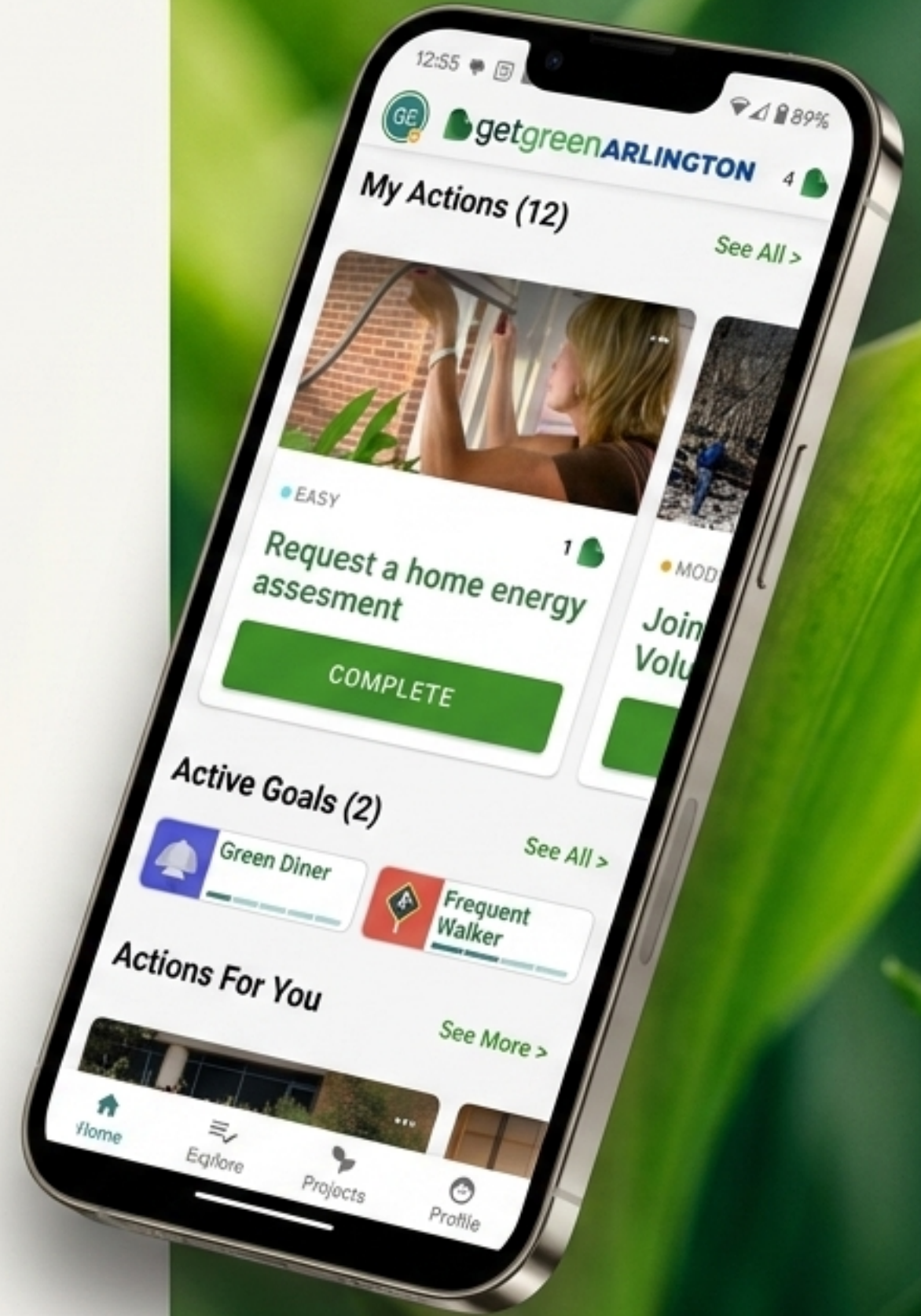


GetGreen Arlington

A New Tool to Inspire
Meaningful Climate Action





Today



2050

The 2050 Carbon Neutrality Goal

Arlington County is working toward an ambitious goal: achieving total carbon neutrality by 2050.

“Later is too late. We are at a pivotal moment in our fight against climate change... Only climate informed individuals can build a climate resilient community.”

— Takis Karantonis, Arlington County Board Chair

The Collaborative Smart-City Solution



Arlington County

Driving the 2050 climate policy.



EcoAction Arlington

A local nonprofit providing advocacy, education, and direct action.



Smart City Works

Provider of the \$10,000 Northern Virginia Smart Region Initiative grant.



Emerald Technology Group

The design and development team behind the app.



The Anatomy of a 'Leaf'



The Action:

Every eco-friendly action recorded in the app earns "Leaves."

The Impact:

1 Leaf equals 10 lbs of carbon saved.

The Context:

That is equivalent to the emissions generated from eating 0.9 beef hamburgers.

Leaves aggregate over time, proving that micro-actions scale into massive community impact.

Climate Action Tailored to Every Lifestyle

Easy (Daily Habits)

Low-barrier actions like participating in 'Meatless Mondays,' biking to work, or learning about the energy burden.



• EASY

1 Leaf

Request a home energy assessment

COMPLETE

Moderate (Active Projects)

Weekend activities like composting food waste, planting a home vegetable/herb garden, or joining a volunteer event.



Plant a home vegetable or herb garden this year

Moderate

11 Leaves



• PRO

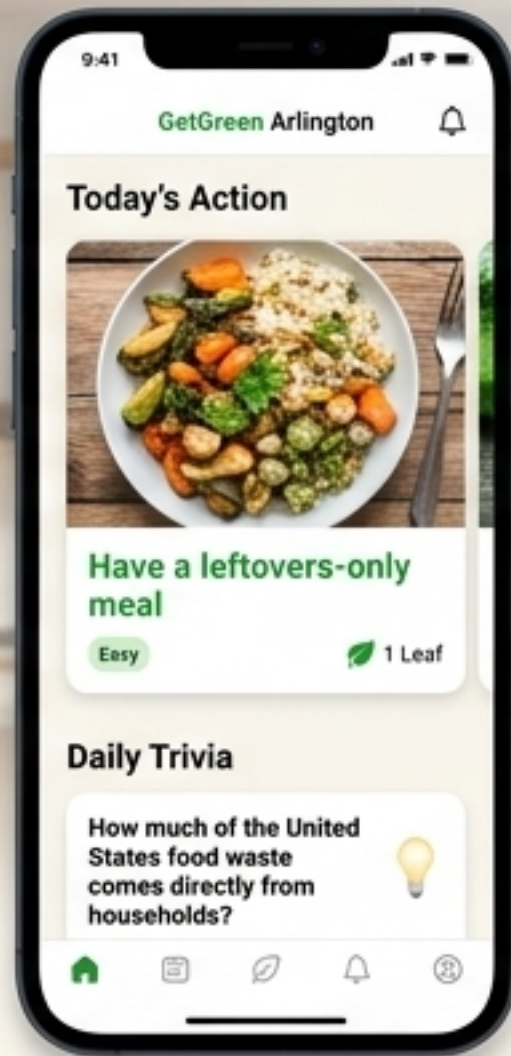
50 Leaves

Create a plan to electrify a home

CREATE PLAN

Turning Intent into Action

Digital Tools for Physical Habits

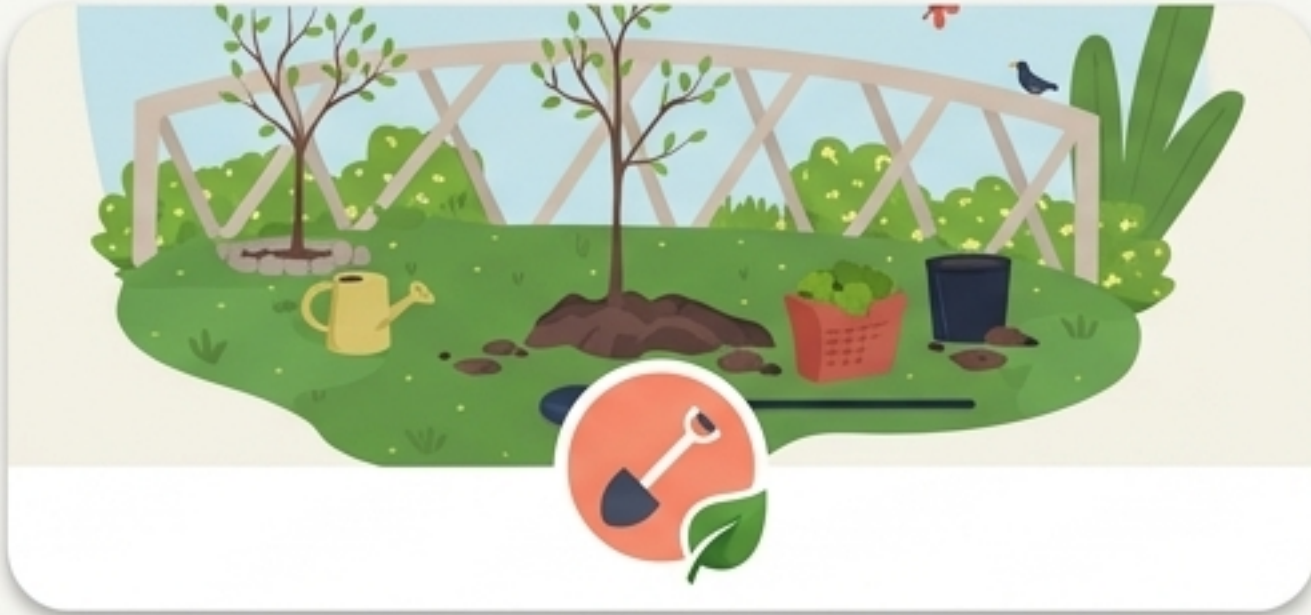


App provides trivia to educate while users earn points for simple acts like eating leftovers to prevent waste.



Promoting Arlington County Library's garden tool lending program. Users earn leaves by borrowing tools rather than buying new, saving money and reducing manufacturing resources.

Earning Badges for Sustained Impact



The Green Backyard Badge

Users complete a checklist to build a sustainable yard.

Actions include: Planting trees and installing solar-powered outdoor lights.



Create a plan to electrify your home

Pro



Learn about Arlington County's Community Energy...

Easy



Learn about Inflation Reduction Act incentives for your ...

Easy



Learn about energy burden

Exey

The Energy Efficiency Category

Users educate themselves and upgrade their homes.

Actions include: Learning about Arlington's Community Energy Plan, discovering Inflation Reduction Act (IRA) incentives, and volunteering with Energy Masters.

Translating Digital Impact into Local Rewards



The **GetGreen Arlington** app gamifies climate action through a direct rewards program.

EcoAction Arlington partners with the local business community to provide exclusive rewards.

Users can unlock prizes such as gift certificates from local restaurants, home improvement stores, and landscaping companies.

A win-win ecosystem: residents save carbon, and local businesses gain eco-conscious customers.

How Arlington Takes Action

The Traditional Approach

Guessing your impact

Isolated individual effort

Endlessly searching for local resources

The GetGreen Approach



Real-time carbon accounting (Leaves)



Gamified community leaderboards and local rewards



Tailored, Arlington-specific tips and events delivered daily

The GetGreen Ecosystem



Start Your Journey Today

Add **planet-positive** actions to your daily routine.
Search for '**GetGreen**' in the App Store or Google Play, or scan to download directly.



Download on the
App Store



GET IT ON
Google Play



ARLINGTON
VIRGINIA

NotebookLM