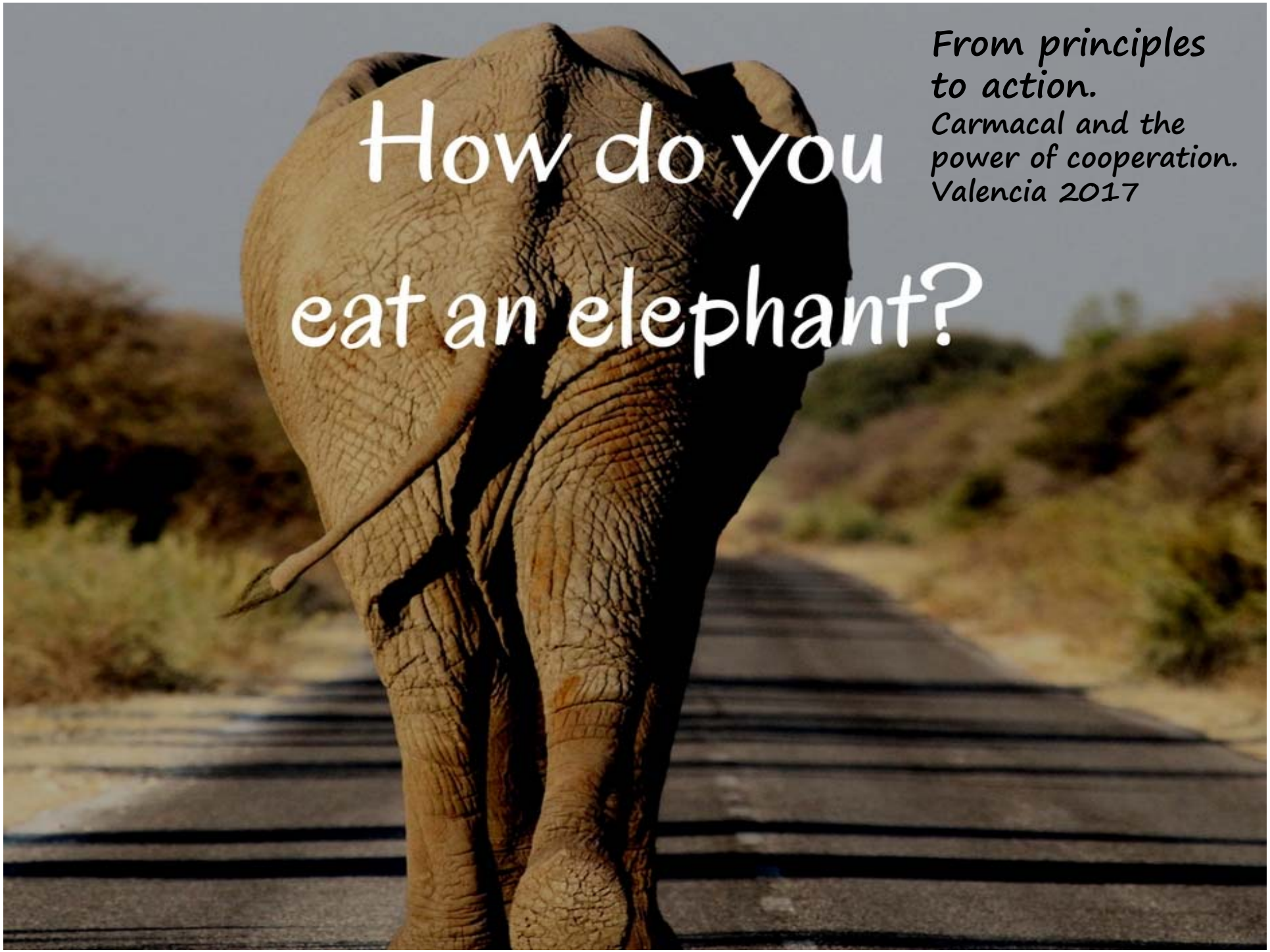
Hi, I am Carmacal


How do you
eat an elephant?
From principles
to action.
Carmacal and the
power of cooperation.
Valencia 2017

"Every time you spend money,
you're casting a vote for
the kind of world you want."
-Anna Lappe

© 2009 FvS

The numbers tell the tale.
It all starts with measuring

→ Laughing out loud

→ I love everyone

→ Crying out loud

→ Time to call friends

→ Starting to speak other languages

→ Exotic dances

→ I'm very rich!

→ I'm fine, I'm fine

→ Hospital

CARMACAL

Calculates the carbon footprint of complete holiday & travel packages

High level of detail:
- 25 transport modes
- 500.000 accommodations
- 35 million flights
- 21 specific activities

Easy to use

Databases always up-to-date

Sound base for carbon management

Developed in co-operation with tour operators

Usable everywhere in the world

For a license quotation or information mail to
carmacal@climateneutralgroup.com

Climate Neutral Group
for better business

NHTV Breda University of Applied Sciences

Foundation Carbon Management Travel & Tourism

"Creativity
is just
connecting
things"

— Steve Jobs

UNWTO
AWARDS

WORLD TRAVEL & TOURISM COUNCIL
The GLOBAL SUMMIT
DALLAS, USA

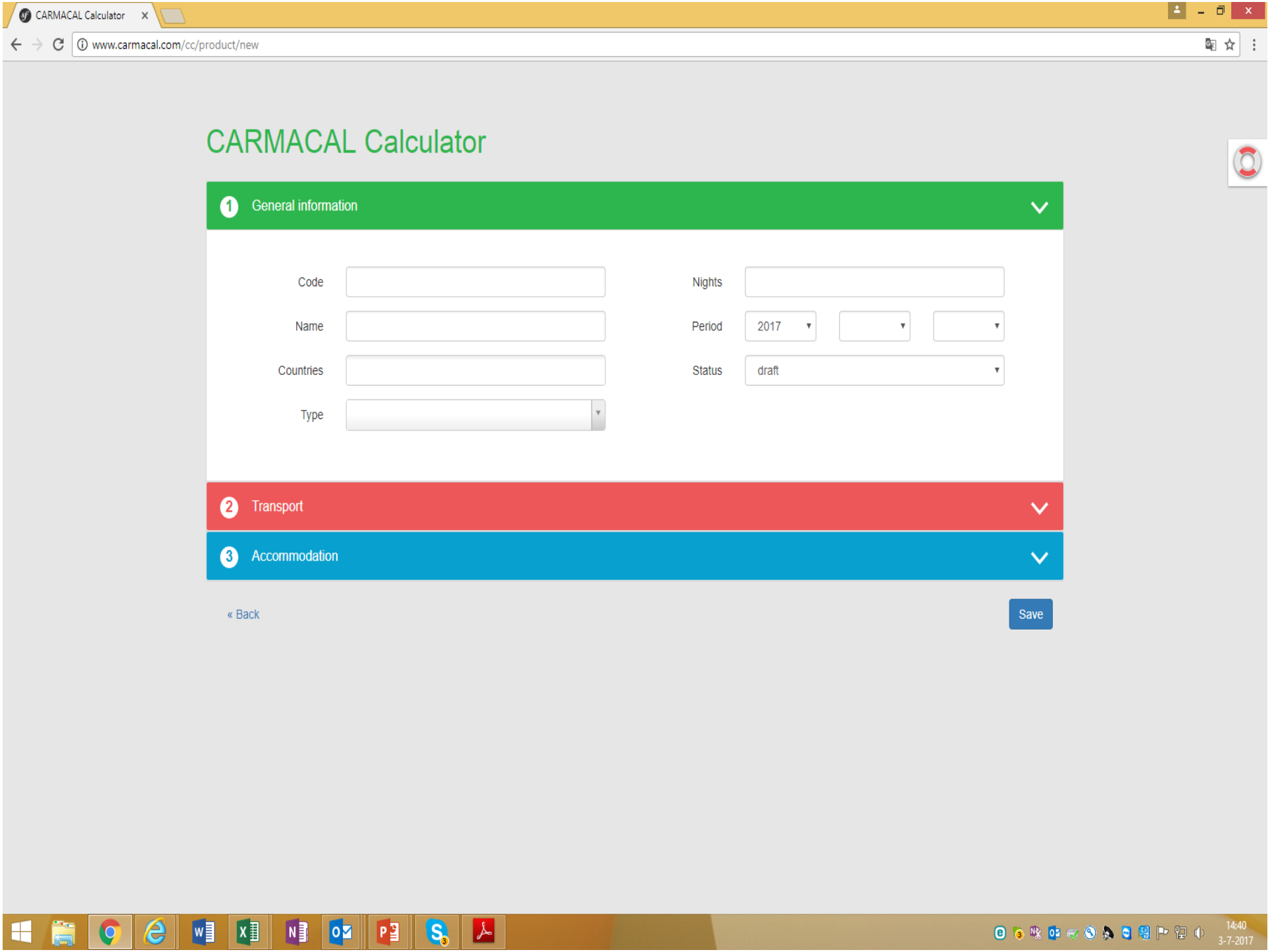
Carbon management tool calculator for tour operators

UNIQUE:

- ➢ First calculator of a complete travel package
- ➢ Detailed for different elements:
- ✓ 25 transport type or subtypes: own emission factor google maps locations;
- ✓ Flights: level of airline and aircraft type on the given flight leg. Automatic distance (IATA codes, airport names)
- ✓ Other transport modes (touring cars, rental cars, trains etc.):

  distances are linked average carbon footprint per mode
- ✓ Accommodations: based on a set of energy relevant factors, uniquely calculated for more than 700,000 accommodations

  (Accommodations not covered→select default footprints for 19 different types)
- ✓ Activities/excursions: 21 energy-relevant activities with own emissions factors – use of default values


CARMACAL Calculator
www.carmacal.com/cc/product/new
CARMACAL Calculator
1 General information
Code
Name
Countries
Type
Nights
Period
2017
Status
draft
2 Transport
3 Accommodation
« Back
Save
14:40
3-7-2017

rmacal.com/cc/product/1

CARMACAL Calculator

1 General information

Code	362025	Nights	7
Name	Tuscany - Vallombrosa - family - air	Period	2016 / Q1 / februar
Countries	× Italy	Status	draft
Type	T09		

2 Transport

3 Accommodation

« Back

Specify details per day | Carbon overview | Save

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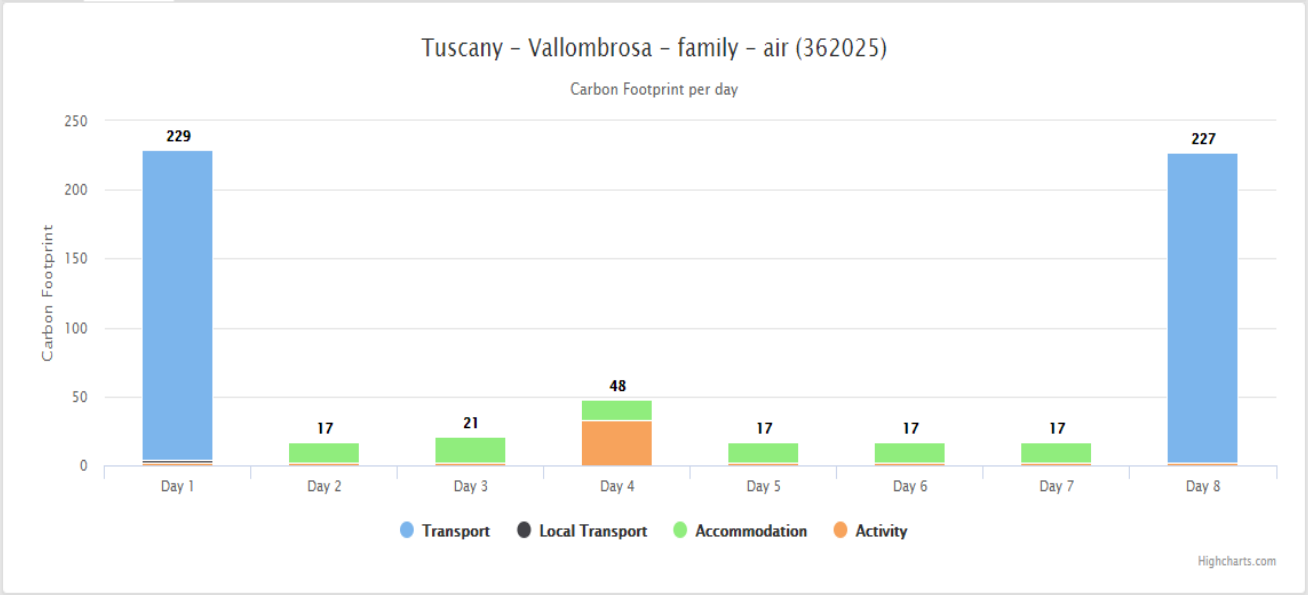
CARMACAL Calculator

Totals | Per day | Label



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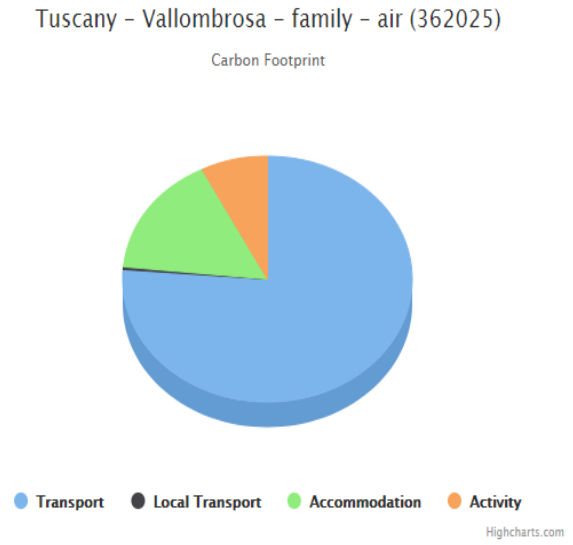
CARMACAL Calculator

Totals | Per day | Label

Category	Total CF	Avg. CF / Day
Transport	450	56
Local Transport	2	0
Accommodation	94	12
Activity	44	5
Total	**590**	**74**



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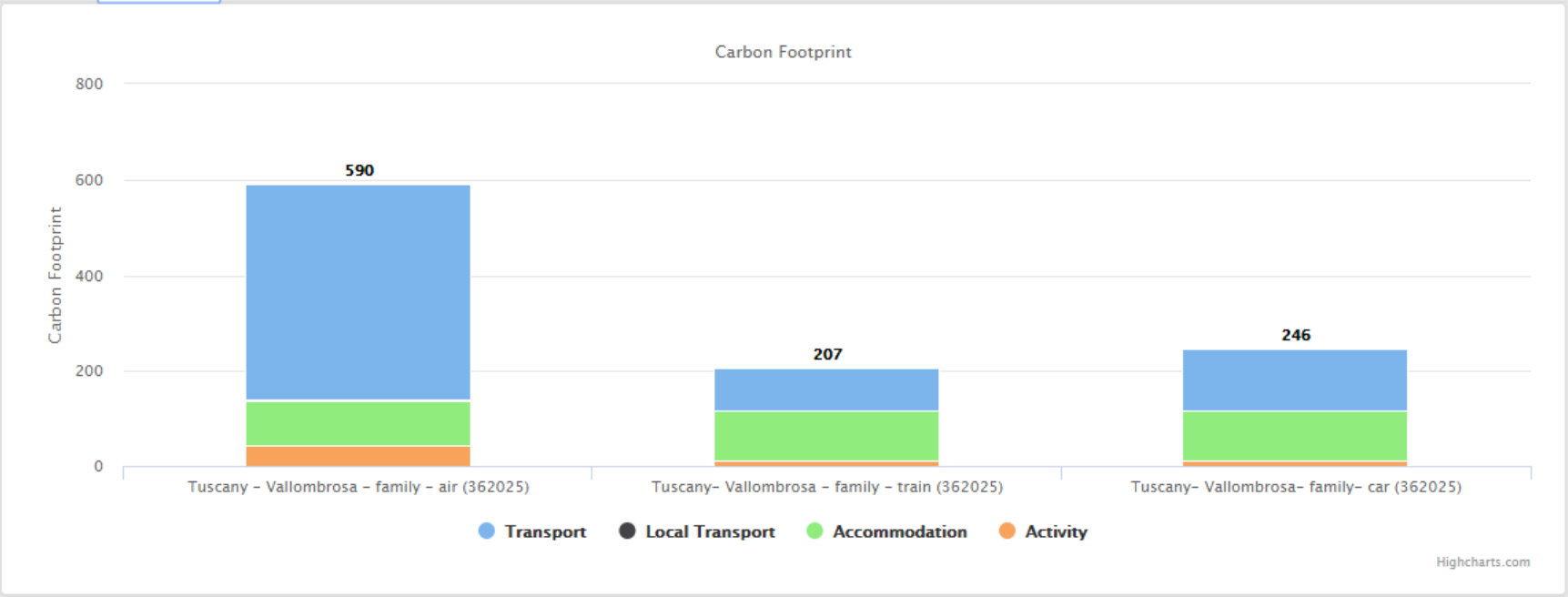
CARMACAL Calculator

Totals | Compare



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ompare

THINK
SCALE
2