



Carbon Calculator Frequently Asked Questions

If your business is looking for a practical solution for proactively mitigating global warming by reducing your company's and your clients' overall environmental impact, then you should consider implementing a carbon calculator on your website. Sustainable Travel International (STI) offers custom web-based [carbon calculators](#) for business of all types.

STI's calculators support only 'best in class' domestic and international [offset projects](#) - all of which are inspected, verified and or certified by independent third parties. By investing in clean energy, energy efficiency, and forestry projects that support sustainable development, you and your clients can offset the environmental impacts associated with your business and their travels, while supporting community benefits that otherwise wouldn't have existed.

What is a carbon calculator and how does it work?

A carbon calculator is a web-based tool that quantifies greenhouse gas emissions (the vast majority of which is carbon dioxide or CO₂) from travel activities and energy consumption. The total impact that is calculated is known as a "carbon footprint", which is only part of an overall "environmental footprint." Once the carbon footprint is calculated, options are given to the user for donating to projects that will balance their environmental impacts, creating a net zero impact – also known as being "carbon neutral".

STI's basic carbon calculators include options to quantify and offset emissions from air travel, ground transportation, hotel night stays, home electricity use, and gift offsets as detailed below:

CALCULATE YOUR PERSONAL CARBON FOOTPRINT

Please select from the available Offset options below:

 Flying
 Driving
 Gift Offset
 Home Energy
 Hotel Stays

Air Travel:	0.3038	Offset Amount
Automobile Travel:	0.1155	<input checked="" type="radio"/> My Full Impact
Gifts:	0	<input type="radio"/> Half My Impact
Home:	0.3485	
Hotels/Lodging:	0.1529	
Total Offset (tons of CO ₂):	0.9207	

Your total emissions are: 0.9207 tons of CO₂
The total cost to offset this amount of CO₂ will be:
\$33.15 USD

Note: Different priced offset projects available in the checkout process

Offset a different amount: \$0

[XE.com Currency Converter](#)

[How is this contribution used to offset my carbon emissions?](#)

Why is a carbon calculator a good decision for your company?

Placing a carbon calculator on your website is an easy and cost-effective way to demonstrate your company's commitment to environmental responsibility. By encouraging clients to use your calculator to offset their emissions, your company will be supporting the reduction of the overall impact on global climate change, while simultaneously educating your clients on the importance of reducing their own environmental footprint.

What kind of website/company is a good candidate for a carbon calculator?

Though their size varies considerably, everyone and every company has a carbon footprint. So, we all share the responsibility of reducing our footprints and offsetting unavoidable carbon dioxide emissions. Therefore, if you have a website and want to encourage visitors to offset their unavoidable emissions, you should have a carbon calculator. They're ideal for:

- Travel providers: airlines, cruise operators, travel agencies, tour companies, accommodations providers;
- Event organizers: concerts, festivals, conferences, trade shows;
- Non-profits;
- Retail businesses; or
- Any organization interested in promoting environmental responsibility.

Calculators can be offered to your clients, visitors to your website, your employees, or to calculate the emissions associated with company operations. They're simple to integrate into your website, user-friendly and can add a fun new green flare to your messaging and marketing communications.

What does STI offer?

STI offers IFrame carbon calculators, which provide a seamless integration into your existing website with only a few lines of code. Our carbon calculators have the look and feel of your site and use your existing navigation, but with all calculations and payment processing occurring on STI's server. The result is a tool that's co-branded as your own in conjunction with the industry's leading offset provider.

The screenshot shows the top navigation bar with links: CONTACT US + CATALOG REQUEST + SPECIAL OFFERS + NEWS & PRESS 800-596-2953. Below is a search bar with options: activity, date, destination, RESERVATIONS, OUR VALUES, OUR TEAM. The main heading is "Our Environmental Commitment". A sidebar lists: > Carbon Neutral Defined, > Our Veggie Trucks, > How We Use Solar power, > Our Recycling Program, > Environmental Fare, > Our Partnerships, > What can you do?, > Environment Home. The main content area says: "Welcome to Escape Adventures' custom carbon emissions calculator. Using this form, you can calculate your personal carbon footprint. If you want to make your trip completely carbon neutral, just calculate your flight distance. Next you will have the opportunity to purchase green tags. Your small investment will go to Sustainable Travel International who will ensure that for every ton of carbon dioxide you emit, a ton of carbon dioxide will not be released into the atmosphere. At the same time, by offsetting your carbon use, you'll be supporting renewable energy and energy efficiency projects. So on the one hand, you produce, and on the other, you reduce." Below this is "Carbon Offsets Provided By:" with logos for SUSTAINABLE TRAVEL INTERNATIONAL and myclimate. At the bottom, it says "CALCULATE YOUR PERSONAL CARBON FOOTPRINT" and "Please select from the available Offset options below:" with five circular icons representing different offset categories.

What options are available?

Offset Icons: STI's carbon calculators include options to offset air travel, ground transportation, gift offsets, home electricity use, and hotel night stays. Depending on the nature of your business, your company can choose to include any one or combination of these icons in your calculator:



None of the icons appropriate to your company's emissions? For an additional cost, STI can help you quantify just about any energy-consuming activity and create an icon that will suit your needs. Examples of custom options include an event calculator and a SCUBA diving calculator, as well as business, charter bus, cruise lines, and car rental calculators.



Project Selection: STI offers three 'best in class' offset portfolios to choose from, including Gold Standard renewable energy and energy efficiency projects in the developing world, domestic renewable energy projects that are Green-e certified, and international forestry projects that meet the standards set forth by the Climate, Community and Biodiversity Alliance.

While each project type will achieve an equivalent amount of emissions reductions, different project types have varied costs associated with them. Standard calculators allow users to choose the portfolio that fits their values, interests, and budget, as well as a combination of the three. If one particular portfolio is most attractive to your company, STI can also make that your default option.

Please select one of the following Offset Projects

- \$35.23 Renewable energy projects such as wind farms that are used to generate clean energy in the western U.S. Bonneville Environmental foundation provides STI with Green-e certified (www.green-e.org), 100% renewable green tags for this program.
- \$13.45 International Reforestation Projects
Projects to recreate critical forests and provide incentives to protect critical forest land and avoid the cutting of trees. Projects are designed using the standards set forth by the Climate, Community, and Biodiversity Alliance (www.climate-standards.org).
- \$40.36 
Protect our planet
Gold Standard Projects
Renewable energy and energy efficiency projects are inspected and validated by Clean Development Mechanism accredited Designated Operational Entities including The Gold Standard (www.cdmgoldstandard.org).
- \$25.63 Combination of several offset Projects
(calculated based on 25% Gold Standard, 25% U.S. Renewable Energy Projects, 50% International Reforestation Projects)

How much does a calculator cost?

STI's standard calculator retails for US\$499. Customized solutions are also available for an additional cost.

What if I do not want to host the calculator on my website?

If you'd prefer not to host a carbon calculator on your own website, we would be happy to host it on ours. Specifically, we can co-brand a web page and add any information you require about the offering. Please note that STI may charge a nominal fee for this service, depending on the complexity of your custom web page (usually US\$100-\$200).

How to get started?

Contact STI at info@sustainabletravel.com or 800-276-7764. We can have your IFrame calculator ready for your website in less than 48 hours after receiving payment, whereas the length of time it takes to create a more customized solutions varies.

STI will also provide you with implementation support as well as suggestions on how to successfully integrate the calculator into your sales and marketing materials.

What else do I need to know?

It is important that you and your company to familiarize yourselves with the basic concept of carbon offsetting. Please visit [Carbon Offsetting FAQs](#) to get a better understanding of carbon offsetting, and review our [climate and carbon management](#) offerings for businesses to get a better feel for the scope of our services.

It is imperative that your sustainability efforts expand beyond the integration of a carbon calculator. STI is not interested in supporting organizations who simply want to use this tool as a marketing ploy. A calculator that sits idle on your website is doing nobody any good, and may draw negative criticism for "greenwashing." STI will provide you with the information and resources to help you make this initiative a successful one, but it is up to you to raise the bar to the next level. While offsetting is a great tool for addressing unavoidable carbon emissions, it is only one of many steps you should be taking to minimize your impact on our environment. STI provides numerous services that can help you integrate a more sustainable business model. Contact STI at info@sustainabletravel.com or 800-276-7764 for more information.

References

To date, STI has offset hundreds of thousands of tons of greenhouse gas emissions. Join some of the industry leaders you see below by adding a carbon calculator to your website.

