

Fact Sheet

Reduce Your Carbon Footprint Today! Actions to Reduce Greenhouse Gas Emissions

What is CoolCalifornia.org?

CoolCalifornia.org is a new web-based portal that provides consumers and eventually businesses with the information they need to take actions to reduce their emissions of greenhouse gases. The carbon footprint calculator, designed specifically for California households and businesses, can be used to evaluate both direct and indirect emissions of greenhouse gases from a variety of sources including the transportation choices we make, how we consume energy at home and at work, and which goods and services we choose.

Visit www.coolcalifornia.org



What is the purpose of CoolCalifornia.org?

The portal provides an innovative statewide carbon footprint calculator for California households, individuals and communities, including links to useful solutions for improving energy efficiency, and for reducing your overall carbon footprint. We like to think of it as 'one-stop shopping' with information, suggestions and solutions in one place to help you reduce your greenhouse gas emissions.

How does CoolCalifornia.org help you?

The tools on CoolCalifornia.org will help you determine specific actions to take to reduce your carbon footprint and save money, by:

- Comparing your carbon footprint with the California average.
- Finding the best strategies to reduce your carbon footprint.
- Estimating emission reductions from the strategies.
- Finding how to proceed to implement a reduction strategy.
- Finding rebates and financing available for energy efficient appliances and vehicles.

Why is California developing CoolCalifornia.org?

The internet has several carbon footprint assessment tools used to help individuals, households, and businesses evaluate their current carbon footprint based on national or international data. The CoolCalifornia.org portal stands apart because it is focused specifically on California users. The portal provides emissions estimates for personal transportation, housing, food, goods and services, as well as resources that can help users make more climate-friendly choices. Additional refinements will be added in future phases – we estimate by September 2008 – to better assist you in making low carbon choices for home and work, and provide help to California businesses.

What organizations are involved in CoolCalifornia.org?

The Carbon Calculator was developed as a partnership among many organizations, including:

- The California Air Resources Board (ARB; <http://www.arb.ca.gov>), the State agency responsible for protecting public health and the environment from the harmful effects of air pollution. The ARB is also the lead agency implementing pioneering legislation known as AB32, (The Global Warming Solutions Act of 2006), aimed at reducing greenhouse gas emissions to 1990 levels by 2020.
- The Berkeley Institute of the Environment (BIE; <http://bie.berkeley.edu/>) and the Renewable and Appropriate Energy Laboratory (<http://rael.berkeley.edu>) at UC Berkeley are spearheading cutting-edge environmental life cycle assessment accounting tools for home, business, and community use.
- Lawrence Berkeley National Lab (LBNL; <http://hes.lbl.gov/>) which maintains and develops online assessment tools that help users measure and reduce energy and carbon emissions, such as their Home Energy Saver.
- The California Energy Commission (CEC; <http://www.energy.ca.gov/>), the State's primary energy policy and planning agency. The CEC works closely with LBNL to develop programs to help users measure and reduce energy and carbon emissions from non-residential buildings.
- Next 10 (<http://next10.org/index.html>), an independent, nonpartisan organization that educates, engages and empowers Californians to improve the State's future.

How can I help improve CoolCalifornia.org?

We welcome your input on the Carbon Calculator. After you use it, please take a moment to complete our brief online survey located at the www.coolcalifornia.org portal.