

The IGoGreen Campaign 2015

A statement by the US Policy Center on Climate and Energy Solutions **“A well-designed carbon tax could improve the long-run U.S. fiscal situation while reducing emissions.”**

The IGOGREEN Campaign (IGGC) www.IGoGreenCampaign.com encourages employees to participate in changing their personal consumption habits, in order to lessen their personal environmental footprint, through simple-to-use interactive phone app. Individual efforts both in the workplace and at home contribute towards a company's commitment to lowering their carbon pollution reduction responsibilities.

The IGGC bridges the gap between businesses and their employees who want to reduce carbon emissions and conserve resources. This internal custom designed program of lessening the carbon footprint of the businesses' community to promote the continual reduction of greenhouse gas emissions that impose a cost on society causing climatic damages. The IGGC helps businesses reach their required targets of carbon reduction.

By combining the efforts of employees with the company's existing carbon reduction program, the results are multiplied. Employers benefit both in the public eye, as well as in their commitment to reducing carbon. Amid growing pressure from investors, employees, and environmental watchdogs, the increased number of companies making a concerted effort to go green is evident. But still, businesses are finding it is not always easy to reach their carbon reduction targets, nor are able to measure their company's environmental impact. The IGGC simply makes it easier for companies to reach their carbon offset goals.

Participation in this campaign will clearly demonstrate how easy it is to make small changes, setting examples for peers and co-workers to follow suit. The IGGC will include an educational component filled with resources, tools and connections demonstrating how to be more mindful of our choices and will showcase the individual employee's innovative ideas and actions. It personalizes employees as valued individuals doing their part in making this world a better place.

The IGGC includes a 3-6 month consultancy, dedicated to working directly with all affiliated departments in order to design the program that best fits the company. All of the details will be addressed in planning, in order to allow for a smooth running of the program. Ongoing monitoring of the program will allow for updates when required, as well as allowing for adjustments within a given community once the Campaign is underway.

The program would start with an online survey, designed to measure employees varying degrees of carbon reduction awareness, delivered through a customized company app. This app would be solely used by employees and would be centralized back to the company's communications center, to collect the details of the data. There are many opportunities to create specific programs within the IGGC. A challenge campaign, leading up to Earth Day, could be introduced and will include supporting resources, tools and connections through online means, while community leaders can be recognized for their efforts.

Using the ecological footprint as a measurement of our impact on nature, the program will include a number of categories, including:

Energy Usage
Transportation
Water usage
Food consumption
Waste generation
Indoor Air Quality
Exposure to toxins
Personal consumption habits

Each department participating has a chance to win prizes for having the most impact in reducing their ecological footprint. Various categories will have multiple actions that have a certain number of points associated for each action. The more green the action, the more points one receives.

A community website can also be developed, allowing participants to join in on a community blog/Facebook discussing their thoughts and actions.

For example: A company can start by issuing reusable water bottles with the company's logo, promoting water issues as a simple first step to encourage people to participate and raise awareness. Different champions can be recognized internally for reaching specific milestones, whether it is in a department, or company-wide. A variety of "awards" can be determined as necessary.

Winning prizes will be appropriate 'green' rewards. Depending on the number of employees in the winning offices including:

- tree planting events
- resource saving devices (filters, low-flow shower heads, etc...)
- energy saving devices (water heater blankets, rechargeable batteries, etc...)
- organic cotton products (shopping bags, shirts, etc...)

Costs:

Consulting fees:

Depends on the size of the company and commitment of time. Minimum 3 months

At least 3 team members will be needed – Program Developer, Technician, Green Expert

Technology development

Depends if we go in partnership with an existing IT company like Benetech <http://benetech.org/>

Again consulting fees to consult in design

And discussion on % of app and other technologies developed out of the IGoGreenCampaign

Marketing/Promotional costs

Looking for investors to fully or partial funds.