TASK – 3 EcoTrace

**Our Aim:**

EcoTrace – a pioneering carbon footprint tracking app aims to revolutionize sustainability practices. EcoTrace empowers individuals and businesses by providing a powerful tool to help them monitor, analyze, and decrease their carbon footprint. But it is not just a simple application; it serves as a driving force for advantageous transformations. Our goal is to provide users with information and useful resources to encourage environmentally-friendly choices that support a more sustainable and environmentally friendly future.

**Overview:**

We aimed to develop a Carbon Footprint app that aims to empower individuals in making sensible choices and reduce their environmental impact. This app will promote sustainable behaviours, raise consciousness, and help achieve the UK's goal of net-zero carbon emissions by 2050 (BBC 2019). On an individual level, individuals underestimate the significance of their small actions on climate change. Insufficient knowledge and awareness hinders collaborative efforts to decrease carbon footprints. Our app aims to address this by providing accessible information and motivating behaviour change.

The app will feature an intuitive interface that allows users to input and track their daily activities, energy consumption, transportation choices and more. It generates personalized reports with actionable insights and eco-friendly alternatives. Leveraging computer vision technology, EcoTrace analyses unstructured data to create structured knowledge bases, offering users visualizations of their carbon footprint impact and guidance for reduction. These knowledge bases will provide users with personalized recommendations and will be able to visualize the direct impact of their choices and implement changes to reduce their carbon footprint.

Key Features:

* User-friendly interface for easy data input and tracking.
* Real-time carbon footprint calculations and visualizations.
* Personalized reports with actionable insights and recommendations.
* Integration with IoT devices for automated data collection.

**Cost/Resource Requirement:**

Our initial year would require an estimated investment of £300,000. The breakdown is as follows:

* Development Costs
  + **App Development**: £40,000i- £120,000
  + **Server Infrastructure**: £5,000 - £15,000
  + **Testing and Quality Assurance**:i£5,000 - £20,000
* Maintenance Cost
  + **Regular Updates**: Continuously improving functionality £10,000 - £30,000
  + **Security Measures**: Protecting user data £5,000 - £15,000
  + **Server Maintenance**: £2,000 - £8,000
* Data Integration
  + **Carbon Footprint Data**: £5,000 - £20,000.
  + **User Data**: £2,000 - £8,000 per year.
* Marketing:
  + **Promotion**: £10,000 - £50,000
  + **Content Creation**: £5,000 - £15,000 per year

**Conclusion:**

EcoTrace represents more than simply a mobile application - it symbolizes a shift towards a future that is both sustainable and healthy. By investing in EcoTrace, you are not only purchasing a technology, but also supporting a change in the way things are done. The app aligns with the UK government’s commitment to carbon neutrality. By empowering individuals, encouraging changes and promoting community engagement, we actively contribute to building a sustainable future.

**Team Roles:**

EcoTrace team consists for Adhithya Vel, Corina lonelia, Harikaran Muruganandham, Muhammad Sohaib. This team is led by Adhithya Vel who will take care of the project.

**References:**

1. Hoffmann, S., Lasarov, W. and Reimers, H. (2022). Carbon footprint tracking apps. What drives consumers’ adoption intention? Technology in Society, p.101956. doi:https://doi.org/10.1016/j.techsoc.2022.101956
2. Oliani, M. (2021). Sustainability Apps and Social Practices: Exploring How Carbon Footprint Apps Seek to Change User Practices Can Carbon footprint apps be significant tools in aiding the fight against climate change? [online] Available at: <https://edepot.wur.nl/549507>.
3. Srivastava, S. (2024). Mobile App Development Cost UK: A Comprehensive Guide. [online] Appinventiv. Available at: https://appinventiv.com/blog/how-much-does-it-cost-to-build-a-mobile-app-in-uk/