

# Case Study: Herefordshire Council

## Business Challenge:

[Herefordshire Council](#), a public authority in the UK, had ambitious goals for reducing the county's contribution to global warming and wanted to engage county residents and businesses in achieving this goal. Council authorities needed a intuitive, web-based tool that would allow users to assess their impact, learn about climate change, and provide access to useful resources such as Carbon Reduction Action Groups (CRAGs). Authorities were also determined to ensure accuracy and conformance to the UK's Department for Environment, Food and Rural Affairs (DEFRA) standards.

## Solution:

AMEE developed a custom AMEEapp supported by our platform. We worked with council authorities and local experts to deliver "How Big Are Your Feet", a intuitive carbon footprinting tool that also provides access to a wide range of educational resources and community sharing forums. The app is built on the the AMEE platform, therefore requiring minimal maintenance, and all calculations conform with DEFRA guidance and standards. See Herefordshire Council's [press release here](#).

## Results:

- Thousands of user footprints calculated.
- Herefordshire Council commended by Ian Pearson, Minister for Climate Change and Environment as progressive "This is just the sort of initiative we are hoping to encourage".
- High positive feedback from users on the app applauding the user-friendly interface and educational resources.
- AMEE delivered the app quickly and integrated it easily into the Council's website at an affordable cost requiring minimal maintenance.



## Benefit: Why Herefordshire Chose AMEE

**Ease of Use:** Council authorities recognized the need for a intuitive yet accurate app to engage and educate the public. AMEE's knowledge leadership enabled us to deliver a user-friendly with deep domain information.

**Conformity to Standards:** AMEE's robust platform and deep knowledge of DEFRA data enabled us to quickly deliver and maintain exactly the standards required by the Council.

**Cost:** Herefordshire Council, like many councils, has a tight budget for delivering and maintaining services. AMEE delivered the app on schedule, below budget, and with ongoing maintenance cost much cheaper than competitors or in-house development resource.

*AMEE made our development process quick and easy. The services is well designed, the documentation is clear and the support we received was excellent.*

*Dr. Ashley Tucket, Herefordshire Council*

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