

INDIVIDUAL CARBON FOOTPRINT

There are as many kinds of carbon footprints as there are individuals. But how big is the average carbon footprint in your country?

REQUIRED ROLES

Project manager/content owner,
Emission calculation specialist

PREREQUISITES

None but rolled-up sleeves. This is one of the most central projects we recommend you to start with.

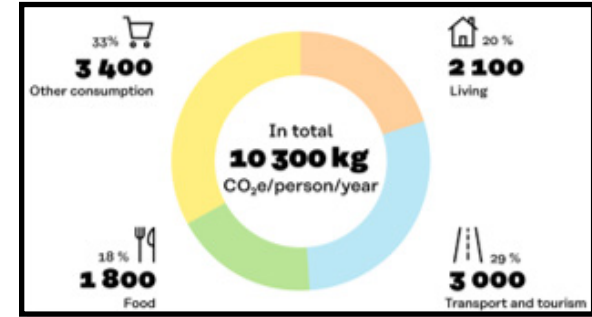


OVERVIEW

It has never been this easy to understand the concept of a personal carbon footprint. Calculate the national average carbon footprint and break it down to an easily understandable form.

The effects of man-made greenhouse gas emissions on the climate can be measured and compared in the form of carbon footprints. By quantifying the average carbon footprint of your country, you will find out where to focus your efforts on the common quest to reduce personal emissions.

The carbon footprint doughnuts are based on the national average consumption of the most common consumption options multiplied by their carbon intensity. The total sheds light on the lifestyles and daily habits that add up to several tonnes of carbon dioxide emitted. ●



PAYOFFS

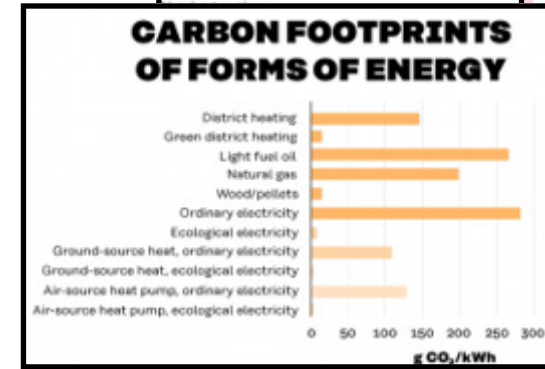
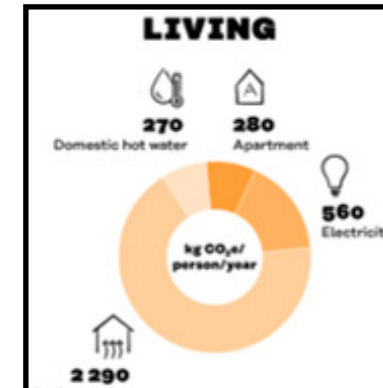
1 Breaking down the dense data on carbon emissions to an individual level makes the concept of consumption-based emissions easy to understand.

2 Average carbon footprints vary vastly between countries – localising the calculations helps you focus on the main issues.

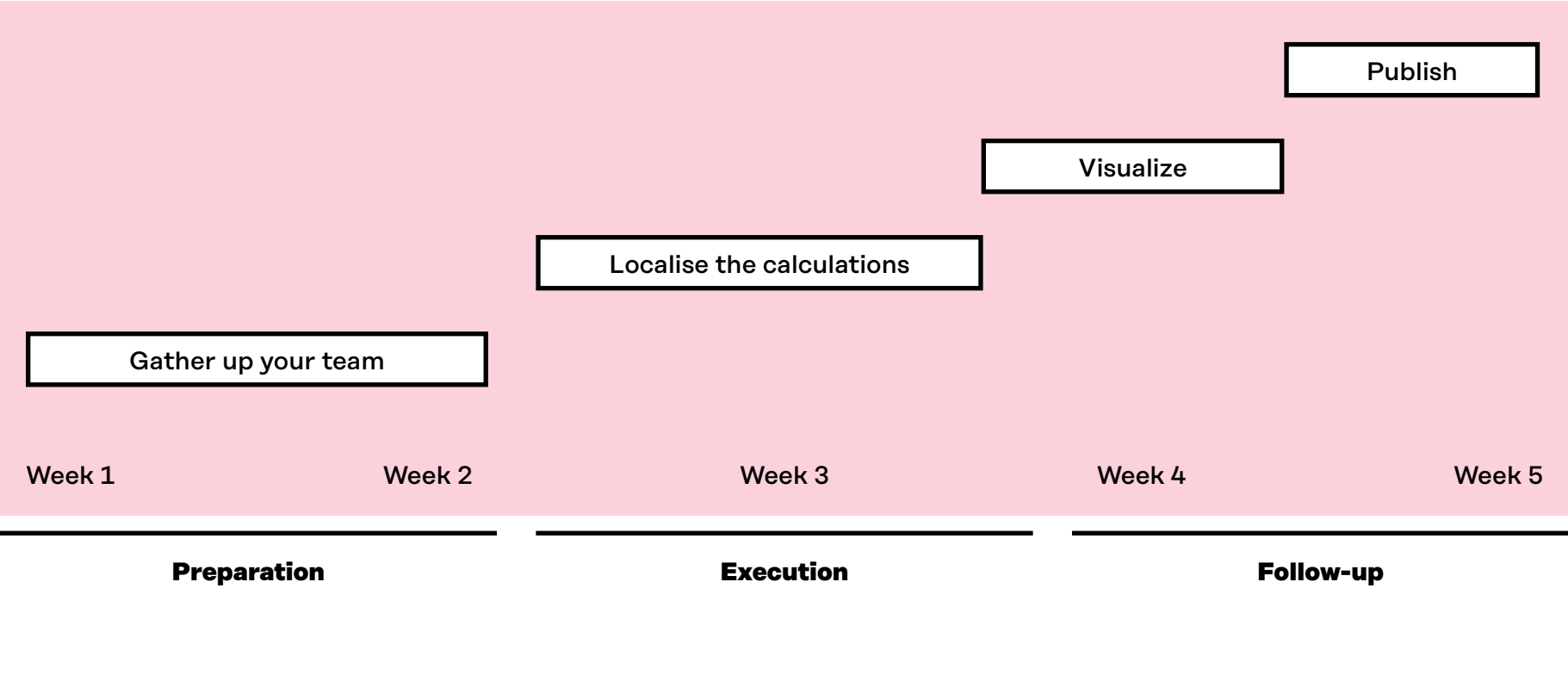
3 The individual carbon footprint is the basis for many other modules we offer. Conducting these calculations at the beginning of your project will pay off later. ●

Results — Finland

- ☑ Our take on the individual carbon footprint is one of the most trending and most cited sites in Finland when it comes to sources for carbon footprint calculations.



BLUEPRINT



WHAT IS NEEDED

First things first, you should understand the local context and culture to properly localise the individual carbon footprint.

Team up with the national statistics centre. Take advantage of ready-made statistics as much as possible. If there are no national statistics or data collected, try to find and compare relative data from other international databases.

Also find yourself reliable partners from among carbon-emission analysts. In case you do not have any carbon-emission analyst expert in your team, we recommend you outsource the calculations to a local statistics or research institute or a consultancy company who have experience in carbon footprint quantification. Sometimes, even close co-operation with the local university will help. ●

TEAM AND RESOURCES REQUIRED

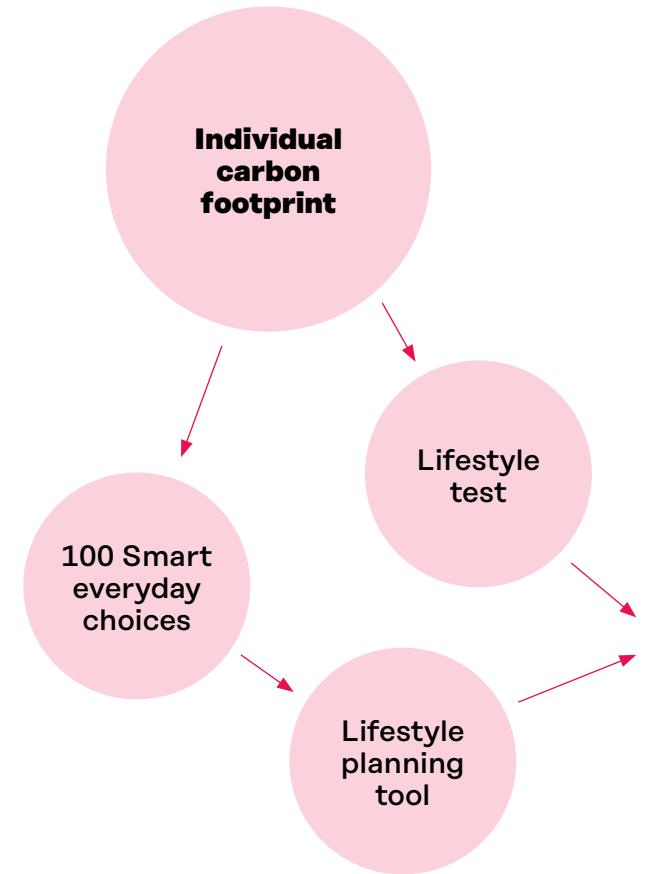
In your team:

- ➔ Project manager
- ➔ Content owner

Additional roles:

These can be outsourced.

- ➔ Emission calculation specialists



EXECUTION

LOCALISE THE CALCULATIONS

Collecting and calculating the average emissions of national consumption habits takes its time and demands meticulous quantitative methods. Encourage your new partners to use the average Finnish carbon footprint as an example. It is always most useful when the data is in an easily comparable form.

When your calculation partner has put together the carbon doughnuts from every domain, compile a breakdown of what they consist of. What are the most common consumption choices and what is their carbon intensity? How about the intensities of the more sustainable options? A bar chart of the available choices will help people understand how much consumption options can differ by their carbon intensity.

VISUALISE

Visualise the data and keep it simple. You want the result to be appealing to everyone, as these might become – and this is highly likely – the first graphs about individual carbon footprints that anyone has encountered. Creating a set of slides from these doughnuts and bar charts will be a good idea. In Finland these are one of the most cited data sets we have produced.

PUBLISH

After you have completed the work putting together your national carbon footprint charts, do not keep them hidden. Inform the media about what sort of information is now available. Share the graphs with stakeholders and schools, for example. Always keep a source list available to help you check and explain the calculations. ●



ADDITIONAL RESOURCES AND CONTACTS



THE CALCULATION BASIS OF THE INDIVIDUAL CARBON FOOTPRINT IN FINLAND

Contact one of our team members to help you initiate the calculation process. The calculation basis is delivered as an Excel sheet.



ILLUSTRATIONS OF THE INDIVIDUAL CARBON FOOTPRINT IN FINLAND

Take advantage on these ready-made illustrations of the carbon footprint domains. ➔ sitra.fi/en/articles/carbon-footprint-average-finn

CONTACTS

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