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Earth Day Network and Global Footprint Network Unveil New Footprint Calculator

Oakland, CA, USA – As the 40th anniversary of Earth Day approaches, Earth Day Network and think tank Global Footprint Network are announcing an addition to our a tool to help individuals all over the world calculate their level of ecological demand and identify the most effective ways for reducing it.



Whether you're a car-pooling vegan from Italy, frugal home-maker from China or a jet-setting fashionista from Brazil, you can calculate the size of your Footprint on the planet with a new Web tool developed by Global Footprint Network.

The calculator takes users through a series of questions about their lifestyle, and determines their Ecological Footprint – the amount of land area it takes to produce all the resources they consume and absorb their CO₂ emissions. It also identifies their greatest areas of resource consumption and translates this into the number of planets we would need if everyone lived that way.

Once getting their results, users can set targets for how much they'd like to reduce their Footprint, and explore scenarios for reaching their goal (for example, by biking rather than driving to work, eating meat one less day a week, recycling more and reducing new purchases.)

“The new global Footprint tool will help bring awareness of our personal impact on the planet to many more countries,” said Kathleen Rogers, Earth Day Network President. “This valuable tool can be used in communities and schools to help educate people about how our lifestyle choices affect the environment.”

The popular calculator, which had featured geographically-specific data for the U.S., Australia, Switzerland and Calgary, Canada, now has versions for ten new countries:

- Ecuador – Spanish and English
- Peru – Spanish and English
- Argentina – Spanish and English
- Brazil – Portuguese and English
- Italy – Italian and English
- Turkey – Turkish and English
- South Africa – Afrikaans and English
- India – Hindi and English
- China – Chinese and English
- Japan – Japanese and English

Calculator users take the quiz and learn not how their total ecological demand breaks down in terms of forest, cropland, fishing ground, or other land.

Particularly unique to the tool is that it uses geographically-specific data, based on an extensive set of ecological accounts Global Footprint Network calculates annually for over 150 nations. Developed with the help of in-country experts, calculator questions are tailored to the specific housing, transportation, food consumption and purchasing habits of each country. In South Africa, for example, a bakkie – a pick-up truck that carries passengers in the back – counts among the transportation choices. For India, charcoal, crop residue and dung cake are listed along with coal and electricity as heating choices. A 1,500 square foot house is categorized as “very large” in the Brazil version, but average in the American one. “Occasional” fish consumption is defined as one or two servings per day in China, and once a week in Italy.

“We wanted the calculator to reflect what people in each country would recognize as the typical options,” said Meredith Stechbart, Applications manager for Global Footprint Network.

The size of your Footprint varies not only by your lifestyle, but also where you are on the globe. This is because a person’s Ecological Footprint includes not only things that they have control over – such as whether they bike or carpool to work – but also things they don’t, such as their per-capita share of the country’s collective services and infrastructure – things like hospitals, highways, militaries and schools.

“We hope the calculator will show users what kind of changes they can make to reduce their Footprint, and what differences these changes can make,” Stechbart said. “But the calculator results also show that the society we live in is an important part of our ecological demand. While individual choices are critically important, so is influencing the larger society to be less resource dependent.”

The calculator was developed by Global Footprint Network in partnership with Free Range Studios, creators of the *Story of Stuff*, with a grant from the Richard and Rhoda Goldman Fund.

[Take the quiz:](http://www.footprintnetwork.org/calculator) www.footprintnetwork.org/calculator

Last year, CNN’s Joshua Levs called the calculator “**one of the best features we discovered this week on Earth Day.**” [Click here](#) to see his review of the U.S. calculator.

About Global Footprint Network:

Global Footprint Network is an international think tank working to advance sustainability through use of the [Ecological Footprint](#), a resource accounting tool that measures how much nature we have, how much we use and who uses what. Using an internationally-approved methodology, Global Footprint Network produces annual calculations on the Ecological Footprint and biocapacity of more than 150 nations and the world as a whole. It is also working with nations, cities and enterprises around the globe to make ecological limits central to decision-making. Global Footprint Network's mission is to enable a world where all people can live well, within the means of one planet.

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nicole@footprintnetwork.org**About Earth Day Network**

Earth Day Network was founded on the premise that all people, regardless of race, gender, income, or geography, have a moral right to a healthy, sustainable environment. Its mission is to broaden and diversify the environmental movement worldwide, and to mobilize it as the most effective vehicle for promoting a healthy, sustainable environment. The organization pursues its mission through a combination of education, public policy, and consumer activism campaigns.

Earth Day Network's campaign and programs are predicated on the belief that an educated, energized population will take action to secure a healthy future for itself and its children. The organization has a global reach with a network of more than 20,000 partners and organizations in 190 countries. Earth Day Network is a 501(c)3 organization located in Washington, D.C.