

# Case Study: Google

## Business Challenge:

Google wanted to quickly develop an engaging, interactive website that would enable users to measure and share their carbon footprint, and learn how to reduce their footprint. Importantly, Google also wanted a flexible solution they could easily embed into places online that people already use – namely Google products.

## Solution:

Google integrated with AMEEconnect and developed the The UK Carbon Footprint Project, a website that enabled users to calculate and share their footprint while learning how to make reductions. The website also integrates with a Google Gadget accessible in your iGoogle homepage alongside the News and Weather weather. We also integrated the solution into Google Maps so users could locate themselves and contribute to a community map. The overall project also incorporate other media including video feeds from Sky and virtual “climate change lessons” from the RSA schools program.

## Results:

- Web-based carbon footprint calculator with all data maintained by AMEE and all calculations performed through the AMEE Platform
- Thousands of users have calculated their footprint and contributed to the map
- Thousands of contributions sharing tips between users on how to reduce their footprints.
- Schools have gained access to a wealth of knowledge and engaging tools to increase student awareness of and involvement in combatting climate change.



## Why Google Chose AMEE:

**Flexibility:** Google got the data they wanted where it was most easily accessible to their users. Our ability to integrate with various Google properties took this access to another level.

**Accuracy:** Google takes accuracy very seriously, and so does AMEE. So it was a natural fit for as AMEE easily met Google's requirements based on our AMEEsure quality assurance process that continuously monitors and verifies all data in the platform so Google would never have to worry.

**Cost:** Google did not have to invest in consulting resources to identify and aggregate data from various sources because AMEE already held all the data in a organized manner – saving Google tens of thousands of dollars in service fees.