

# JACK AMEND

## Web Neutral Project

2017 Climate Fellow



### BIG BOLD IDEA

Reverse the runaway consumption of fossil fuels that powers the Internet today by certifying companies large and small with renewable energy solutions for their websites.

### ORGANIZATION OVERVIEW

The average website produces 4,500 pounds of CO<sub>2</sub>e a year, which is equivalent to burning 2,178 pounds of coal. WNP offers a comprehensive certification program that calculates and neutralizes the carbon footprint of websites, applications, and other digital products. Through data analysis, server-side enhancements, and investments in localized carbon offset projects, we are able to calculate and neutralize the carbon footprint of websites. Upon completion, companies are awarded a certification badge for their site along with other benefits that help their social responsibility efforts and bottom line. We're creating the international standard certification LEED or Energy Star but for the cloud.

### PERSONAL BIO

Jack Amend is the founder and CEO of the Web Neutral Project, a benefit corporation aiming to mitigate the Internet's dependency on fossil fuels through a comprehensive website certification program. Before founding the Web Neutral Project, Jack became a LEED-accredited professional with a focus in data center operations. He used this to found Lab 300, a creative agency with a focus on building sustainable digital products for cause-driven initiatives. Jack has overseen award-winning campaigns for brands such as Nike, United Nations, and Green Peace while establishing Lab 300 as a leader in the for-profit, for-purpose creative realm. Lab 300 is an EPA Green Power Partner, an active participant to the United Nations Global Compact, and has consultative status to the United Nations Economic and Social Council. Before founding Lab 300, Jack was a corporate social responsibility consultant helping businesses ranging from local shops to Fortune 500s by embedding sustainable principles into their DNA. Jack studied Political Science and Computer Science at the University of California, Santa Barbara, and Sustainable Management at the University of California, Berkeley.

#### Organization/Fellow Location

Los Angeles, United States

#### Impact Location

North America

United States

#### Organization Structure

Hybrid

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