

## CARBONCOUNTED ENDING IN 2015

CarbonCounted was founded in 2007 with the goal of 'Enabling Carbon Labelling for Businesses' in order to enable consumers to influence adoption of solutions to climate change. Together, Steve Cox, Andrew Conway and Jeff Rowan built and supported a platform to deliver this vision.

From 2007 – 2015, CarbonCounted ran a web based application that enabled companies to link supply chains and form very accurate, real time carbon supply chain footprints. Our system was used by independent environmental, accounting, and marketing consulting companies to enter clients' data and to generate analysis and reporting. Our growing list of clients included TSX 60 and Fortune 500 companies.

However, in late 2014, it began obvious to us that we have been unable to achieve our original vision of carbon labelling. Rather, the system had solely become a low cost platform for individual business carbon emission inventories. These individual inventories were in no way being used in the original manner the not-for-profit was built, which was to enable supply chain-based carbon labelling. Very few of our members expressed interest in using the system for what it was originally intended. In addition, the work required to maintain this version of the system had become quite onerous for those running it, given that it was not the original design/goal.

The decision was made in early 2015 to wrap up any outstanding contracts with members, and begin to wind-down operations. Our intention is to offer data exports to any members that request them. We also intent to keep the servers running and the web application available through to the end of 2015.

Any parties interested in adopting the operation of the platform should contact [scox@carboncounted.com](mailto:scox@carboncounted.com). In order to operate and expand the system, a knowledge of Microsoft SQL Server, ASP.net and Crystal Reports is a must.