

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



**CLIMATE
CHANGE**



**Engagement &
Partnerships**

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

PROJECT
neutral

Project Neutral in Mississauga

Project Neutral

About Us | Measure Your Impact | Take Action | Connect | Donate | Login

27 Shares

Project Neutral in Mississauga
brought to you by the City of Mississauga

Get Started

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.

Connect
Join the Project Neutral community online and in Mississauga.

CLIMATE CHANGE

Misissauga'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.

action plan

Learn about the City's Climate Change Action Plan. Learn more...

Move around the city in a low-carbon way. Learn more about bicycling in Mississauga... Learn more about public transit in Mississauga...

Get involved in the community: Riverwood, Ecosource, Community Climate Council, PEYA, Sauga Climate Reads.

Carbon Footprint Calculation

Welcome Diana,

Your Household Impact | Your Action Journal | Your Community

Your estimated carbon footprint is 16.6 tonnes CO2e per year. What does that look like? One tonne of CO2 fills a balloon the size of a bus. Your annual carbon footprint can be visualized as 17 buses!

This is how your footprint compares with households of the same size* (5 adults and 0 kids).

Average Household Score
31.9

Your Carbon Score
16.6

Carbon Score of Top 30%
16.2

Category	Average Household Score	Your Carbon Score	Carbon Score of Top 30%
Total	31.9	16.6	16.2

Category	Average Household	Your Score	Top 30% Benchmark
Home Energy Emissions	11.0	7.0	5.5
Daily Transportation Emissions	5.0	1.0	1.5
Travel Emissions	5.5	0.5	0.8
Food Emissions	9.0	8.5	7.5
Waste Emissions	1.0	0.5	0.5

Household benchmarks are calculated using the average emissions per person across all categories. This data excludes Getting Started estimates and major outliers where appropriate.

Great! You have finished 1 out of 6 surveys.
Would you like to finish all of them for more accurate results?

Getting Started

Home Energy

Daily Transportation

Travel

Food

Waste

Take Action!

Below are cards from each category help you reduce your carbon footprint score. Save the card you'd like to your Action Journal to begin tracking your low-carbon actions.

- ▶ Home Energy Emissions
- ▶ Daily Transportation Emissions
- ▶ Travel Emissions
- ▶ Food Emissions
- ▶ Waste Emissions

Mississauga Dashboard

Mississauga Dashboard

88

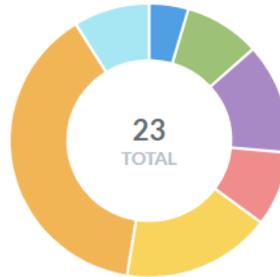
Mississauga - Total ...

23

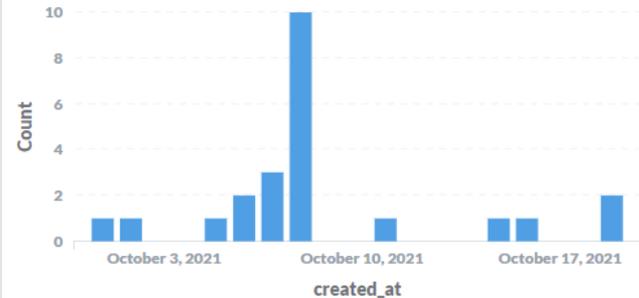
Mississauga - New ...

Mississauga - New User Sources (past 30 days)

- At an event 4.35%
- At work 8.70%
- Facebook 13.04%
- Instagram 8.70%
- Internet se 17.39%
- Other 39.13%
- Twitter 8.70%



Mississauga - New Users (past 30 days)

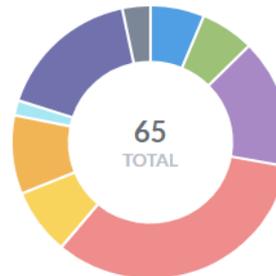


Mississauga - How did you hear abo

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)

- A friend or neighbour 6.15%
- At an event 6.15%
- At school 15.38%
- At work 33.85%
- Facebook 7.69%
- Internet search 9.23%
- LinkedIn 1.54%
- Through a group 16.92%
- Twitter 3.08%



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

Mississauga - Monthly New Users (Past 365 days)

Social Campaign

Waste
Be a part of the circular economy



Home energy
Save energy



Transportation
Move in a low-carbon way



Food
Reduce your impact on the food system



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

 **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

#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



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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



🗨️ 3 ❤️ 8 📤 📄

Coming soon....Virtual Workshops

- Green Leaders
- Community groups
- Youth groups



Project Neutral Demo

Thank you!

Projectneutral.org/mississauga