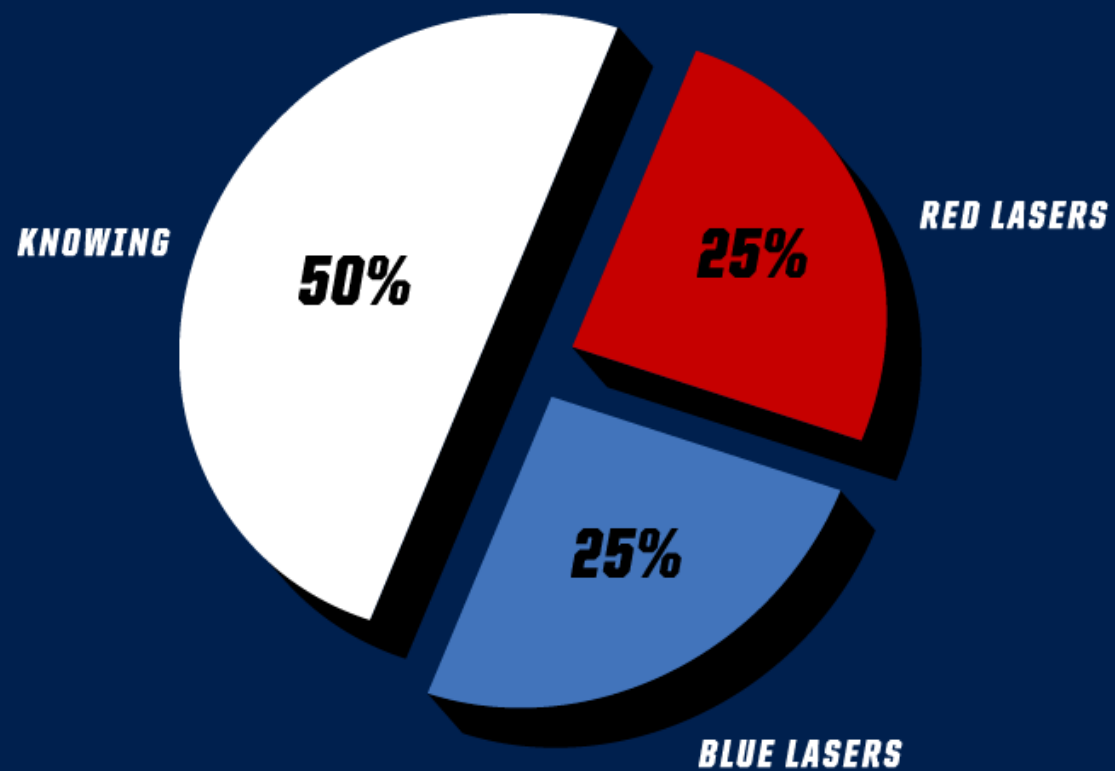


Putting carbon into context

Robbie Adler, Brighter Planet



THE BATTLE



Price

Brand

Time

KAYAK Search Results

Madison, WI to Philadelphia, PA

06/01/2011 Anytime Search

493 of 493 one-ways shown

Price	Airline	Takeoff	Landing	Stops
\$136 Economy	Delta	MSN 8:00a	PHL 1:09p	1 4h 09m
\$137 Economy	Continental	MSN 4:05p	PHL 8:32p	1 3h 27m
\$137 Economy	United	MSN 7:17p	PHL 11:59p	1 3h 42m

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 CO₂

[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
CO₂

 Gift

 Event/
Wedding

Flight Calculator

Passengers

Departure:

Arrival:

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 (MSN)

To: PHL - Philadelphia, PA - Philadelphia International Airport (PHL)

Optional

Is this a direct flight?

- ☐ Yes
☒ No, flight makes 1 stop(s)

Calculate



Madison, WI ↔ Philadelphia, PA

One way (762 miles)

Flight makes 1 stop

568 lbs CO₂

+ Add another flight

Next: How many people?

Or skip

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

Amount Per Serving		
Calories		
Calories from Fat		
Percent Daily Values are based on a diet of other people's secrets.		
All your daily values may be higher or lower depending on your calorie needs:		
	Calories	2,000
Total Fat	Less than	65g
Sodium	Less than	20g
Total Carbohydrate	Less than	300mg
Dietary Fiber	Less than	2,400mg
Protein	Less than	375g
Cholesterol	Less than	30g
Calories per gram:		
Fat	9	Carbohydrate 4
Protein	4	

Ingredients: Enriched Corn Meal (Corn Meal, Ferrous Sulfate, Niacin, Thiamin Mononitrate, Riboflavin, and Folic Acid), Vegetable Oil (Contains One or More of the Following: Corn, Soybean or Sunflower Oil), Whey, Cheddar Cheese (Cultured Milk, Salt, Enzymes), Salt, Partially Hydrogenated Soybean Oil, Maltodextrin, Disodium Phosphate, Sour Cream Cultured Cream, Nonfat Milk, Artificial Flavor, Beta-Carotene, Monosodium Glutamate, Lactic Acid, Artificial Colors (Including Yellow 6), and Citric Acid.

CONTAINS MILK INGREDIENTS.

Frito-Lay, Inc.

PLANO, TX 75024-4099

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U.S. Pat. 4,293,457

Visit our website @ fritolay.com



Contextual carbon information reduces emissions

MSN to PHL [Careplane] - Mozilla Firefox

Menu

Disable Cookies CSS Forms Images Information Miscellaneous Outline Resize Tools View Source Options

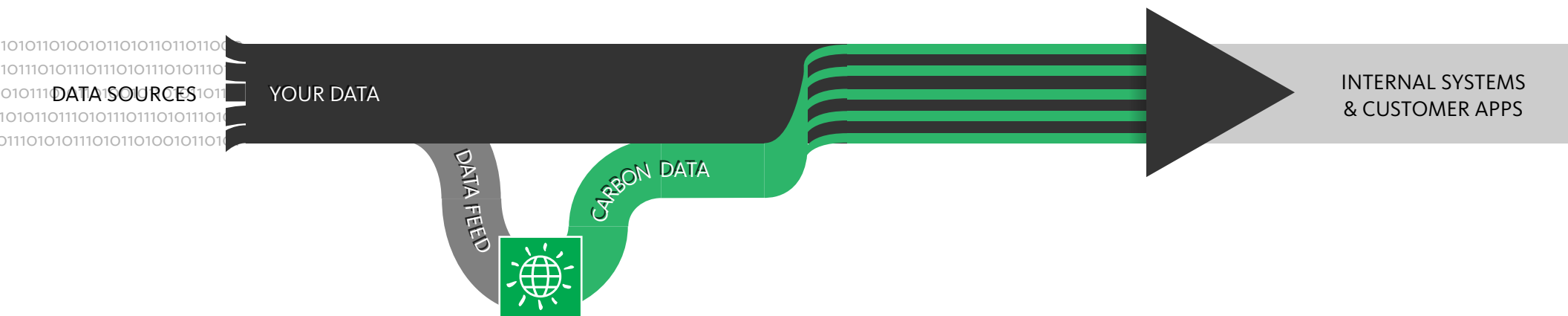
careplane

MSN to PHL on Tuesday, June 01, 2010

\$ 119.00 BOOK NOW	2,627 lbs CO2e	Midwest	1 stop (via MKE)
5:18pm 857 lbs MSN to MKE → Embraer RJ135 / RJ140 / RJ145 METHODOLOGY			
9:47pm 1,770 lbs MKE to PHL → Embraer RJ135 / RJ140 / RJ145 METHODOLOGY			

\$ 120.00 BOOK NOW	1,543 lbs CO2e	United	1 stop (via ORD)
7:24pm 842 lbs MSN to ORD → Canadair Regional Jet METHODOLOGY			
11:18pm 701 lbs ORD to PHL → Airbus A320-100/200 METHODOLOGY			

\$ 120.00 BOOK NOW	1,543 lbs CO2e	United	1 stop (via ORD)
4:19pm 842 lbs MSN to ORD → Embraer RJ145 Amazon METHODOLOGY			
9:05pm 701 lbs ORD to PHL → Boeing 757-200 METHODOLOGY			





Over 150,000 cardholders
264,400,541 lbs. CO₂ offset

Greenback - Mozilla Firefox

Menu < > C X http://greenback.me/ ☆ S 31 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 7/20/2010 ORD-LGA R/T DL0123 ECONOMY	\$473.13	CO ₂
7/11/2010	WASHINGTON CONVENTION CENTER RM 143ABC 4800 SQFT 10 HRS	\$129.97	CO ₂
7/19/2010	EXXON-MOBIL GASOLINE 11.9 GALLONS	\$33.75	CO ₂
7/23/2010	STAPLES MERCHANDISE \$76.70 SALES TAX \$8.52	\$85.22	CO ₂
7/27/2010	HILTON SAN FRANCISCO UNION SQUARE 7-27-2010 TO 7-29-2010	\$374.13	CO ₂

Done 934x634



382544330058603

Track

Tracking FedEx package [382544330058603](#)

TOTAL **5 lbs. CO₂e**



TOPEKA–SHAWNEE MISSION

Because your package covered 44 miles in about 4 hours, Yaktrak is assuming this was a ground segment.

0.70 lbs. CO₂e



SHAWNEE MISSION–HENDERSON

Because your package covered 538 miles in about 14 hours, Yaktrak is assuming this was a ground segment.

3.80 lbs. CO₂e



HENDERSON–JOHNSTOWN

Because your package covered 31 miles in about 1 hour, Yaktrak is assuming this was a ground segment.

0.54 lbs. CO₂e



JOHNSTOWN–FORT COLLINS

Because your package covered 13 miles in about 3 hours, Yaktrak is assuming this was a ground segment.

0.42 lbs. CO₂e



Delivered

TOTAL **5 lbs. CO₂e**



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](#). ©2011 Brighter Planet.

The New York Times



Brighter Planet brings carbon to life



*Social Innovation Award
by the Financial Times*

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

"The most detailed and educational"

WALL STREET JOURNAL

