

Press Release

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CarbonHero Xmas lets users enjoy a carbon neutral holiday season

New app calculates the carbon footprint caused by Christmas activities and allows users to offset directly from their iPhone.

Notes to the Editor

How does CarbonHero calculate the carbon footprint?

The CarbonHero footprint calculator uses data from scientific studies and climate databases in combination with consumption statistics from official sources, such as the German Federal Environment Agency, eurostat at the European Commission, the US Environmental Protection Agency or the OECD (among many). The result is an amount of carbon (CO₂ and equivalents) in kilograms.

How does carbon offsetting work?

The determined amount of carbon is compensated by purchasing climate certificates from accredited compensation projects from the so called „Voluntary Market“. We require the highest levels of certification from a project and at this moment accept: Gold Standard (supported by the WWF) and VCS Verified Carbon Standard. At the end of the purchase process certificates are automatically invalidated to ensure users are making the intended impact and prohibiting re-use or re-sale of a certificate. The invalidation process is audited by third party TÜV Austria. CarbonHero is packed with German Gründlichkeit!!

How do compensation projects reduce carbon from the atmosphere?

Projects from the Forrest Protection category preserve or reforest endangered forests, typically in (sub)-tropical areas where trees can bind carbon most efficiently.

Projects from the Renewable Energies category produce energy from renewable sources (e.g. wind, solar or water power) that otherwise would have been produced by burning fossil fuels.

Media/Links

App Store Download: itunes.apple.com/app/id1180082090?mt=8

Website: carbonheroapp.com

Facebook: facebook.com/carbonheroapp

Twitter: twitter.com/carbonheroapp

Instagram: instagram.com/carbonheroapp

Media-Package: bit.ly/CarbonXmas-PressPack-EN

Press Contact

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