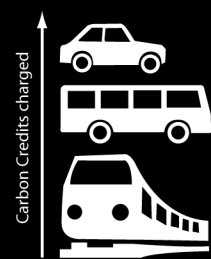


> 'Carbon Credits'

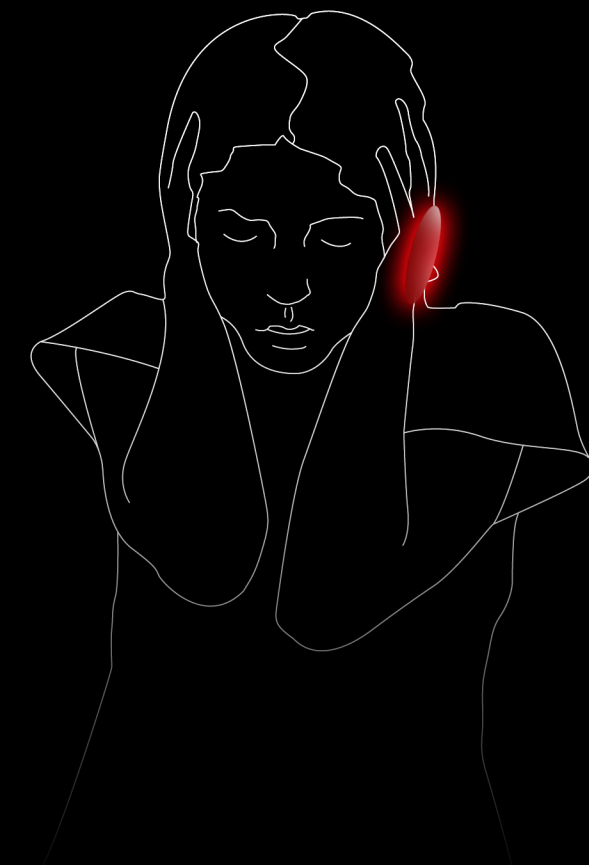
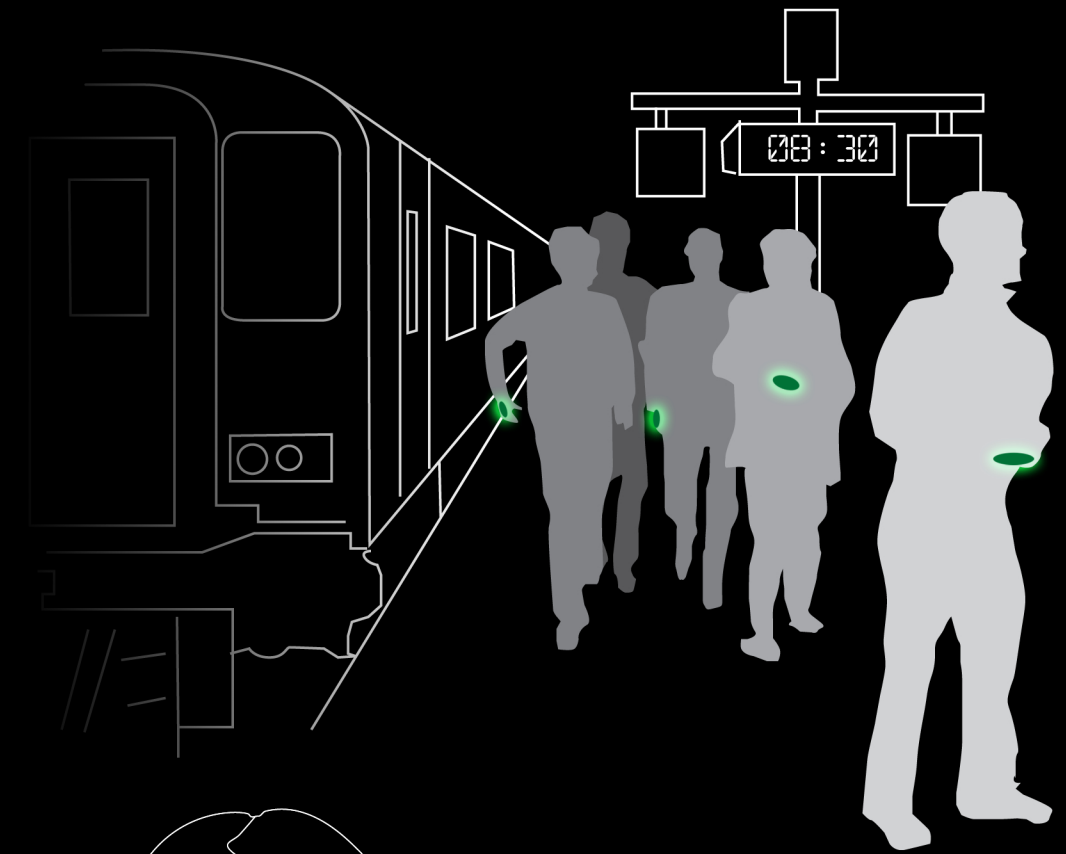


Carbon credits make users think about their journey and their environmental responsibility and choose the most appropriate form of transport.

'Green' users are rewarded by being able to sell their unused Carbon Credits back to the government for a cash reward. User who run out of Carbon Credits can no longer use any form of transport which emits Carbon Dioxide until they receive their next annual Carbon Credit instalment.



Carbon Credits are based on vehicle emissions divided by the number of passengers. This encourages commuters to car share and use public transport.



'Enviro status':
The Travel Key allows the user and others to view their environmental impact. A green glow is displayed for responsible users whilst irresponsible users are shamed with a pulsing bright red.

The Travel Key is government enforced. Commuters cannot travel without one. It tracks the users' travel and transport type via GPS.

This information is relayed to the central government computer system and the used Carbon Credits are deducted from the users' annual quota.

> Travel Key

