

Media release / Brussels, 4.6.2008

Unique web community to measure everyday ecological pressure

One did it Ltd has introduced a unique and tailor-made web community service for consumers. The web service enables users to explore their ecological efficiency and make them realise how they could improve it through daily actions. The users are also able to calculate the total amount of natural resources they consume individually in one year.

Users can invite their friends and colleagues to join the eco-community to improve their eco-efficiency in an entertaining way. The calculations are based on the MIPS* indicator developed by the Wuppertal Institute in Germany. The Finnish Association for Nature Conservation has provided the background data for the service.

“We want to offer consumers a reliable, well-functioning and entertaining service which provides guidelines and advice to the users to improve eco-efficiency in everyday life. We strongly believe that people want to make ecologically sustainable choices in their everyday life, but don’t know how. Through the One did it service, the busy consumers of today can see easily the environmental pressure of their real-life choices”, says CEO Antti Villanen of One did it Ltd.

“Everyone can start with small acts. It is really not necessary to change your entire lifestyle. Individuals can find their own way to do ecologically sustainable acts”, says Antti Villanen.

Easy-to-make eco-efficient choices

In the One did it service users can create their own individual eco-profile and receive information about the environmental pressure of even the smallest everyday actions and choices. The service provides detailed information on the consumption of natural resources and simple guidelines to improve eco-efficiency in real life.

“The One did it service includes the important sectors of consumption, e.g. housing, food, mobility and tourism. The service clearly demonstrates how we can influence big issues through small acts”, says Sustainable Consumption Consultant Satu Lähteenoja from D-Mat Ltd.

”How many of us are really aware of the environmental pressure caused by the different choices we make in everyday life, e.g. in the grocery store? What would the environmental impact be if we took the bus to work instead of using our own car? We provide detailed information for the users about their actions. The users can learn easily how much natural resources they consume”, continues Antti Villanen.

”In the EU countries the amount of consumers who want to live sustainably is rising. Many consumers do not realise the ecological relevance of their actions. Ecological change starts from small everyday acts that each of us can do. We all can shape the future. It is good to see that we now have a tailor-made, easy-to-use, and professionally designed service for sharing information and for making sustainable consumption easier”, says Satu Lähteenoja.

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The One did it service is a joint effort of One did it Ltd and D-Mat Ltd. The Finnish Association for Nature Conservation has provided the majority of the data used for the service. CSCP (The UNEP/ Wuppertal Institute Collaborating Centre on Sustainable Consumption and Production) is collaborating with One did it. www.onedidit.com

* MIPS

The environmental calculations of the One did it service are based on the MIPS (Material Input Per Service Unit) method which has been developed by the respected Wuppertal Institute in Germany. MIPS is a logical tool that measures natural resource consumption. The indicator defines the material input of a specific product, service or lifestyle. For more information on MIPS, please visit www.mips-online.info or www.mips-online.fi.