

Low Carbon Diet™

Low Carbon Diet is an easy to use guide that will show you, step-by-step, how to dramatically reduce your CO₂ output in just a month's time.

Grounded in over two decades of environmental behavior change research, this illustrated workbook offers much more than a list of eco-friendly actions. It walks you through every step of the process, from calculating your current CO₂ "footprint" to tracking your progress.

By making simple changes to actions you take every day, you'll learn how to reduce your annual household CO₂ output by at least 15%. And, for those who are more ambitious, you'll discover how you can help your workplace, local schools, and community reduce their footprint.

Join the growing number of citizens who have decided to take global warming into their own hands. Go on a *Low Carbon Diet* today.

Praise for *Low Carbon Diet*

"This book is fabulous! It couldn't be more timely. It's practical, accessible and effective. Getting people to take on global warming at a personal level is critical to tackling the issue. The *Low Carbon Diet* can make a huge difference."

- Denis Hayes, Co-founder, Earth Day

"David Gershon has created a step-by-step program, à la Weight Watchers, designed to reduce a person's carbon footprint. . . . Replete with checklists and illustrations, this user-friendly guide is a serious attempt at changing American energy-consumption behavior. . . . The timing for a book offering day-to-day solutions to an overwhelming global problem couldn't be better."

- The *Christian Science Monitor*

"*Low Carbon Diet* is a deeply transforming book. It is indispensable to anyone who wants to make a difference on climate change."

- Tim Flannery, author of *The Weathermakers*, 2007 Australian of the Year

"*Low Carbon Diet* is a very effective program for helping people achieve real and lasting carbon reduction at the household level. We gave a copy to each person who was personally trained by Al Gore and The Climate Project to give a version of his slideshow. I recommend it to anyone who wants to do their part to reduce their carbon footprint."

- Jenny Clad, Executive Director, Al Gore's "The Climate Project"

"*Low Carbon Diet* is one of the most significant climate change tools available with a demonstrated track record for achieving lasting behavior change."

- Molly Harriss Olson, Former Executive Director, President's Council on Sustainable Development