# Long Description v1

## [Name of Brand]

Wait, shopping online can contribute towards energy consumption? Well maybe one online shopping basket won’t hurt the planet much, but what about when you count every online shopper in your country? Did you know that [38%](https://internetretailing.net/industry/industry/uk-leads-the-world-in-online-shopping-with-over-a-third-of-consumers-buying-online-multiple-times-a-week-20060#:~:text=The%20global%20research%20from%20Episerver,20%25%20and%20Sweden%2020%25.) of the UK shopped online at least once a week during 2019? That is over 2.5 million people, crazy right?!

### The Problem

What happens if we multiply the amount of energy required to deliver these 2.5 million carts of shopping, that amount of energy would start looking a bit more damaging wouldn’t it? Fossil fuels are burned at an alarming rate when ordering items from a different city, country or even continent and don’t forget the amount of energy consumed to keep most appliances and devices running in the first place. Carbon dioxide emissions are produced in very large quantities from burning fossil fuels and these emissions prevent heat from escaping our climate, therefor contributing towards global warming and climate change. The temperature of the global surface has nearly doubled in the last 50 years which is causing higher risk of death due to heat waves, beautiful animals being endangered, droughts, floods, crops dying, wildfires and so much more that really needs to change.

### The Solution

This is where [name of extension] steps in. With the help from IBM Cloud and their [list of IBM services], [name of brand]’s browser extension provides the helping hand needed to find more energy efficient products and delivery methods to better off the planet one person at a time. The extension will let you know how energy efficient the product you are looking at is, the distance of travel needed to deliver this product, a list of more energy efficient products to choose from instead and perks such as discounts, coupons and [name of extension] points to collect and spend on future purchases. If we take the 2.5 million shoppers and convert them to be more energy efficient when shopping online, just think on the impact this could have on our climate and that is just the average shoppers in the UK. By using [name of extension] you will be helping to support local businesses, potentially saving future generations of both animal and human life and you will get rewarded with prizes based on how energy efficient your shops have been. All you need to do is install our extension now and shop to your hearts content.

[Link to extension]

Just think on how much the world would be better off if we all just made little positive changes to our carbon footprint every day. The world has giving us so much and we are taking it for granted, let’s change that.

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# TerraCare Browser Extension (Long Description v2)

### 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

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 (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!

An extension aims to solve the problem AND the root cause.

A browser extension to simplify energy consumption rates