# TerraCare Browser Extension (Short Description)

### The Problem?

Almost 2 billion people shop online these days which is amazing, but unfortunately this leaves quite a mark on the planet’s climate. Sadly, ordering online results in:

* Increased carbon emissions when products are shipped from long distances.
* Higher energy consuming products being ordered without knowing.
* Local businesses losing out on business due to the mass competition online.

### The Fix?

With just one click, the TerraCare browser extension will keep track of what products you look at online and:

* Suggest nearby suppliers who sell similar items which saves you money on postage AND keeps your local businesses open.
* List alternative and more energy efficient items when viewing products online, which can save you money on your house bill.

### But what’s in it for you?

We know that global warming is a constant battle and that it can get tedious sometimes, so we are making it our mission to reward those who help lower the global carbon footprint by:

* Teaming up with local businesses to offer discounts on their products for you.
* Provide TerraCare Points on each energy efficient purchase to spend on future purchases.
* Featuring a page where you can view how energy efficient and supportive towards nearby businesses you have been with an awesome award system!

# TerraCare Browser Extension (Long Description)

### The Problem

Almost 2 billion people shop online these days which is amazing, but unfortunately this leaves quite a mark on our planet’s climate. Sadly, ordering online results in an alarming increase in carbon emissions due to long distance shipping, local businesses losing out on business due to online competition and more non-energy efficient appliances being used due to consumers not being told simply how much energy their desired item goes away with.

Each online shopper’s carbon footprint may not look like much by itself, but when you look at the total carbon emissions from the millions of online shoppers per year, well you can probably imagine.

The main key points to think about with a problem like this are:

* Increased carbon emissions due to products being shipped from long distances and heavy fossil fuel burning vehicles.
* More and more non-energy efficient products being ordered due to lack of awareness and knowledge on how to measure the amount of energy a device would us before purchasing it, which is something TerraCare will make their mission to change.
* Local businesses losing out on business due to the mass competition online, leaving these businesses with less income.

It may seem like a simple problem when just looking at one individual shopper’s carbon emissions cause, but the problem is clearly there when calculated in mass numbers.

### How TerraCare can help

By using IBM Cloud Foundry, IBM Cloudant, IBM’s Pipeline and just one click from our users, TerraCare will keep track of the products you view online and help towards:

* Promoting alternative and more energy efficient items by comparing them to the items inside your shopping basket or on the products page itself.
* Supporting local and nearby businesses who sell similar items which save you money on postage and keep the businesses open.
* Solving the root cause of high contributions towards yearly increased carbon emission rates.
* Lowering online shopper’s carbon footprint by simplifying energy consumption rate, raising awareness to the problem’s root cause and by encouraging the consumer to produce a lower emission rate with our clever points system.

### Benefits and Rewards

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