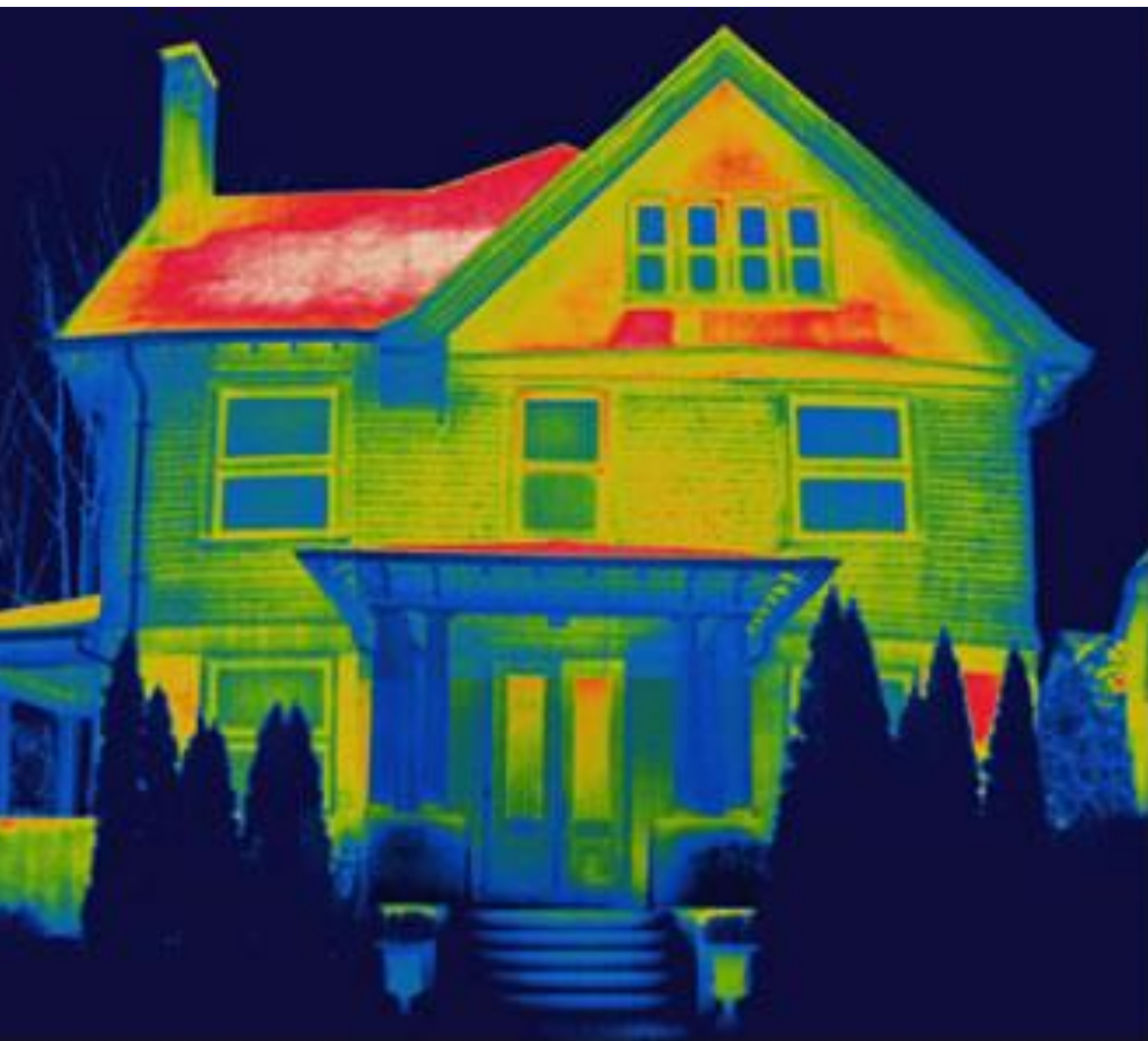


PROJECT nøutral

The Practitioner's Dilemma:

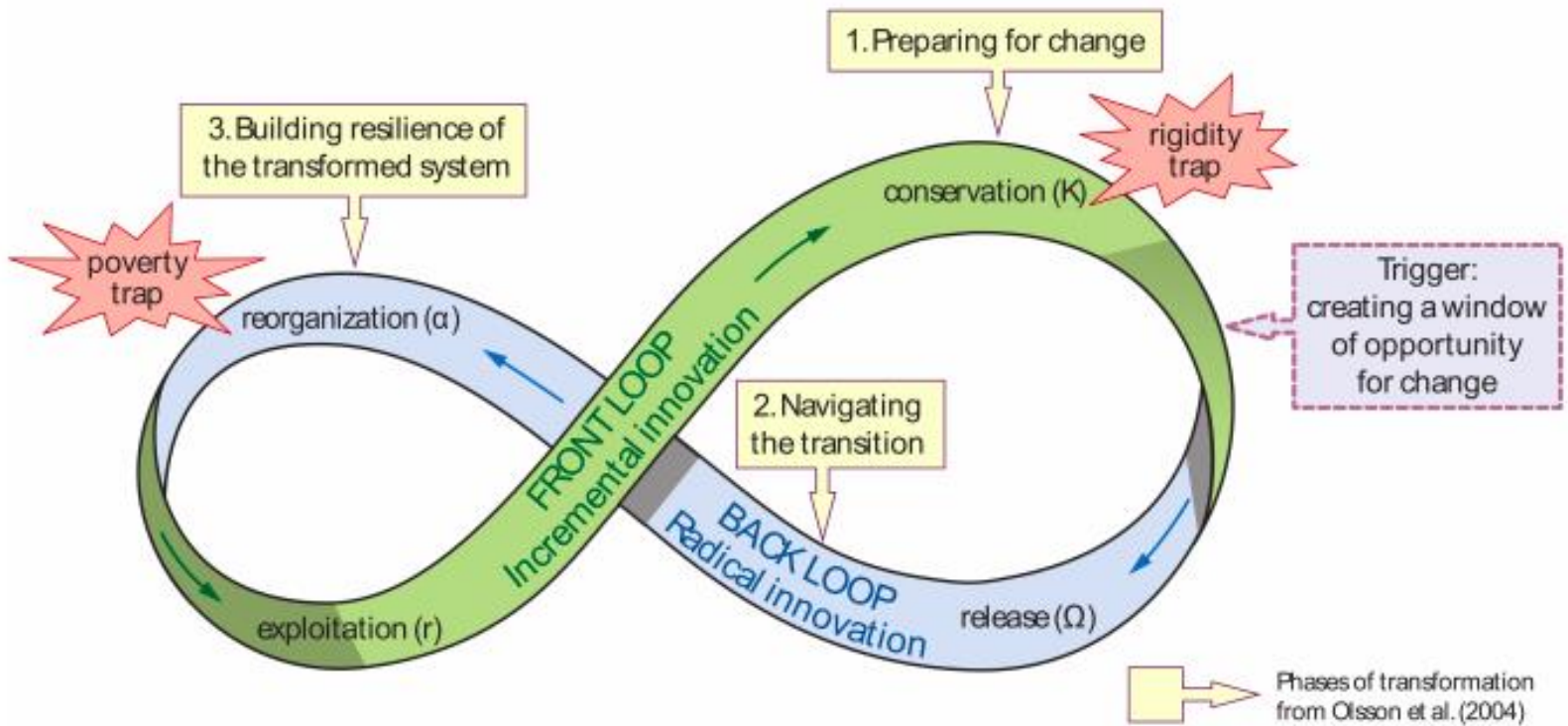
Our adaption and learning journey ...so far



Changing individual behaviour is not enough

- **Conscious decision-making is hard to do, harder to sustain**
- **Transformation requires systems-level change**

How do we effectively mobilize people to be agents (and beneficiaries) of the low-carbon transition?



The adaptive cycle. Biggs, Westley and Carpenter (2010), adapted from Gunderson and Holling (2002)

Project Neutral helps people take action on their climate impact



Holistic

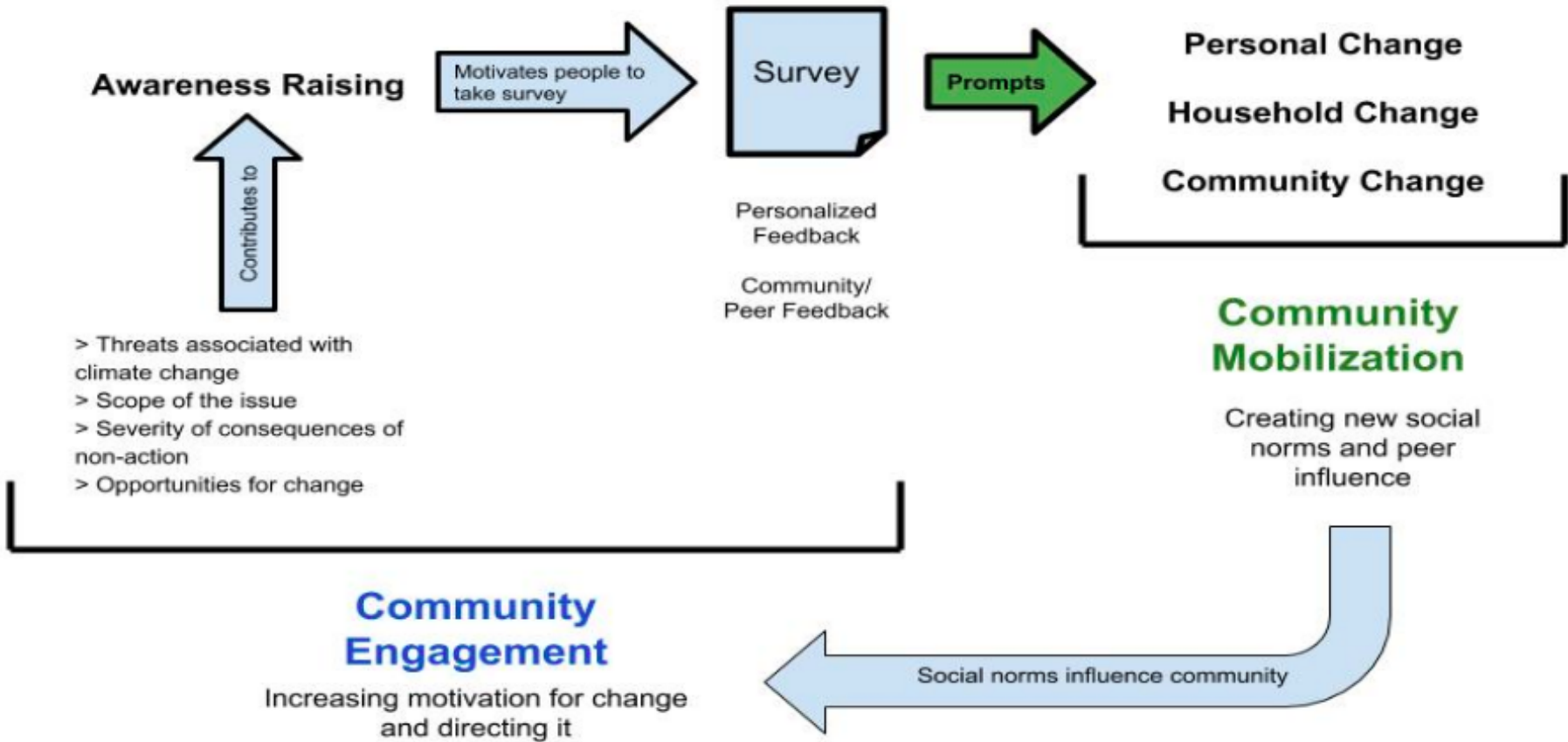


Inspiring



Data-Driven

Personalized insights + social benchmarking + community engagement to spark motivation and enable action



Recruit → engage → act → inspire



“I think this has great potential but if someone like me, who is ideologically committed, struggles then I'm not sure how it will take off. It needs to be made easier...”

Improving user experience

Simplify: 80/20 rule

Welcome to Project Neutral!

We'll ask you a few questions to build a snapshot of your carbon footprint. You'll see how your impact compares to other households and find out ways to make a positive difference. It should take about 3 minutes.

Ready to get started?

[Next](#)[Calculate My Results](#)

Improving user experience

Simplify: 80/20 rule

Easy to use: no data lookups, no mental math, 'human-scale'
activity metrics

HOUSEHOLD INFO

* = Required Field [-]

This survey will provide you with a breakdown of your Active and Green Communities Impact for the past 12 months. Answer all questions based on how you lived throughout that year.



Before you begin, gather the following: Utility Bills: Natural gas, electricity, oil, water bills for the past 12 months.

- select-
- Pre-1900
- 1900 - 1909
- 1910 - 1919
- 1920 - 1929
- 1930 - 1939
- 1940 - 1949
- 1950 - 1959
- 1960 - 1969
- 1970 - 1979
- ✓ 1980 - 1989
- 1990 - 1999
- 2000 - 2009
- 2010+

...e (in the past 12 months):

...family home

...partment was built

...rent (in the past 12 months)?

Own

* Area of your home, including rental units if applicable (in square feet)



1850

Your Home

I live in a...

- Detached House
- Semi-detached House
- Town House
- Apartment or Condo

How many bedrooms does it have?

How many stories (including basement)?

Do you own or rent this home?

- Own
- Rent

How old is it?

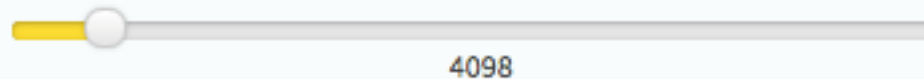
Air Travel

Specify the distance travelled by your household in the past 12 months, including both work and personal travel. Enter distances by flight type (domestic, short haul, long haul).

Tip: [Use the Online Air Distance Calculator tool!](#) Simply enter your airport code or city in the orange bar and hit return. Remember, to multiply by 2 if this is a return trip, and by the number of people.

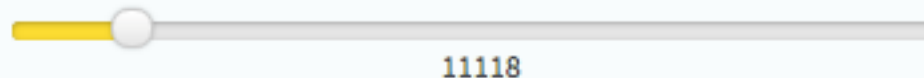
If you'd like to chart your travel annually, [download this handy file.](#)

* Total km travelled for your household on domestic flights (less than 2 hours):

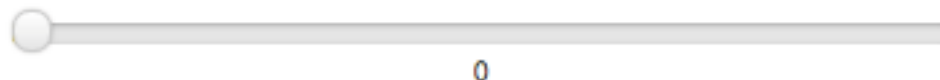


Total km travelled for your household on short haul flights (2-4 hours):

* Economy Class:



* First Class & Business Class:



Air Travel: Flights

• Flight (#1)

How many household members took the flight?

Length of flight (hours)?

Was this a return trip?

What class of seat?

FOOD

* = Required Field [-]



Why do we collect information for just a few food items? Food can be hard to measure. Very hard, in fact. A range of variables affect each food item's carbon footprint. Read more [here](#).

In a typical week in the past 12 months, how many servings of the following did your household consume:

Food

How would you describe yourself?

Average Omnivore 

How often do you throw out leftovers or spoiled food?

Sometimes 

Do you compost?

- Yes
 No

Awesome! Keeping food scraps and other organics out of landfill makes a big difference in reducing carbon pollution.

Back

Next

on does not apply to our household / Our is vegan.

0 servings = 1 stick of butter = 1/2 cup = 1/4 lb

20

1 serving of beef is 75g (2.5oz) or 125mL (0.5 cup)

12

1 serving is 250 ml or 1 cup

17

1 serving of seafood is 75g (2.5oz) or 125mL (0.5

5

Improving user experience

Simplify: 80/20 rule

Easy to use: no data lookups, no mental math, 'human-scale' activity metrics

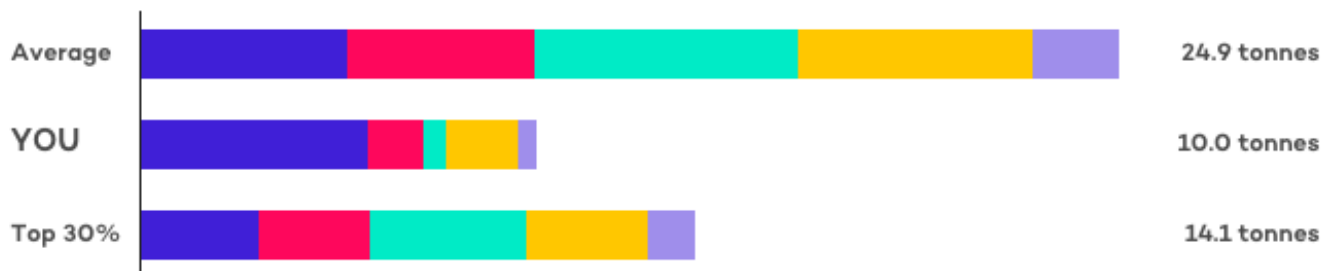
Staggered and user-driven: start with quick snapshot, allow users to refine at their own pace

Welcome, Katie

Your Household Carbon Impact

Your estimated carbon footprint is 10.0 tonnes CO₂e per year. What does that look like? One tonne of CO₂ fills a balloon the size of a bus. Your annual carbon footprint can be visualized as 10 busses!

● Home Energy Emissions ● Daily Transportation Emissions ● Travel Emissions ● Food Emissions
● Waste Emissions



Complete all these sections to increase the accuracy of your results:



Getting Started



Home Energy



Travel

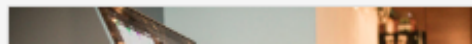


Food



Waste

Take Action



Improving user experience

Simplify: 80/20 rule

Easy to use: no data lookups, no mental math, 'human-scale' activity metrics

Staggered and user-driven: start with quick snapshot, allow users to refine at their own pace

Ongoing engagement

Attractive + encouraging: appealing design, no judgment

PROJECT neutral

Benchmarking can result in 20% reductions in energy use and GHG emissions.

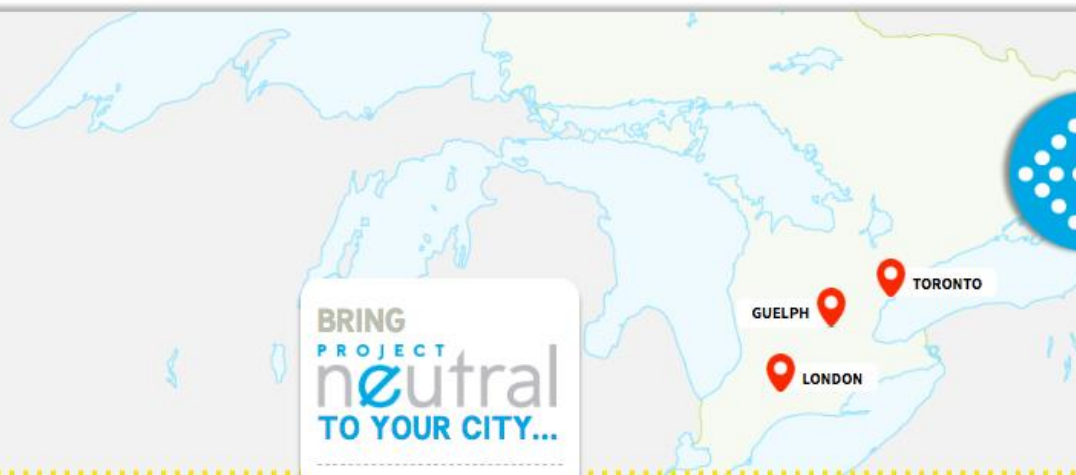


Keep Score.
Join our ebulletin.



Household Challenge: Most common reduction pledge is **20%**.

[Learn more.](#)



BRING
PROJECT
neutral
TO YOUR CITY...

GUELPH

LONDON

TORONTO

Get Started Now.

Track and decrease your household's greenhouse gas footprint.

Select your city to the left.



Project Neutral helps you understand how your daily choices impact climate change

[Get Started](#)

Measure

Discover your carbon footprint in five minutes to see your climate impact.

Act

Choose a personalized action and start having a positive impact today.

Connect

Join the Project Neutral community in your city and online

Recruit → engage → act → inspire



Multi-channel: partner-led outreach + digital marketing

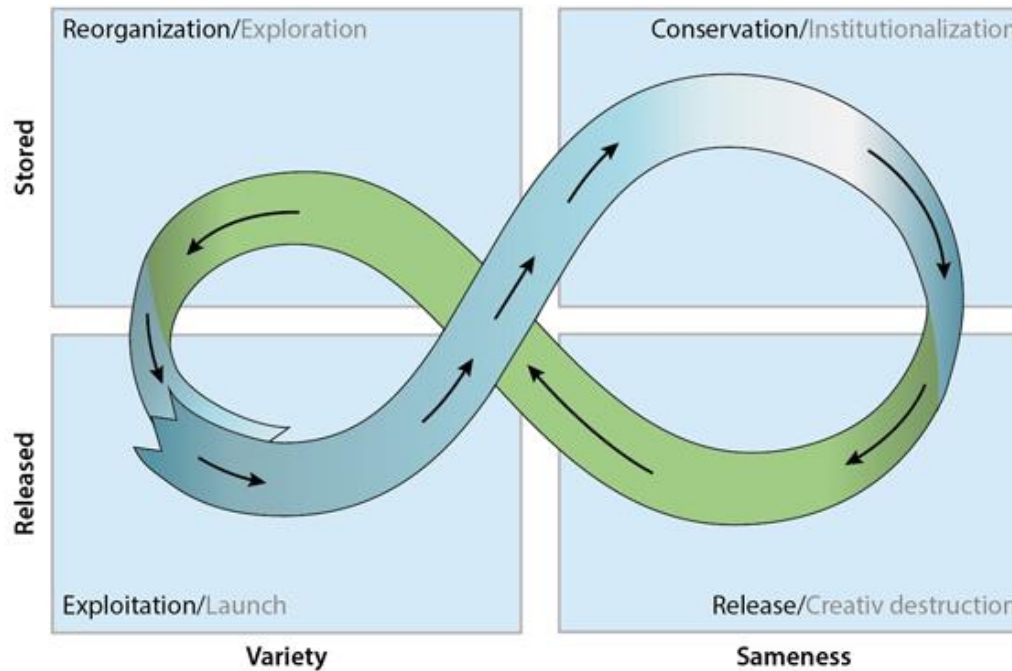
Simple, attractive, engaging UX

Embedded challenges; driving participation in programs

Social sharing, visible leadership + collective impact

Identifying the need to engage the public, create system change

Creating the Project Neutral carbon calculator tool

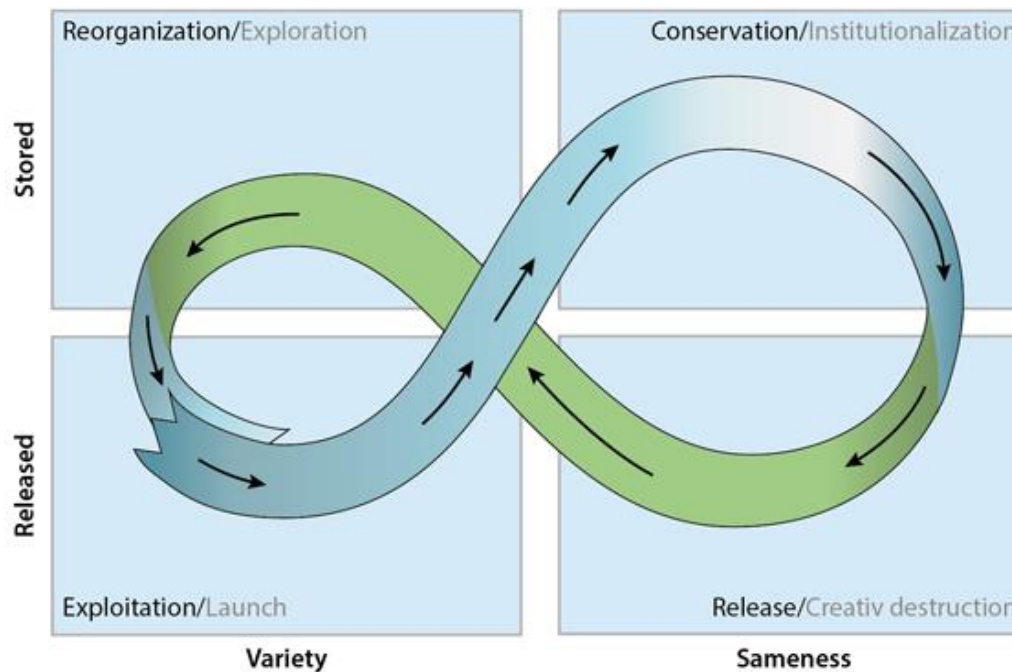


Establishing intervention in the community

Undertaking evaluation and reflection

Learning from initial experiences; hearing our users' needs and interests

Redevelopment and enhancement of intervention



Launching the redesigned intervention into the world

Gathering evidence of impact

Thank you!

www.projectneutral.org

@ProjectNeutral

Katie Harper
Director, Project Neutral
katie@projectneutral.org

PROJECT **n**eutral model

Engage communities & local leaders



1

Benchmark household carbon emissions

2

YOUR HOUSEHOLD CARBON FOOTPRINT REPORT

Thank you for completing the Project Neutral Survey!
For our Annual Reports, please see our [Reports Section](#).

Your results as measured in tonnes CO₂e are:

TOTAL AFTER ANY CARBON OFFSETS

23.06

Let's take a look at your footprint!

Top 30% Footprint is **13.3**

Average Footprint is **22.8**

For all participating detached single family homes Measured in tonnes CO₂e.

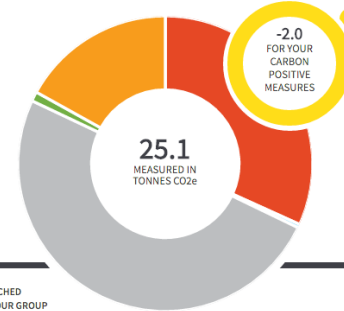
You are just starting out!



2014

Toronto • The Junction

- ENERGY 31%
- WATER < 1%
- TRANSPORTATION 49%
- WASTE 1%
- FOOD 16%



-2.0 FOR YOUR CARBON POSITIVE MEASURES



YOU HAVE 3 PEOPLE LIVING IN A DETACHED SINGLE FAMILY HOME IN TORONTO. YOUR GROUP IS THE JUNCTION.

Compare household emissions to neighbours & city carbon targets

3

Reduce: Set goals & create an action plan

4

How You Compare to Your Neighbours...

