**New Chrome plug-in helps online shoppers make greener choices**

As part of its environmental campaign, Google has released an add-on tool that uses artificial intelligence to help shoppers make more ethical purchasing decisions.

The plug-in, called EcoCart, works by tracking the carbon footprint of online purchases and offering shoppers the option to offset it. The tool uses an algorithm to calculate the environmental impact of a product based on factors such as its distance from the manufacturer, the materials used, and transportation methods.

According to Google's research, an average online purchase has a carbon footprint of 1.6 kg of CO2 emissions. The tool allows shoppers to select a carbon offset level, and Google partners with non-profit organizations to plant trees or support other sustainable projects to neutralize the emissions.

EcoCart is available for Google Chrome and Firefox browsers, and can be installed through the browser's extension store. It is free to use and can be activated for all shopping platforms.

**Benefits of using EcoCart**

- **Eco-friendly**: Helps reduce carbon emissions and promote sustainable practices.
- **Convenience**: Easy to use and integrates seamlessly with online shopping platforms.
- **Transparency**: Provides detailed information on the environmental impact of products.
- **Encourages sustainable behavior**: Encourages consumers to make more ethical purchasing decisions.

**How to use EcoCart**

1. Install the EcoCart extension for your browser.
2. Shop as usual on your favorite e-commerce sites.
3. When checking out, select the EcoCart option and choose a carbon offset level.
4. Proceed to checkout and the emissions will be offset automatically.

**FAQ**

Q: Is EcoCart reliable?
A: Yes, EcoCart partners with reputable non-profit organizations that focus on sustainable practices.

Q: Is EcoCart compatible with all e-commerce platforms?
A: No, it is currently available for Google Chrome and Firefox browsers.

Q: How does EcoCart compare to other carbon offset services?
A: It offers a user-friendly interface and integrates seamlessly with online shopping platforms.

Q: Can EcoCart be used for in-store purchases?
A: No, it is designed specifically for online shopping.

**About EcoCart**

EcoCart was founded in 2015 by entrepreneur and environmentalist Zachariah Reitano. The company uses artificial intelligence to calculate the carbon footprint of online products and offers shoppers the option to offset it through partnerships with non-profit organizations. The tool has been recognized for its innovative approach to reducing carbon emissions and has received support from major e-commerce platforms.

**For more information, visit:**

- [EcoCart's website](https://ecocart.com)
- [EcoCart on Google](https://chrome.google.com/webstore/detail/ecocart)
- [EcoCart on Firefox](https://addons.mozilla.org/en-US/firefox/addon/ecocart/)

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by using the EcoCart plug-in, which helps track the carbon footprint of online purchases and offers shoppers the option to offset it. The tool uses artificial intelligence to calculate the environmental impact of a product, allowing consumers to make more ethical purchasing decisions.

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