

ING launches the individual carbon footprint calculator

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ING Bank Śląski launched a tool that allows users to calculate their own estimated carbon footprint. It also allows them to check how their daily choices can affect the environment and their surroundings. The tool shows users how their results compare to the results of other residents of Poland. In addition, users can review individual tips on how to lower their carbon footprint – in keeping with their values and lifestyle. The calculator was developed in cooperation with Visa and Clarity AI.

Access to knowledge on the impact of daily choices on natural environment should be common – that is why the solution is accessible to all users in the form of an open platform. Users are not required to log in or have any product at ING. The tool was created to help people understand what carbon footprint is and why they should care about it. It also provides users with information that helps debunk common myths and shows how daily informed choices can affect the environment.

The platform users can calculate their estimated carbon footprint by completing a short survey in which the bank asks them about their lifestyle and expenses in several basic areas of their lives, such as housing, travelling, nutrition or leisure. Based on their responses and based on the data concerning the average results for Poland, the service platform will show them the

information on the overall carbon footprint and its components in individual areas of activity. If the result in any area is above the average, the user can review information on how to lower his/her emissions. That information is presented as a short guidebook which describes in plain language minor changes users can introduce in their daily lives. In addition to the guidebooks, the service platform also provides information on carbon footprint, its actual impact on the economy and sustainable growth.

- The launch of an open service platform that allows users to calculate their own carbon footprint is an element of implementing our [ESG priorities](#) and actions towards sustainability, says Katarzyna Stawecka, Tribe Lead Digital Experience at ING Bank Śląski.

- We perceive our role in building awareness on sustainability. The individual carbon footprint calculator is yet another tool of that type that we have created. Previously, we launched a calculator that supports entrepreneurs in calculating the emissions of their companies. Last month, we added a free energy efficiency calculator for residential buildings to the bank's offer. We believe that those initiatives improve the awareness and allow people to take joint initiatives in their area of influence which may have a positive impact on our surroundings, added Katarzyna Stawecka.

ING Bank Śląski developed and launched the carbon footprint calculator in cooperation with Visa payment organisation, one of the global leaders in digital payments.

- Innovations can support the economic growth, but also positive social and environmental changes. Visa's collaboration with ING to develop the carbon footprint calculator which helps users estimate their own carbon footprint shows how technology and education can go hand in hand to help people better understand the impact of their daily choices on the climate. Visa is glad to support initiatives that help raise ecological awareness in that way, says Katarzyna Pawłowicz, Head of Value Added Services for Central and Easter Europe at Visa.

The technology used in the project was provided by Clarity AI, a global company using artificial intelligence to deliver advanced analyses on sustainability.

- Developing knowledge based on an analysis of behaviours and scientific research is the key to actions for the climate. Our collaboration with ING helps clients understand their own carbon footprint. Together, we can inspire people to make informed choices and accelerate the transformation towards sustainable growth in Poland, says David Lais, the Managing Director at Clarity AI.

The bank does not process the information provided in the survey for any purposes other than presenting the calculation result.

The carbon footprint calculator is available at: <https://sladweglowy.ing.pl>

The society transitions to the low-carbon economy. That's what our clients do and that's what we are also doing at ING. We finance many sustainable actions, but we still finance more projects that are not sustainable. Find out how we are doing – go to esg.ing.pl