ReduCO2

The climate is changing. Forests are disappearing. The earth is warming up. The Ice is melting. The Sea-level is rising.

**No signs of change**

And if we don’t act, this is not going to change in the near future. But why aren’t we all actively acting on this? I mean the solution is simple: If we want change, we have to bring down our carbon dioxide emission, we have to reduce our carbon footprint.

**Awareness is not Action**

Research shows that people are fully aware of the current state of climate change and its impact, but it also shows that they are often hesitant to take action to change their behavior.

**Bystander effect**

This hesitant behavior could be explained through the bystander effect. This is occurring when we wait for others to take action when help is needed. In this case we might be waiting for our government to take action. To surpass the bystander effect, theory suggest that people are far more willing to come into action

1. When they feel personally responsible.
2. When they have the right skills to succeed.

**What is your co footprint?**

Do you know what your carbon footprint is? How much tons of CO2 you produce on per year? And do you know what changes in your personal choices you can make to reduce your emission? No, me neither. And here you got the pain. We just don’t know.

So, following theory on the influence of human behavior we are in need of a tool that gives us insight in 1. Our carbon footprint so we feel personally responsible and 2. The different changes we can make, based on our footprint,

And this is where Reduco comes in. An application that will accurately tell you what your carbon footprint is and what you can do to reduce it. Reduco is your personal assistant when it comes to climate change. It will challenge you on a weekly base to do better, it will inform you on best practices, you’ll receive rewards and earn XP. Which you can use to make the world even a better place.

Change isn’t hard if you know what you need to do. Start reducing CO2. ReduCO2