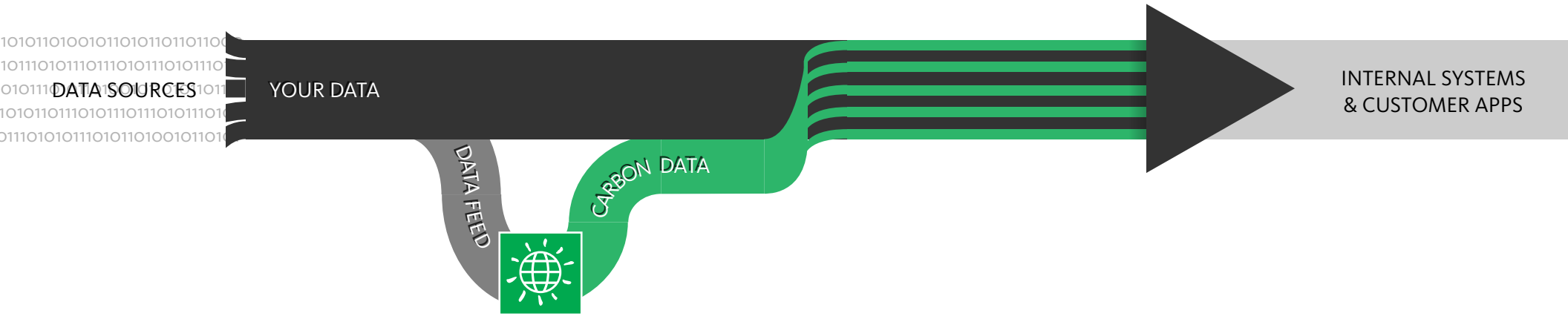
Next: Ho

Or s

How can we make the right decisions if we don’t know the impact of our choices?

Contextual carbon information reduces emissions




DATA SOURCES
YOUR DATA
DATA FEED
CARBON DATA
INTERNAL SYSTEMS
& CUSTOMER APPS

Over 150,000 cardholders

264,400,541 lbs. CO_2 offset


Greenback - Mozilla Firefox
Menu
http://greenback.me/
Google
GREENBACK
What if you could learn your carbon footprint just by looking at your bank statement?
Monthly statement for Acme Systems, Inc.
1 July 2010 – 1 August 2010
7/7/2010 DELTA AIRLINES $473.13
7/20/2010 ORD-LGA R/T DL0123 ECONOMY
7/11/2010 WASHINGTON CONVENTION CENTER $129.97
RM 143ABC 4800 SQFT 10 HRS
7/19/2010 EXXON-MOBIL $33.75
GASOLINE 11.9 GALLONS
7/23/2010 STAPLES $85.22
MERCHANDISE $76.70 SALES TAX $8.52
7/27/2010 HILTON $374.13
SAN FRANCISCO UNION SQUARE 7-27-2010 TO 7-29-2010
CO2
CO2
CO2
CO2
CO2
Done
934x634

yaktrak

382544330058603 Track

Tracking FedEx package 382544330058603

TOTAL **5 lbs. CO_2e**

TOPEKA–SHAWNEE MISSION
Because your package covered 44 miles in about 4 hours, Yaktrak is assuming this was a ground segment.
0.70 lbs. CO_2e

SHAWNEE MISSION–HENDERSON
Because your package covered 538 miles in about 14 hours, Yaktrak is assuming this was a ground segment.
3.80 lbs. CO_2e

HENDERSON–JOHNSTOWN
Because your package covered 31 miles in about 1 hour, Yaktrak is assuming this was a ground segment.
0.54 lbs. CO_2e

JOHNSTOWN–FORT COLLINS
Because your package covered 13 miles in about 3 hours, Yaktrak is assuming this was a ground segment.
0.42 lbs. CO_2e

✔ Delivered

TOTAL **5 lbs. CO_2e**

CARBON CALCULATIONS POWERED BY BRIGHTER PLANET **CM1**

Your friends at Brighter Planet made Yaktrak to demonstrate Carbon Middleware, our brand new science-as-a-service platform. We can perform very high volumes of carbon emission calculations in real time, under the most challenging data quality situations. Perhaps we can do something like this for your business or application? Let us know. You may be interested in our blog post introducing Yaktrak—or even in her source code.

Brighter Planet brings carbon to life

FT

Social Innovation Award
by the Financial Times

treehugger

BEST OF GREEN 2010

Named Best Small Business 2010
in Treehugger's annual Best of Green awards

"The most detailed and educational"

WALL STREET JOURNAL