

**OF INTEREST TO:**  
Boards, CEOs, and  
Managers driving  
sustainability initiatives

- engage employees and customers in sustainability initiatives with a bottom up approach
- social networking and compelling content drive awareness

**zerofootprint™**

# corporate personal carbon manager

The Zerofootprint Personal Carbon Manager is a co-branded, web-based application for organizations that wish to engage employees and customers in their environmental footprint initiatives.

## THE NEED FOR COMMUNITY ENGAGEMENT

→ Worldwide, organizations are under pressure to report their carbon emissions and reduce them. Top-down projects to measure carbon emissions and pursue reduction strategies are succeeding, but there is a need to engage employees and customers in bottom up initiatives as well.

## HOW DOES THE PCM WORK?

→ The PCM connects with individuals and groups at a personal level. It enables them to measure their own footprint and integrates social networking and compelling content for an engaging experience to drive long-term behavioral change.

By answering a series of simple questions, users of the Personal Carbon Manager learn about the environmental impact of their own transportation, diet, personal behavior and more. Once a user's footprint has been calculated, the PCM suggests various tips that can reduce ones' environmental impact. Users are able to compare their own footprint to that of their neighbors, friends, or coworkers, and to interact via discussion boards and forums.

### 1 *Corporate: Personal Carbon Manager*

Each PCM is co-branded with your organization and Zerofootprint, and is available through your web site or intranet. It is a service available 24x7 with no hardware or software to maintain.

## A HUB FOR GREEN

→ In addition to the calculator, the PCM offers a wide variety of resources centered around making individual lifestyles more sustainable. These resources can feature customized content including events, businesses, tips and groups chosen and designed by the client. The resources offered as part of the Personal Carbon Manager include:

**PROFILE AND SOCIAL NETWORK:** Users of the calculator are encouraged to create a profile, which includes a screen name, picture and neighborhood/department affiliation. Using this information, users can compare their footprint to that of their friends, neighbors, and coworkers as well as participate in discussion forums. Users can also make pledges, or public statements of how much they plan to reduce their footprint.

**MARKETPLACE AND NEWS FEED:** The Personal Carbon Manager includes a searchable database of local providers of environmental goods and services, as well as a calendar of environmental events and an automatically updated environmental news feed.

**GROUPS, DISCUSSION FORUMS AND PLEDGES:** Every user of the PCM has the ability to create and join groups. Groups can be used to stimulate discussions, aggregate footprints and reductions and to spread awareness regarding environmental projects.

## SERVICES OFFERED WITH PCM

**CUSTOMIZATION SERVICE:** The Personal Carbon Manager can be customized and co-branded to integrate your logo, color scheme and any ongoing environmental initiatives. Additionally, Zerofootprint provides reports on calculator and pledge activity to track the effectiveness of marketing or employee engagement initiatives.

**MARKETING SERVICE:** Zerofootprint offers assistance with marketing initiatives to promote the launch and uptake of the Personal Carbon Manager. Advertising materials, training sessions, press releases and community partnership programs significantly increase user engagement and publicize the PCM launch.

**TRAINING & SUPPORT:** Instructional content for end-users is built into the calculator, and additional customized training is available. Live web-based "round-table" discussions are held frequently to share PCM ideas with other organizations.

## REQUEST A DEMO

→ For more information or to schedule a PCM Demo please contact our Sales Team at +1.416.365.7557 or email us at [sales@zerofootprint.net](mailto:sales@zerofootprint.net).

## ABOUT ZEROFOOTPRINT

→ Zerofootprint is a socially responsible enterprise whose mission is to apply technology, design and risk management to the massive reduction of our environmental footprint. We operate both in the for-profit and charitable domains through two entities, Zerofootprint Software and Zerofootprint Foundation using shared technology.

### GETTING STARTED

For more information or to schedule a demo:

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### MORE INFO?

→ this document

Additional documents are available from Zerofootprint as illustrated at right.

