

PRESS RELEASE

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Web's Best Carbon Calculator Gets Better

Resurgence magazine Launches 2010 Carbon Calculator.

The Resurgence Carbon Calculator, widely regarded as the best online tool for working out your yearly carbon footprint, has been re-released ready for 2010 with the latest science and best data.

With government targets and grassroots campaigns such as 10:10 challenging us to cut UK's carbon emissions by fixed amounts over the coming years, individuals increasingly want to know the 'carbon consequence' of their daily choices.

Created by low-carbon pioneer, Mukti Mitchell, the Resurgence carbon calculator provides an accurate and user-friendly way for people to measure their individual carbon footprint. The empowering tool is so accurate that even a £1 saving in electricity over a year will show up.

The Resurgence calculator allows people to specify important factors that significantly affect their emissions, for example, using different fuels such as wood, blue or red gas bottles. In a recent survey of all carbon footprint calculators by the Climate Outreach Information Network, the Resurgence calculator was cited as "best overall" and "most accurate" for land and air travel.

"The new calculator includes 27 types of car and four classes of air travel to make it more accurate for each user. People also have the satisfaction of seeing how small carbon reductions are reflected in their footprint." Mukti Mitchell

Resurgence has also launched a 'quick calculator'. Ideal for busy people, this calculator guides people through the process of working out their carbon footprint without the need to refer to energy bills, while maintaining an accurate outcome.

The new calculator has received excellent reviews from environmental professionals and the general public. Peter Yeo admitted his surprise at his own footprint: "The calculator revealed my biggest carbon culprit to be the oil burner used for heating my property. This has prompted me to look into alternative sources of heating that will save me money in the winter and whilst reducing CO2 emissions at the same time "

The new online calculator isn't designed to make people feel guilty about their lifestyle. On the contrary, Mukti suggest such tools are empowering, "If you start from the level you are at and reduce it by a small amount every year you will be doing your bit – the same as everyone else. Cutting your carbon is much easier than you think!"

To try the Resurgence Calculator and Quick Calculator go to:

www.resurgence.org/carboncalculator

For further information and to discuss the concept, telephone: Mukti Mitchell on 01237 431753.

NOTES TO EDITORS

- (1) **Resurgence magazine is published by The Resurgence Trust** an educational charity that promotes ecological sustainability, social justice and spiritual values by providing information on environmental issues, the arts, culture and spiritual values. Resurgence magazine has been at the forefront of the environment movement for over 40 years. Resurgence is a rich and distinctive magazine containing 80 pages of high-quality articles, interviews, comments and reviews.

To find out more about The Resurgence Trust and Resurgence magazine:
www.resurgence.org

- (2) **Mukti Mitchell** is a sailor, carpenter and pioneer of low carbon lifestyles. He sailed around Britain in 2007 in his hand-built, 15ft, zero-emission microyacht, Chance, to promote low carbon lifestyles. Endorsed by Britain's leading politicians and environmentalists, the tour reached an audience of over 10 million with the message that "low carbon living is easy and fun, good for the planet, and improves your quality of life."
- (3) Mukti gives talks and workshops on low carbon living and writes specialist carbon calculators. He began designing calculators after noticing a gap in the market for accurate, user-friendly ways to measure carbon footprints. The original Resurgence carbon calculator was released in 2004. Prior to this, most calculators lacked data from the latest research and did not sufficiently account for the subtle differences in people's lifestyles. For example, the high altitude emissions of CO₂ from flights are more damaging than ground emissions – but this wasn't accounted for, leaving users frustrated that the footprint produced by the calculators did not accurately reflect their lifestyle.

Mukti has produced four calculators for different purposes – the most complex of which, for the organisation Climate Friendly Food, calculates the carbon footprint from organic farms and gardens.

To find out more or download the free guidebook "The Guide to Low Carbon Lifestyles" by Mukti Mitchell www.lowcarbonlifestyle.org

The Resurgence Trust is a charity (no. 1120414) registered at Ford House, Hartland, Bideford, Devon EX39 6EE.