CLAIMS

1. A computer-implemented method, comprising:

obtaining behavior data that is generated when a first user uses a particular on-line service from among a plurality of on-line services, the obtained behavior data comprising (i) a user identification that is associated with the first user, and (ii) identification information that identifies the particular on-line service that is used by the first user;

selecting, from among a plurality of carbon-saving quantity quantization algorithms that are each pre-associated with a respective on-line service of the plurality of on-line services and that are each specific to a respective carbon-emitting activity that is avoided when a user uses the respective on-line service, a particular, predefined carbon-saving quantity quantization algorithm that is pre-associated with the particular on-line service based at least on the identification information that identifies the particular on-line service that was used by the first user;

determining a carbon-saving quantity representing an amount of carbon that would likely have been emitted by a particular carbon-emitting activity that was avoided when the first user used the particular on-line service based at least on performing the particular predefined carbon-saving quantity quantization algorithm that is pre-associated with the particular on-line service using the obtained behavior data; and

based on the determined carbon-saving quantity representing the amount of carbon that would likely have been emitted by the particular carbon-emitting activity that was avoided by the first user through usage of the particular on-line service, determining a quantity of points that are associated with the determined carbon-saving quantity.

2. The method according to claim 1, wherein:

the particular on-line service comprises an electronic payment service or an on-line ticketing service,

the particular carbon-emitting activity that is avoided when the user uses the particular on-line service comprises consuming paper products and driving a vehicle, and

the amount of carbon that would have been emitted by the particular carbon-emitting activity that was avoided by the first user through usage of the particular on-line service comprises a first amount of carbon that would have been emitted through consumption of the paper products and a second amount of carbon that would have been emitted through driving the vehicle, had the first user not used the electronic payment service or the on-line ticketing

service.

3. The method according to claim 1, wherein:

the particular on-line service comprises an on-line reservation service,

the particular carbon-emitting activity that is avoided when the user uses the particular on-line service comprises driving a vehicle, and

the amount of carbon that would have been emitted by the particular carbon-emitting activity that was avoided by the first user through usage of the particular on-line service comprises a first amount of carbon that would have been emitted through driving the vehicle, had the first user not used the on-line reservation service.

4. The method according to claim 1, wherein:

the particular on-line service comprises an on-line step tracking service,

the particular carbon-emitting activity that is avoided when the user uses the particular on-line service comprises driving a vehicle, and

the amount of carbon that would have been emitted by the particular carbon-emitting activity that was avoided by the first user through usage of the particular on-line service comprises a first amount of carbon that would have been emitted had the user driven a vehicle for a distance that is equal to a distance that the first user walked, as tracked by the on-line step tracking service.

5. The method according to claim 1, wherein each of the predefined carbon-saving quantity quantization algorithms determines a carbon footprint for a different carbon-emitting activity, or for a different combination of carbon-emitting activities, that was avoided when the user uses a different on-line service.

6. The method according to claim 1, wherein:

the obtained behavior data further comprises (iii) geographic data indicating a geographic location of the user when the user used the particular on-line service, and

wherein the carbon-saving quantity representing the amount of carbon that would have been emitted by the particular carbon-emitting activity that was avoided when the first user used the particular on-line service is determined further based on the geographic data.

7. The method according to claim 1, comprising:

before the carbon-saving quantity representing the amount of carbon that would have been emitted by the particular carbon-emitting activity that was avoided when the first user used the particular on-line service is determined, selecting a proper subset of the obtained behavior data that is indicated as necessary for determining the carbon-saving quantity,

wherein the carbon-saving quantity is determined based on the proper subset of the obtained behavior data.

8. The method according to claim 1, comprising:

assigning one or more virtual trees to the first user based on the determined carbon-saving quantity.

9. A non-transitory, computer-readable medium storing one or more instructions executable by a computer system to perform operations according to the method of any one of claims 1-8.

10. A system comprising:

one or more computers; and

one or more computer memory devices interoperably coupled with the one or more computers and having tangible, non-transitory, machine-readable media storing instructions, that when executed by the one or more computers, perform operations according to the method of any one of claims 1-8.