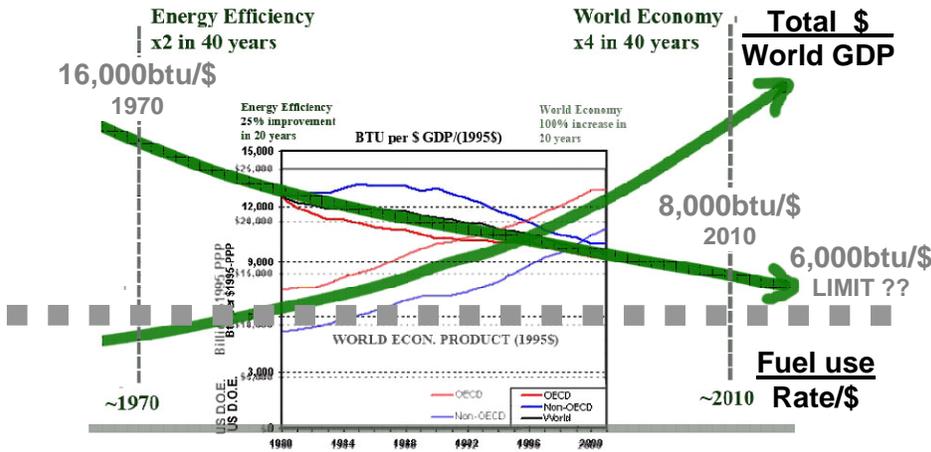


8000btu/\$ - 0.1sfPV/\$ - .57MTonCO²/\$1000 - 12ozCO²/\$

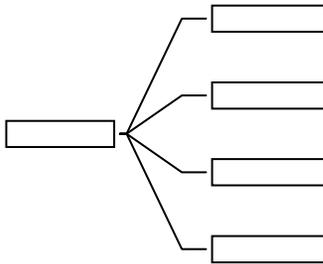
Measures EMBODIED ENERGY & CO²



Global average fuel use per dollar of GDP counts the whole cascade of fuel uses behind our spending choices. **It exposes hidden 'embodied' impacts many times the size of direct fuel uses.** Adding the unmeasurable energy content provides a far better basis for comparing real impact choices.

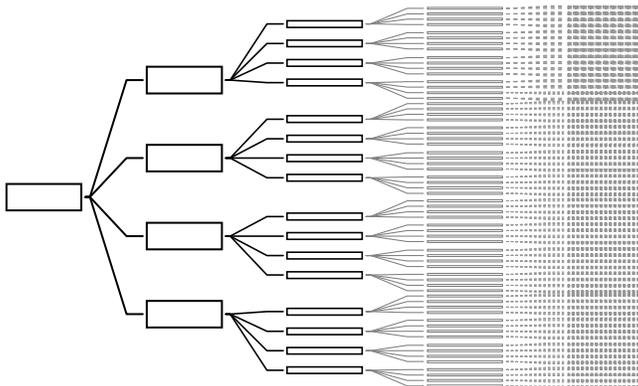
(US D.O.E. 20 yr Study of Global Figures)

Total Energy consumed by our **Uses**



What's accountable?
Driving to work mainly uses energy for fuel. A Building mainly uses fuels for heating, cooling, lights, equipment and perhaps cooking or other things.

Total Energy consumed by our **Choices**



What's unaccounted?
Often more than 10 times what's accounted for. The spending for the car, gas, insurance, maintenance and taxes for the road, etc., going to the people who bring those things to you and support their whole lifestyles, in addition to the direct fuel use.