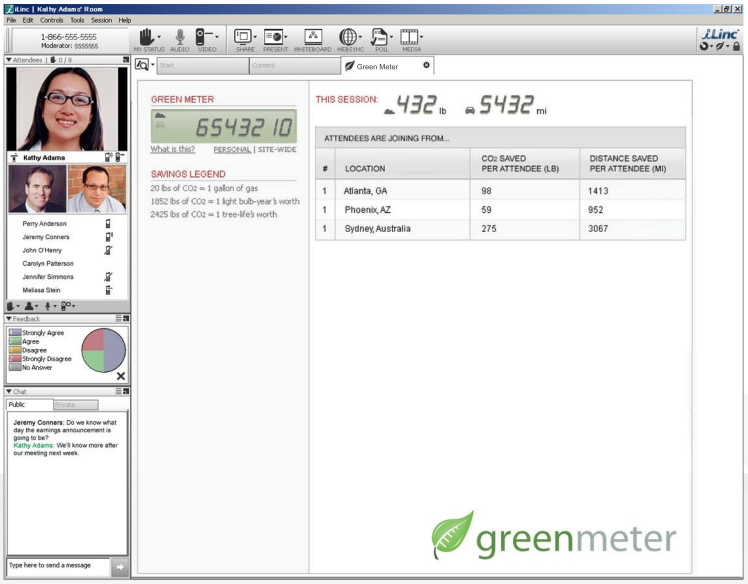
iLinc Green Meter

It Is Easy Being Green

Track Your Organization's CO2, Cost, and Travel Reductions



The Only Tool of its Kind

As you know, traveling by air and car releases CO2 into the atmosphere. CO2 emissions are known to be the leading contributing factor in climate change, which is defined as the change in global temperatures caused by the accumulation of greenhouse gases (the most significant of which is CO2) into the atmosphere.

In response to this, many companies, schools, and other forward-looking organizations have instituted Green initiatives that include reduced travel policies and mandatory telework. Unfortunately, accurate tracking of such programs proved to be rather difficult, until the release of the iLinc Green Meter.

The iLinc Green Meter is the only tool of its kind – an automatic calculator inside the iLinc Web conferencing software – that tracks CO2, cost, and travel reductions accrued by meeting online rather than traveling. And, it gives you the flexibility to measure the metrics that matter to you: CO2, distance, or everyone's favorite type of "green" – money. Use the Green Meter to monitor the type(s) of "green" that you care about.

A Clear Need for the iLinc Green Meter

iLinc realized the direct connection between its Web conferencing software and environmental sustainability. In an effort to help customers and support the worldwide movement to counteract global warming, iLinc developed a tool to quantify the effects of meeting online.

When people meet online with iLinc, they eliminate the significant CO2 emissions of cars and airplanes. The iLinc Green Meter makes it easy to see exactly how much CO2 would have been released into the air had all participants driven or flown to meet. In other words, it enables participants to see their direct positive impact on the environment.

The iLinc Green Meter was created to enable iLinc users to measure the environmental benefits of online meetings, classes, conferences, and support sessions. Embedded in the iLinc Web conferencing software, the iLinc Green Meter automatically calculates CO2 reductions achieved by eliminating air or auto travel (for each participant), as well as measuring cost and mileage savings of meeting virtually instead of face-to-face.

How Does It Work?

The iLinc Green Meter is a patent-pending technology that makes calculations based on each Web conferencing participant's location and the standard emission rates for cars or planes.

Specifically, the meter determines the public IP address of each attendee in a session, as well as that of the host, and identifies locations based on longitude and latitude coordinates. For each participant, the meter then performs a series of steps. It compares each participant's location to the host's location. If the IP address of a participant matches that of the host, the CO2 savings are set to zero. If the distance is less than 200 miles, it applies an automobile CO2 calculation. If greater than 200 miles, the meter uses an airplane CO2 calculation, even considering short versus long-haul flight variables. Finally, the iLinc Green Meter tallies CO2 amounts for each participant and stores the data for each session.

Through this complex set of calculations, the iLinc Green Meter makes it possible to know the precise environmental effects that you and your organization are achieving by Web conferencing.

Also, the meter provides administrator capabilities for at-a-glance reporting on CO2 emissions, mileage, and cost savings. These figures can be displayed cumulatively or in more granular views, such as by user, division, date range, session title, and leader name.

Every Meeting Makes a Difference

Less than one year after the launch of the iLinc Green Meter, iLinc calculated that its hosted users had saved more than one billion pounds of CO2 over time. That's the equivalent of buying and burning 50 million gallons of gasoline!

To learn more about the iLinc Green Meter or to see a demo,

contact iLinc at **sales@ilinc.com** or **800.767.9054.**

"When Global Knowledge is hired to develop, run, and manage a large corporate training initiative via iLinc, we can immediately tell the client how much impact that training session had on the environment in terms of CO2 emissions savings - simply by checking our iLinc Green Meter readout. We don't do any extra work and can provide invaluable information to support our customers' sustainability initiatives."

Chris Gosk,
VP of Distance Learning
Global Knowledge

Green Stats:

How CO2 Adds Up in the Real World

On average:

- A full size car (18 – 29 mpg) emits 12,000 pounds of CO2 yearly.
- An SUV (10 – 18 mpg) emits 20,000 pounds of CO2 yearly.
- A roundtrip flight between NYC and LA emits 2,000 pounds of CO2.
- A medium-size house (1500 – 2499 square feet) produces 27,500 pounds of CO2 yearly.
- An ordinary American adds 23 tons of CO2 to the atmosphere every year!

Statistics from Carbonfund.org.