

Contact: James Smith  
Telephone: +44 (0)7715 105349  
Email: [james@carbondiet.org](mailto:james@carbondiet.org)



FOR IMMEDIATE RELEASE

---

## NEW WEBSITE LAUNCHED TO HELP FIGHT GLOBAL WARMING

Global warming is a major issue, which affects all of us. Emissions of Carbon Dioxide (and other greenhouse gases) are threatening to alter the global climate in a potentially disastrous way. It is more important than ever that the general public should gain an understanding of how their actions contribute to this problem.

Almost every “green” website has some sort of carbon calculator, which helps people to work out how much CO<sub>2</sub> they are responsible for creating in their daily lives. Even the UK Government is getting in on the act, recently launching a new website, ‘Act on CO<sub>2</sub>’.

The **problem** with all existing calculators is that they can **never be accurate enough** to really educate the public. All existing calculators (including the UK Government's) calculate a single yearly total, which is simply not detailed enough to be of any real use. As well as this problem, they generally rely on vague estimates as input, such as the number of miles traveled by car per year.

**The Carbon Diet** is a new, easy-to-use website that solves these problems. Users of the website are encouraged to enter data regularly, such as whenever they buy fuel, or by taking a weekly reading from their electricity meter. The website then uses this data to calculate the user's CO<sub>2</sub> emissions on a **daily** basis. Users can see **exactly** where their emissions are coming from, and when. Because the calculations are based on real data, the results are very accurate, and can give users **real** day-to-day feedback on what they are contributing to global warming. They can also be sure that any changes they make to their lifestyle are making a real difference to that contribution.

By encouraging people to enter data regularly, the site can build an awareness that a single-shot carbon calculator cannot. With future development, the site will also hope to encourage people to compete with each other, by sharing their emission data with their friends online.

Website: <http://www.carbondiet.org/>

---

For more information, please contact James Smith on +44 (0)7715 105349, or email [james@carbondiet.org](mailto:james@carbondiet.org)