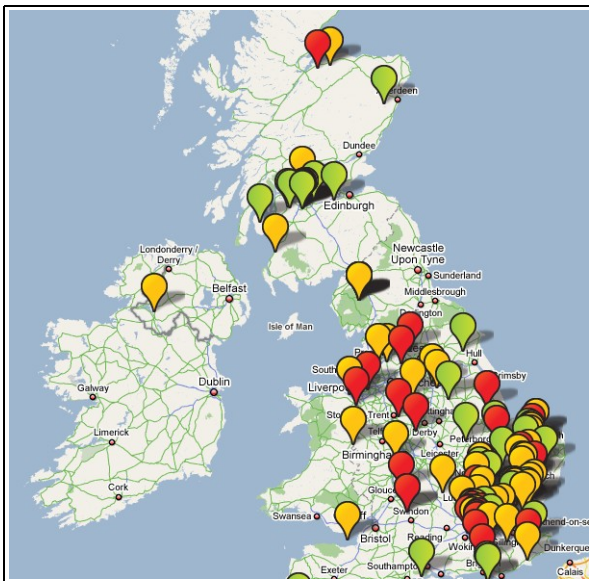


CASE STUDY: GOOGLE

Google UK use the AMEE platform for their "UK Carbon Footprint" project.

The project raises awareness of climate change to the public and takes the form of a Google Gadget, sitting alongside other tabs on a user's iGoogle homepage, such as News and Weather.

AMEE provides its profiling engine for the project, so users with a Google account can "put their footprint on the map", and compare themselves to others across the country.



Through its use of AMEE, and working with the Energy Savings Trust, Google ensured that their calculator was compliant with Defra's "Act on CO2" personal footprint standard.

Google partnered with a number of organisations to deliver a range of services: for example the RSA school's programme, "Carbon Control", provides resources for lessons on climate change, while embedded videos (provided by Sky) showed users taking action on climate change.

AMEE's interaction with Google is the first step in entrenching carbon footprinting data and awareness into everyday activity.

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



<http://www.amee.cc>