



# Carbon Neutral Boulder

Platform for Community Engagement To Achieve Carbon Neutrality

## Summary

Climate change is not fun. It is frustrating, uninspiring, and depressing. Hope for a better future is dim and the widespread action, that the world so urgently needs, often seems unlikely, if not impossible.

This could be the end of the story. But it is not. Because every single thing once seemed impossible before it was first done: [Human-powered flight](#), [the 4-minute mile](#), [the eradication of smallpox](#). And now: attaining a carbon-neutral future.

When human beings come together under a shared vision and a joint purpose, incredible things happen. Carbon Neutral Boulder is an initiative to do just that: Bringing Boulder together around achieving the incredible — carbon neutrality.

Boulder has already made a commitment to cut emissions by 80% by 2050 but so far most of the city's efforts have been focused on top-down, city-council-level change. Carbon Neutral Boulder seeks to change that by a) empowering citizens to reduce personal carbon emissions, and b) leveraging the expertise, creativity, and people-power of Boulder's community to reduce collective carbon emissions.

## Reducing Personal Carbon Emissions

The first piece of Carbon Neutral Boulder's interactive web platform is focused on empowering citizens to take direct action against climate change by reducing their personal emissions. Here is how that works:



### **Assess Your Footprint**

Assess your carbon emissions in the interactive online calculator and compare your emissions to the average in Boulder, the United States, and the world.



### **Make Commitments**

Receive individualized recommendations for reducing your carbon emissions and make a commitment to reduce your footprint.



### **Earn Achievements**

Earn real-world rewards as you are making progress towards your commitments: D-Cycle Membership, gift vouchers, and many more...



### **Compete with Friends**

Challenge your friends and family and compete for the lowest carbon footprint.



### **Better the World**

In the end, it is all about a better, more sustainable world. We are coming together to reduce our carbon footprint. Together we can make Boulder #carbonneutral.

## Reducing Collective Carbon Emissions

The second piece of Carbon Neutral Boulder's interactive web platform is focused on leveraging the expertise, creativity, and people-power of Boulder's community to reduce our collective carbon emissions. Here is how that works:



### **For Everyone**

Carbon Neutral Boulder is a central place for sharing ideas around reducing city-wide carbon emissions and for transforming these ideas into action. It is designed for bringing together the whole community: citizens, local organizations and businesses, as well as the city council.



### **Ideation**

Have an idea for reducing city-wide carbon emissions? Submit it on the platform to share it with the whole community. It does not matter whether you are a high school student or a Phd engineer with ten years of experience — we all have something to contribute.



### **Collaboration**

Others can view your idea, edit, comment, change, expand, and improve upon it. This brings together creativity with expertise, passion with experience, and time with skillsets. As time goes by, your idea takes shape and becomes better and better.



### **Feedback**

As you are developing your ideas and proposals, others can give feedback and express their opinion by agreeing, disagreeing, remaining neutral, or vetoing your idea. This gives you instant feedback on the public opinion about your idea.



### **Implementation**

Once an idea has been fleshed out and gained approval by the community, it moves from ideation to implementation stage. But you won't be left alone to implement the idea. With the help of the community, you turn your idea into a set of tangible, actionable steps. These are public, allowing anyone to jump in (and out) and contribute in the transformation of the idea into action.