

# Project Neutral

Environmental Action Committee

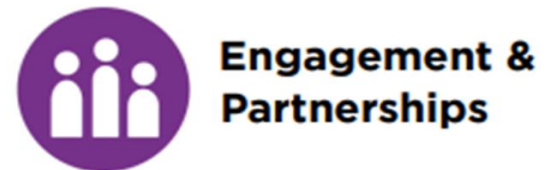
November 2, 2021

# Climate Change Outreach

**Action #21:** Support and Drive Behaviour Changes to Advance Climate Action



**21-2:** Develop tools and technologies to support and drive behaviour changes in the community

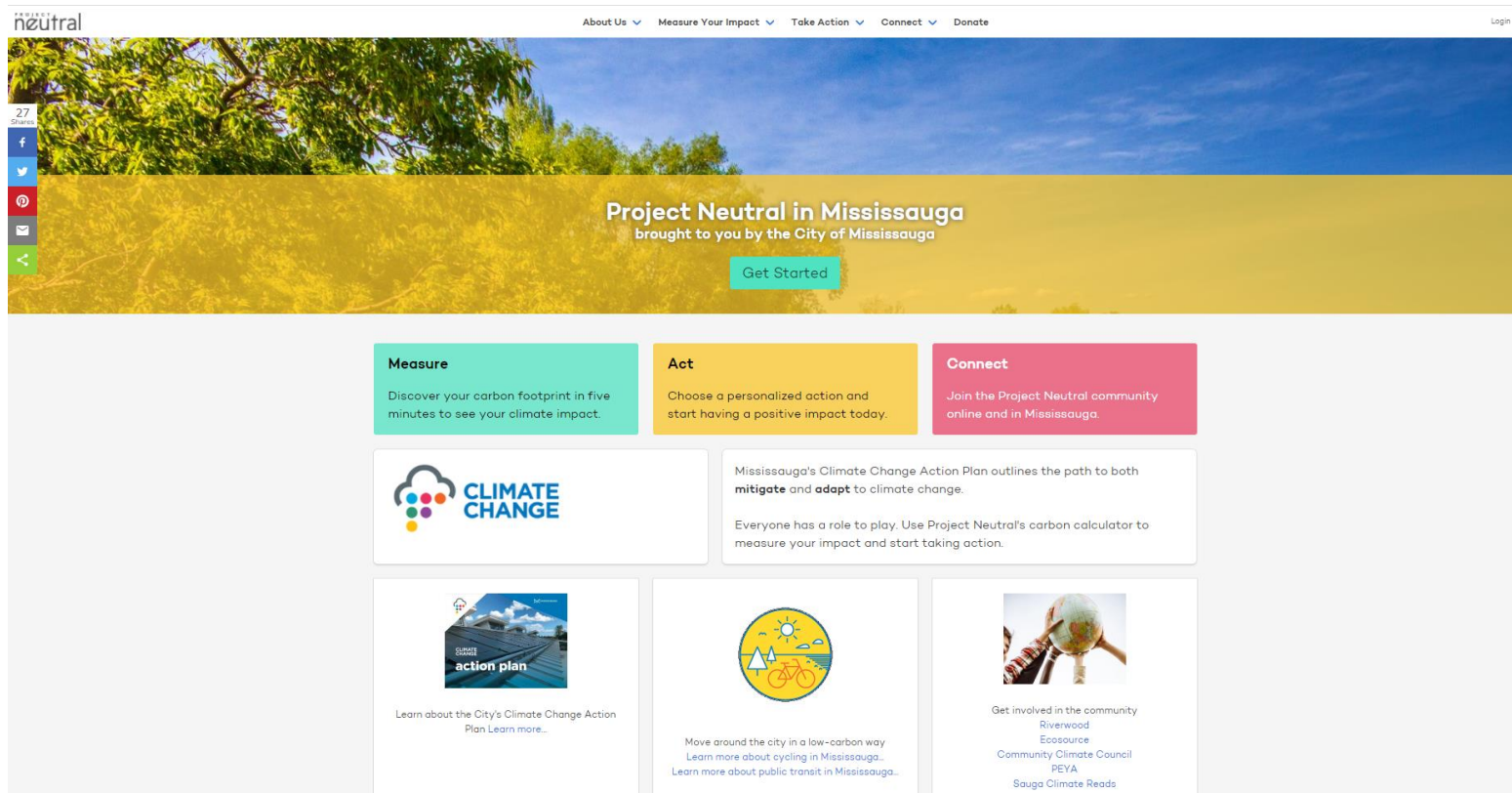


# Carbon Footprint Calculator

- Ontario based Carbon Calculator, Getting started + 5 modules
  1. Home Energy
  2. Daily Transportation
  3. Travel
  4. Food
  5. Waste
- Project Neutral website is a great resource for residents to learn about climate change and find out ways to take action

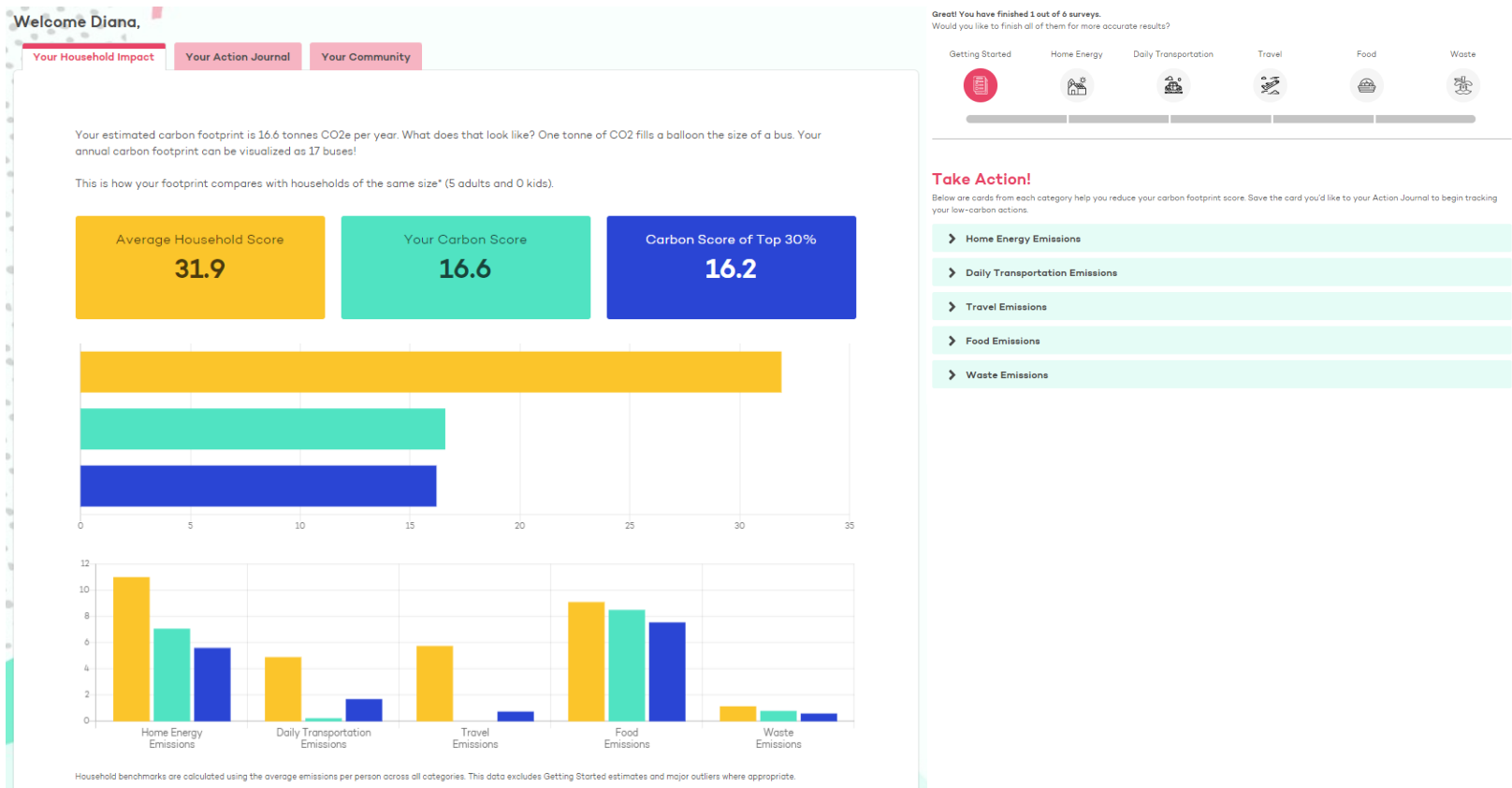
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# Project Neutral in Mississauga



The screenshot shows the Project Neutral in Mississauga website. The header includes the 'PROJECT nēutral' logo, navigation links (About Us, Measure Your Impact, Take Action, Connect, Donate), and a 'Login' link. A social media sidebar on the left shows 27 shares and icons for Facebook, Twitter, Pinterest, Email, and a share icon. The main banner features a background image of trees and a blue sky, with the text 'Project Neutral in Mississauga brought to you by the City of Mississauga' and a 'Get Started' button. Below the banner are three main sections: 'Measure' (Discover your carbon footprint in five minutes to see your climate impact.), 'Act' (Choose a personalized action and start having a positive impact today.), and 'Connect' (Join the Project Neutral community online and in Mississauga.). A central section titled 'CLIMATE CHANGE' states: 'Mississauga's Climate Change Action Plan outlines the path to both **mitigate** and **adapt** to climate change. Everyone has a role to play. Use Project Neutral's carbon calculator to measure your impact and start taking action.' Below this are three columns of content: 1. 'Learn about the City's Climate Change Action Plan Learn more...' with an image of a house and the text 'CLIMATE action plan'. 2. 'Move around the city in a low-carbon way Learn more about cycling in Mississauga... Learn more about public transit in Mississauga...' with a circular icon showing a sun, a tree, and a bicycle. 3. 'Get involved in the community' with a list: Riverwood, Ecosource, Community Climate Council, PEYA, and Sauga Climate Reads, accompanied by an image of hands holding a globe.

# Carbon Footprint Calculation



# Mississauga Dashboard

## Mississauga Dashboard

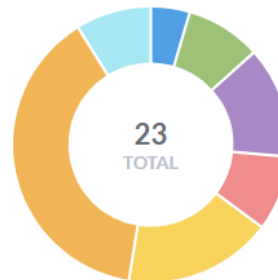
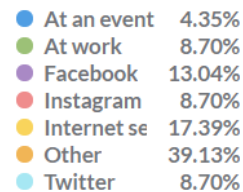
88

Mississauga - Total ...

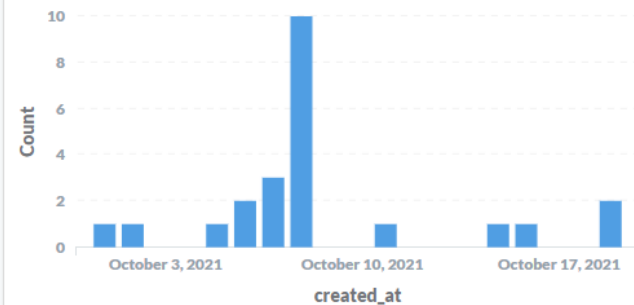
23

Mississauga - New ...

Mississauga - New User Sources (past 30 days)



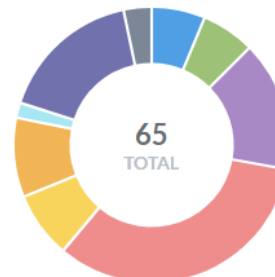
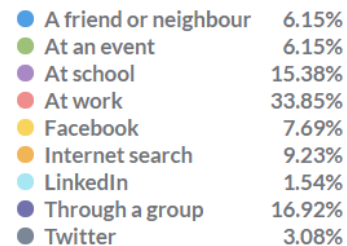
Mississauga - New Users (past 30 days)



Mississauga - How did you hear abo

How did you hear about PN?	Count
A friend or neighbour	4
At an event	4
At school	10
At work	22
Facebook	5
Internet search	6
I linkedIn	1

Mississauga - User Sources (All time, non-blanks)



Mississauga - How specifically did you hear abc

How specifically did you hear about PN?
A colleague
An activity for my university course (energy and sustain
blog
City of Mississauga
City of Mississauga Enviro Dent

# Social Campaign



# Social Campaign

**Pinned Tweet**

**Mississauga Green** @MiLivingGreen · Oct 1

Measure your climate impact today with @ProjectNeutral's carbon footprint calculator and embrace a low-carbon lifestyle. We all have a role to play to take climate action!


Learn more [projectneutral.org/mississauga](https://projectneutral.org/mississauga)

**City of Mississauga** @citymississauga · Oct 1

Discover your carbon footprint and how much greenhouse gas emissions come from daily activities.

Try the carbon footprint calculator by @ProjectNeutral to learn about actions you can take to help the environment: [ow.ly/AclB30rVMY0](https://ow.ly/AclB30rVMY0)

#ChangingClimateChange @MiLivingGreen



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**Mississauga Green** @MiLivingGreen · Oct 14

#WasteReductionWeek is around the corner! Discover your impact on @ProjectNeutral and learn how to reduce your waste. Here are a few suggestions:

- Buy less stuff
- Repair, reuse, and donate items
- Choose durable products that will last

Learn more: [projectneutral.org/mississauga](https://projectneutral.org/mississauga)



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**Mississauga Green** @MiLivingGreen · Oct 20

When it comes to climate change, it is all hands on deck! That means at home or at work we can all make a difference to reduce greenhouse gas emissions. @ProjectNeutral is a great tool to begin your journey towards a low-carbon lifestyle.

Try it out: [projectneutral.org/mississauga](https://projectneutral.org/mississauga)



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# Coming soon....Virtual Workshops

- Green Leaders
- Community groups
- Youth groups



# Project Neutral Demo

# Thank you!

[Projectneutral.org/mississauga](https://Projectneutral.org/mississauga)