Project Summary for ClimateChange411

ClimateChange411 is a social networking portal addressing the urgency of climate change, providing carbon management tools for organizations, regional communities, and targeted demographics. ClimateChange411's carbon widget supports the 'measure and manage' carbon reduction mantra by providing tools for base lining and benchmarking, and social networking tools for comparing carbon footprints, sharing tips, and forming micro communities for participating in carbon challenges. The first marketing effort will be Silicon Valley, targeting the educated and environmentally aware community, people at the 'edge of the chasm' of the technology adoption curve. The vision of ClimateChange411 is to move the 15% active innovator / early adopters to early majority in 2 to 3 years, where 50% of the community is 'carbon aware and GHG conscious'.

The business objective of this site is to 'move the needle' on regional carbon emissions by enlisting communities of motivated individuals to measure and reduce their carbon footprint. The purpose of forming regional online communities is to assist and support individuals in developing and implementing effective strategies to manage their carbon footprint, providing tips and advice. The emissions needle only moves when large numbers of people reduce their carbon footprint.

Success will be defined by the number of members, rate of signups and growth, and whether members are participating in managing their carbon footprints. The real sign of success will be when 'the needle' for communities has moved towards sustainable energy and carbon reduction.

The ecosystem for the portal is people in the 'early majority' on the technology adoption curve and to the right of 'the chasm'. Connectors and innovators in the ecosystem will help bring carbon footprint awareness to the 'early majority'. Together, these two groups of comprise 50% of the Silicon Valley population, enough to make an impact 'moving the needle'. The 'long tail' encompasses the innovators and experts who will help educate the 'early majority'.

The website includes a searchable FAQ wiki, three RSS feeds, a blog, videos, a carbon management widget and a ride sharing widget. The carbon management widget will be a composite of several Google tools, Google Docs, Google Calendar, and Trendalyzer, which allows individuals to manage and budget their footprints, and compare to other members with similar profiles. Members can 'pivot browse' through the data to explore profiles, and share tips and hints for lowering energy use and associated carbon footprint. The ride sharing widget helps members form carpools and record GHG reductions. Widgets will be shared freely with other sites, as community adoption helps everyone reduce energy use and carbon emissions.

Promotion of this site will be done in communities where experts can reach 'connector' audiences at schools and businesses. Online this includes SEO, RSS, blogging, and registering RSS and blogs with environmental and political websites, including wecansolveit.org, powervote.org, and other social networking websites. Searchable tag clouds support knowledge management tools.

The Internet allows information to reach people in many forms and very quickly. This site uses direct (opt-in) email, listservs, RSS, IM, Twitter, and blogging for information sharing and to promote activism. Including all of these methods ensures people may be reached rapidly and inexpensively. Through portals on the Internet, communities form rapidly to communicate, share information, and engage in political activism. The Internet provides a mechanism to share widgets, which promote both the site and environmental mission. It is great for rapidly mobilizing large numbers of people, as Howard Dean, Hilary Clinton, and Barak Obama have shown.

People will return to the site at least once per month to update the carbon management tool with electric billing information, to participate in 'carbon reduction challenges', and respond to calls for activism. The FAQ wiki and 'ask the expert' will help resolve questions. If a person has an idea to share, it can be posted and ranked by the community. Threaded discussions and comments may be posted to the blog. This site is a portal, like craigslist and eBay, and uses community monitoring by the site manager to ensure member interactions are both collegial and supportive.