



## STAFF REPORT ACTION REQUIRED

### Interactive Web-based Carbon Calculator

<b>Date:</b>	October 19, 2007
<b>To:</b>	Executive Committee
<b>From:</b>	Richard Butts, Deputy City Manager
<b>Wards:</b>	All Wards
<b>Reference Number:</b>	P:\2007\Cluster B\PPFA\TEO\PE07012

#### **SUMMARY**

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A major component of the City of Toronto's Climate Change, Clean Air and Sustainable Energy Action Plan is Live Green Toronto, which will engage residents in projects on a neighbourhood basis to reduce their greenhouse gas emissions. One component of Live Green Toronto is to provide residents with an internet based tool that measures an individual's greenhouse gas emissions based on consumption and lifestyle.

A company that specializes in the provision of this type of carbon calculator is Zerofootprint Inc., a Toronto-based firm now operating internationally. Zerofootprint has developed an interactive tool that allows participants to measure and understand the impact of their lifestyles on the environment and compare their behaviour with other individuals or groups through the "carbon calculator".

Zerofootprint has approached the City and offered to provide its carbon calculator to Toronto residents at no charge to the City or its residents.

#### **RECOMMENDATIONS**

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**The Deputy City Manager, Cluster B, recommends that:**

The Executive Committee consider a report from the Deputy City Manager titled "Interactive Web-based Carbon Calculator".

## **ISSUE BACKGROUND**

City Council on July 16, 17, 18, and 19, 2007, approved with amendment the recommendations in the report, dated June 13, 2007, item EX10.3b, titled “Climate Change, Clean Air and Sustainable Energy Action Plan: Moving from Framework to Action”. That report contained a recommendation (No. 12 a.) directing the Deputy City Manager to develop a climate change and air quality marketing campaign, including an interactive web-based program.

This report addresses Council’s direction regarding the interactive web-based program component of the marketing campaign. A subsequent staff report will be submitted in 2008 regarding additional components of the marketing campaign.

## **CONTACT**

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