

CASE STUDY: DEFRA / DECC

In June 2007 the UK government launched their nationwide "Act on CO₂" campaign to involve individuals in tackling climate change, helping them to measure the environmental impact of their day-to-day activities.

The Department for Energy and Climate Change (formerly part of Defra) approached AMEE to provide the back-office IT solution that would support the campaign website calculator.



The Act on CO₂ campaign uses AMEE for all its calculations and profiling, and is based on a bespoke version of the AMEE system to ensure it uses only official government standards for carbon calculation. AMEE is the designated distributor of this government-approved data.

The campaign was conceived of in response to research indicating a growing public interest in tackling climate change, but a difficulty understanding how individuals could make a difference. In particular, it identified a common tendency to underestimate the environmental benefit of reducing excessive fuel and electricity consumption.

The Act On CO₂ calculator is a useful, cost-effective tool for encouraging greater public engagement with the issues of energy efficiency and the environment. The core message of the campaign is that carbon emissions lie at the root of the problem - 40% of emissions in the UK are attributable to private individuals. The campaign's website provides the public with a means of identifying (and quantifying) for themselves the relationship between their own everyday activities and climate change.

Users provide information about their energy use (whether it is the frequency of car trips, electricity, or heating use); AMEE then creates a profile for the user and returns information about their carbon footprint.

The website also offers users tips on what to do to reduce their environmental impact, and save money in the process. Examples include, walking short distances rather than driving, drying clothes outside rather than in a machine, or only part-filling a kettle.

Stored information can be revisited and updated at any time to enable users to make reduction pledges and monitor their own progress. All profiles are completely anonymised to protect users' privacy.

The UK government needed a solution that could be easily integrated into an existing website, and one that would require minimal resources to maintain. AMEE answered these needs by providing a managed, robust service executed by a dedicated team of industry experts. As an API-based service, execution risk and integration effort are minimal. And because the service is provided automatically and remotely via the internet, it can be kept permanently up to date with the latest conversion factors.

For more information, please contact: help@amee.com