

KIWISEEDS

by Nomadays

A new way to stay informed of your
carbon footprint while traveling



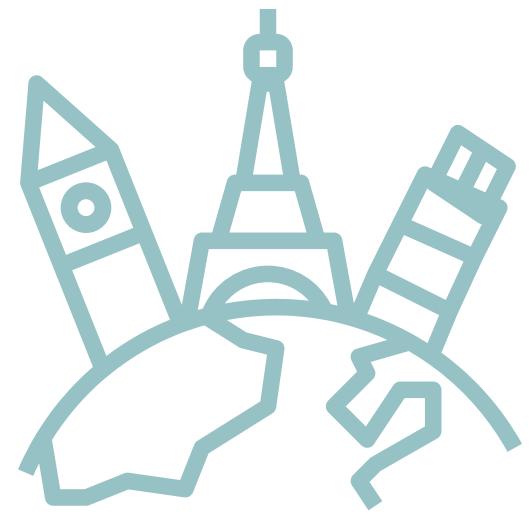
**It's predicted that 40% of the world's carbon
emissions will be generated
by tourism by 2050.**



What's the problem?

Lack of awareness of an individual's carbon footprint and options and lack of direct and convenient information for someone to make conscious decisions.

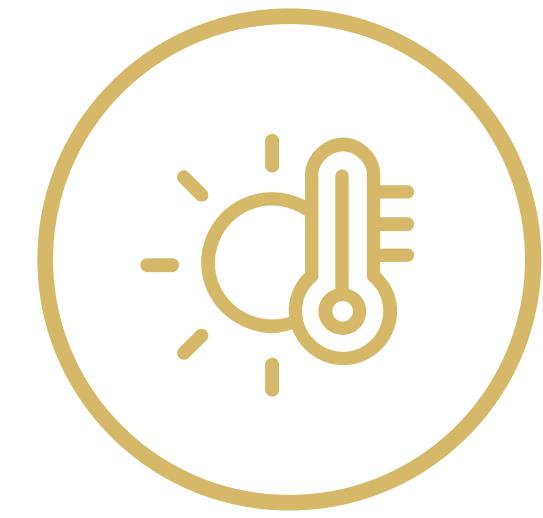
Why does it matter?



Tourism is raising



Much carbon dioxide
in the atmosphere



Higher global
temperature



Flights are cheaper



Thawing



Why is it challenging?

Climate change is caused from many sources and it is extremely difficult to stop over night as well effectively educate people on how their decisions contribute to the issue especially surrounding travel. Airlines most likely do not want to share information with their customer that may inhibit them from making sales.

Does it scale?

With options to for Kiwi to partner with other eco friendly bio products, stores and more this offers users the chance to endlessly enjoy benefits. Kiwi can also have an opportunity grow within related industries.

Why are you excited about it?

Gives users the chance to make a conscious and informed decisions on how they are contributing to the emissions but also offer options for offsetting them.

What do we need to do to make it happen?

Connect CO2 emissions with the flights and inform users.



Thea, 26

Program coordinator, 55k

“I want to see the world
but travel consciously”

About

Thea is a recent grad and is concerned about the environment. She wants to travel but does not want to contribute more to the climate change problem.

Goals

Have an efficient and informative platform to book travel

Have more awarness of her carbon footprint and how that contributes to the environment

Have optoins to offset her carbon footprint

Frustrations

Is unsure how much Co2 emissions flights emit

Unaware of alternative ways to travel that emit less emissions

Does not have a way to directly

Current feelings

Concerned Stressed Busy

Internet habits



Snapchat



Instagram



Airbnb

Personality

Passionate

Giving

Relalistic

Conscientious

Prototype

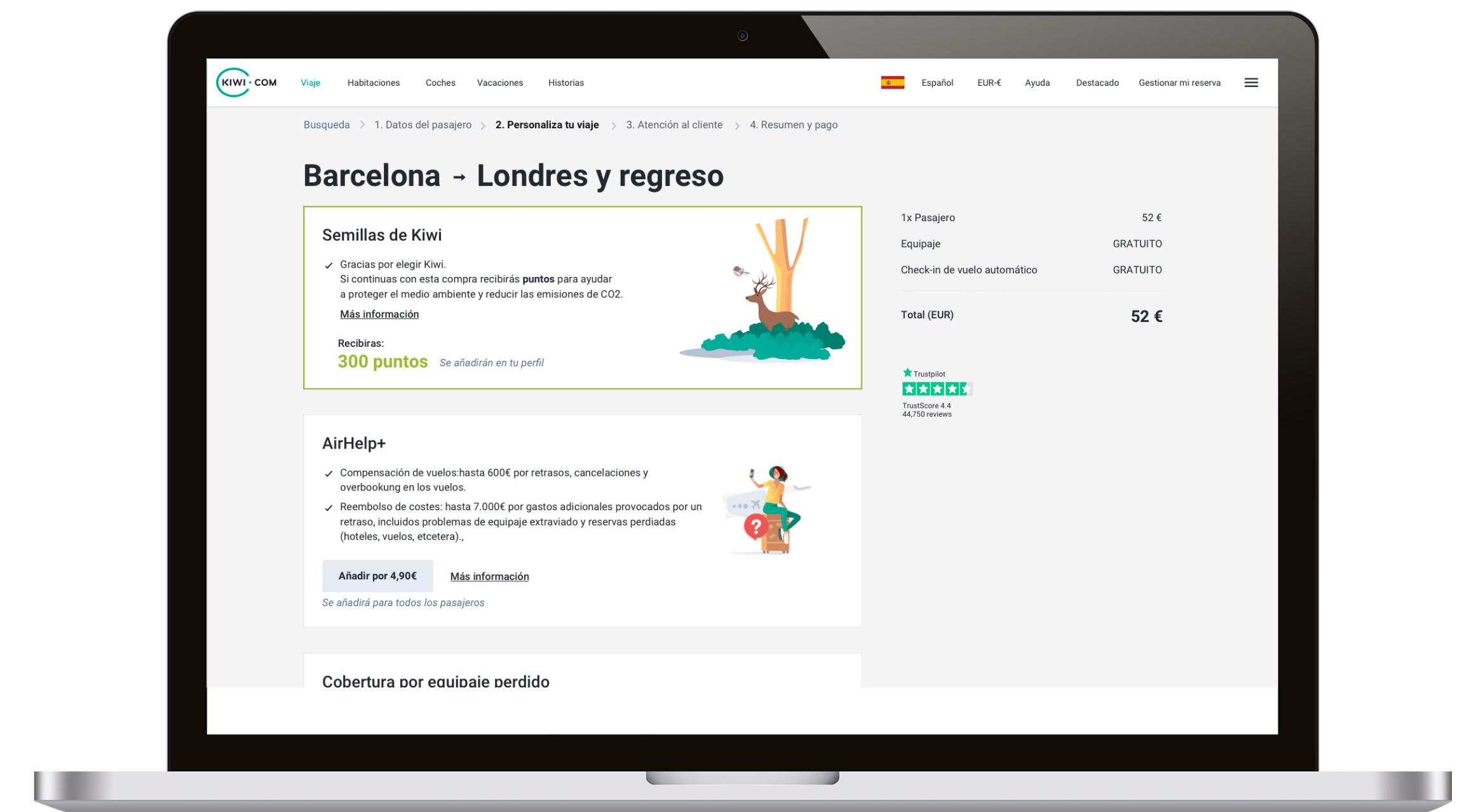
We created a new feature on the Kiwi search engine that connects an API of plane emissions to each search result that informs the user how much of a carbon footprint they will leave depending on the result they select.

Link to prototype

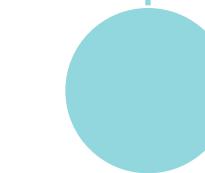
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Link to invision

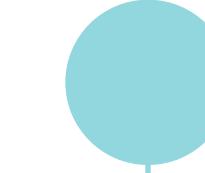
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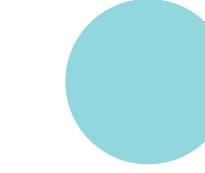
Next steps



Donate to a charity of your choice



Other available options with emission information
(buses, boats, cars, etc)



Discounts with retailers or on other eco travel

Thanks :)

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