

*By Carbon Consciousness*

# Carbon forest



# This is Dave

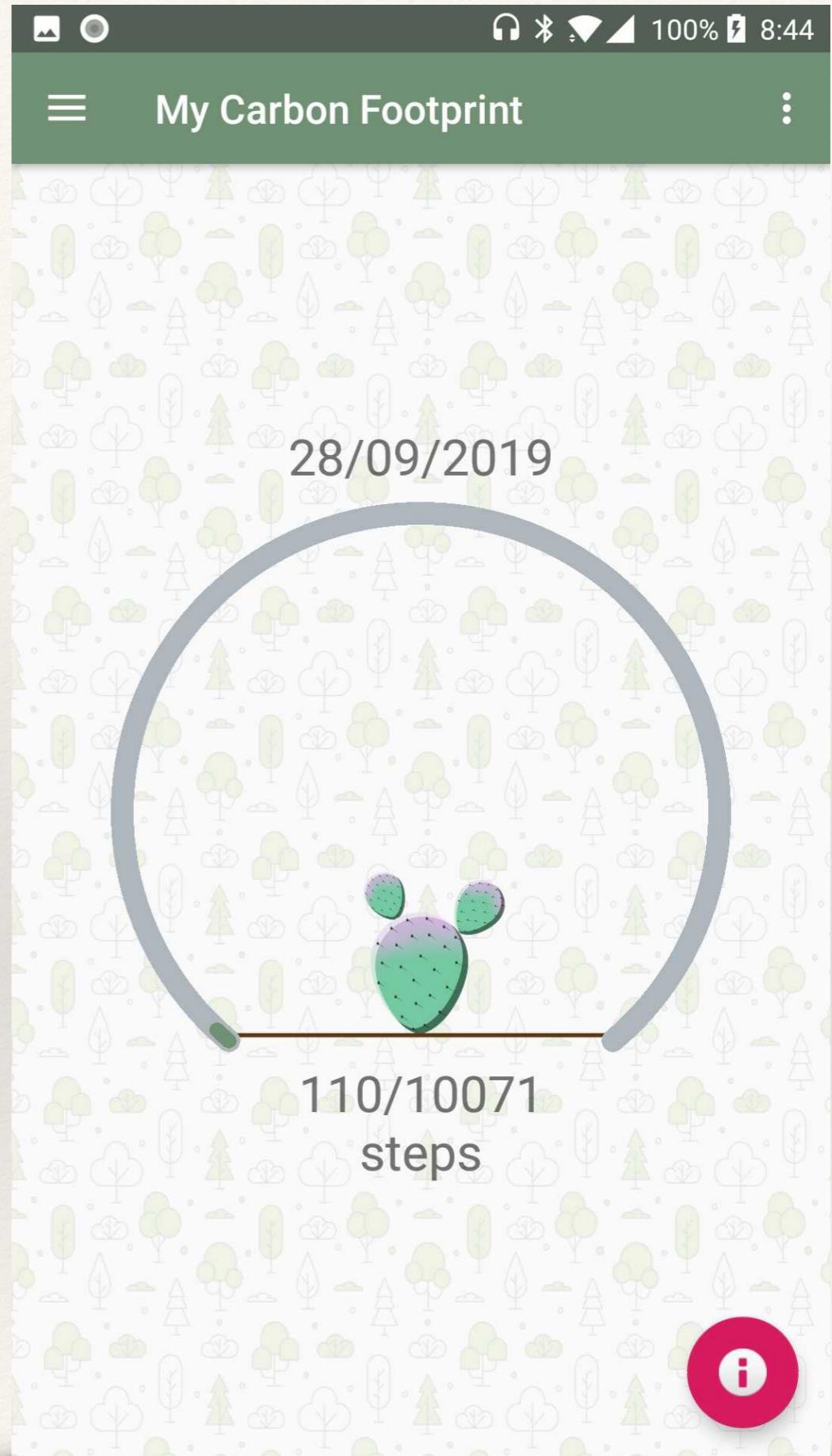


He wants to:

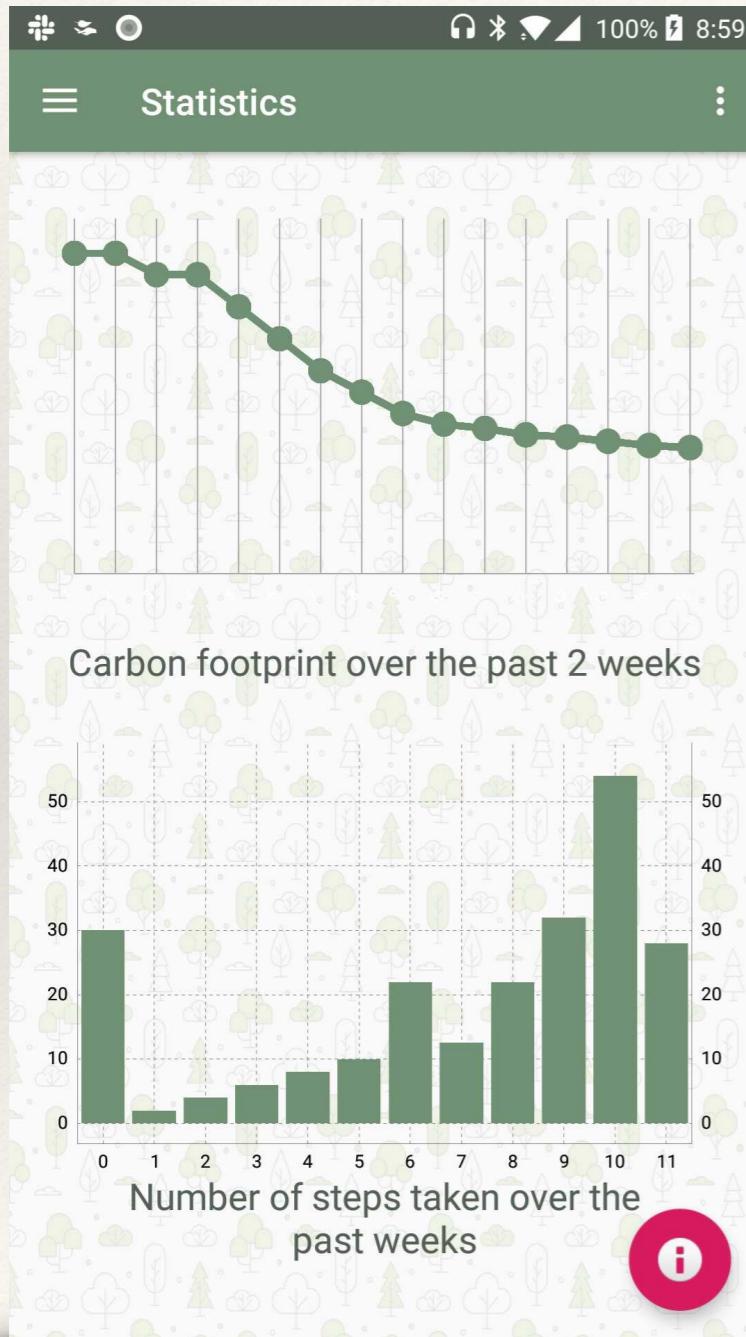
- ❖ Include his kids in bringing down the carbon emission in their household
- ❖ Motivate his kids to be more active
- ❖ Stop scolding the kids and use positive reinforcement to talk to and engage the whole family

# Carbon Forest

*Grow your plant as big as possible by  
working together as a household and  
reducing your carbon emissions*



# The emission game



- ❖ Choose a tree to plant - grow it for a month
- ❖ Every week compares to previous history:
  - ❖ Smaller carbon impact = your tree grows bigger
  - ❖ Same level of carbon impact = your tree survives
  - ❖ Bigger carbon impact = your tree starts to get sick

# The movement offset

- ❖ If your tree starts to get sick, or it grows too slow you can walk to make up for it
- ❖ If you can keep your emissions under the Paris climate agreement you should walk 10.000 steps
- ❖ Added to this average movement goal is the extra carbon emission offset needed to keep your plant thriving



What does this mean for Dave?

Reduce your carbon emissions and get out into the nature you save



Photo by Morvanic Lee on Unsplash