

# Nosion

A decentralized project sustainability ensuring platform



The eco-warrior rebrand nobody wanted

The “environmentally friendly” straw that can’t be recycled



## Why do 98% of Sustainability Programs fail

**Jalson John**  
Sustainability & ESG Advisor

Test con  
avoid m

Read our guide to the 2019 KPMG CEO outlook study lists sustainability-related risks as a top priority for business success. However, addressing or mitigating these risks through sustainability programs may seem like an uphill battle. Especially as noted by a Sustainability and Change survey (of over 300 companies) conducted by Bain & Company in 2016, where sustainability

articles + Follow

ald's announced it would cut plastic straws replacing them with a paper alternative. The initiative as a



Chemicals can be bad for the environment, which is why EU law restricts their use in things like paint. In an effort to be compliant, Valspar removed an additive from one of its paint lines... and very quickly regretted it.

As the weather grew hotter, the brand, and its UK retailer B&Q, were hit with a slew of complaints about smelly rooms. The removal of the additive had allowed bacteria to grow, resulting in what the company described as an “ammonia-like” smell. But

Sustainability projects are 98% of the time unsuccessful in their implementation and market . The reasons are-

Absence of a robust business case

Misalignment in leadership values and corporate vision

Failure to prioritize sustainability goals and to make a public commitment

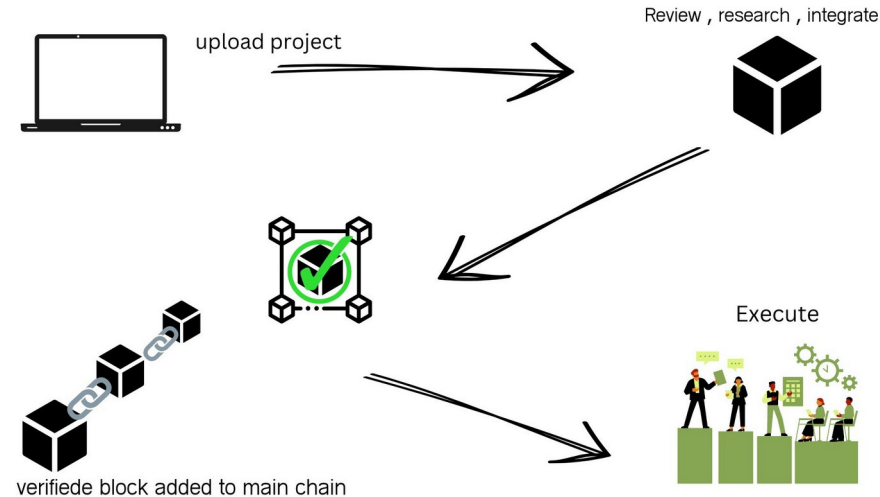
Lack of incentives for employees and business partners

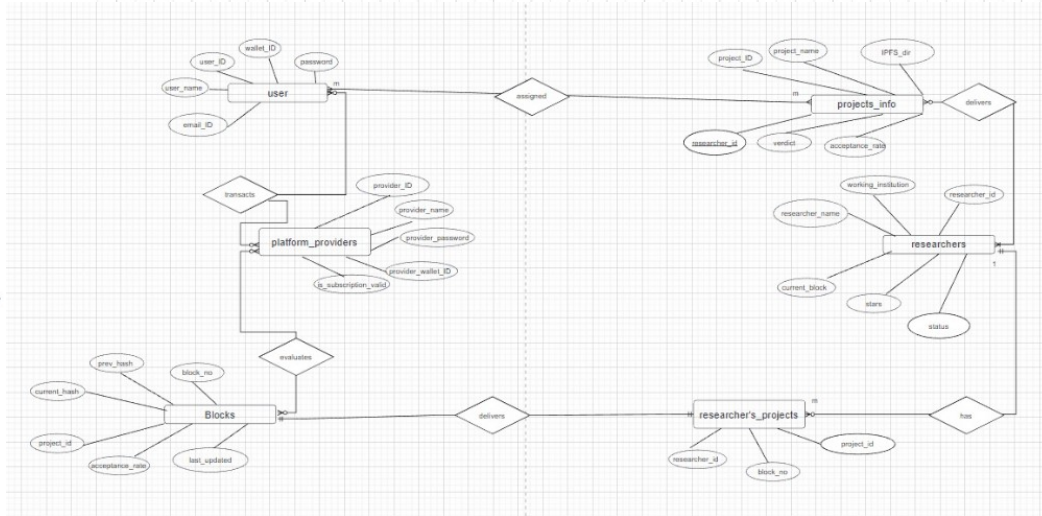
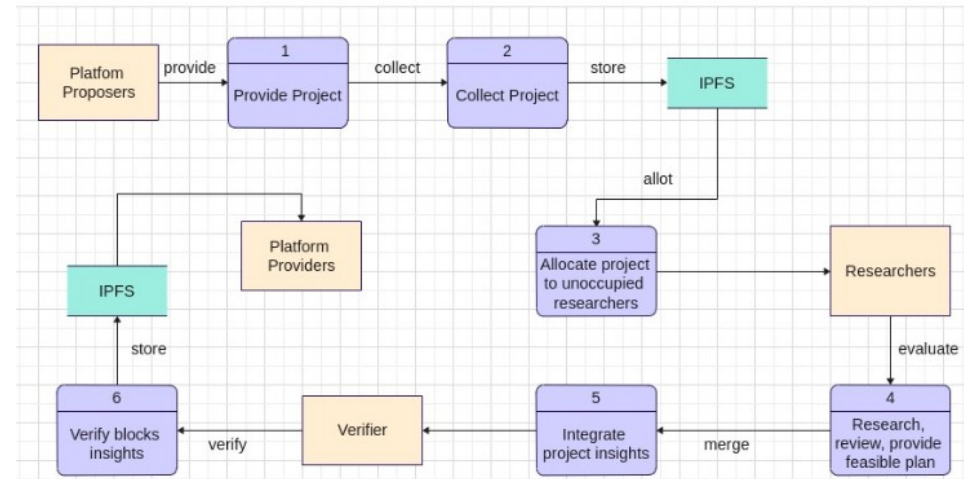
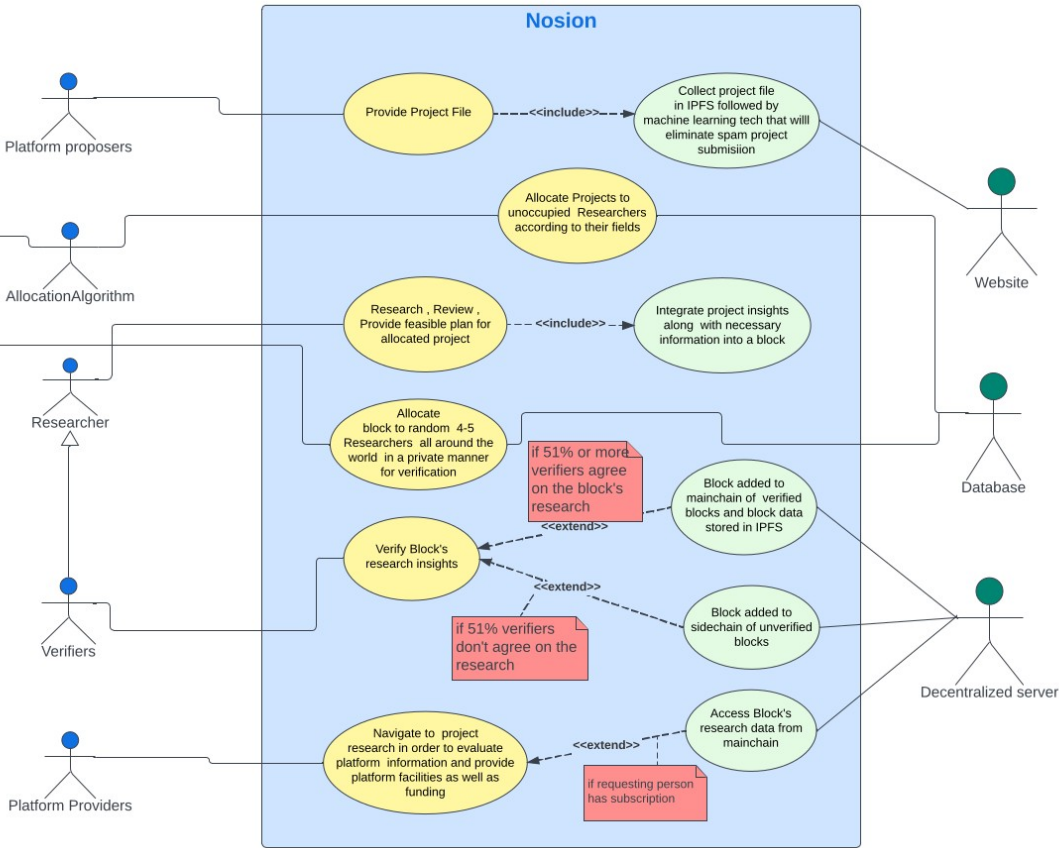
Weak business processes and systemic controls

The “sustainably sourced” cocoa beans that come from farms using child labour

**To address these challenges and improve the performance and impact of online sustainability projects, it is useful to establish a module or platform where all such projects can be reviewed by researchers and deployed by professionals.**

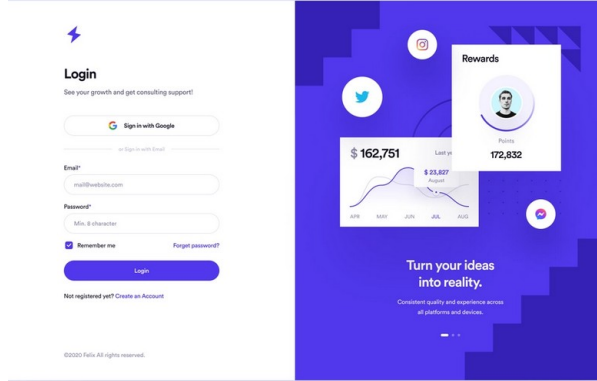
**Hence , we introduce NOSION , a platform that let's its users upload their projects on a decentralized server , experts of the platform gives proper insights on establishment of provided project and the insights go through peer review ,data go through hashed blocks and maintained in a chain as well as storing in decentralized server**



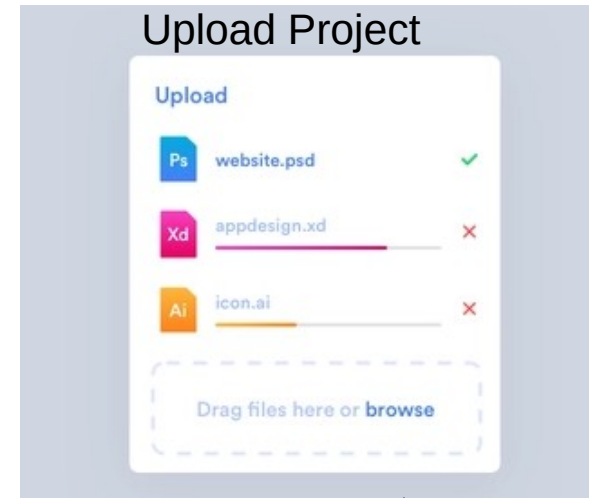




## Developers login



## Upload Project



1

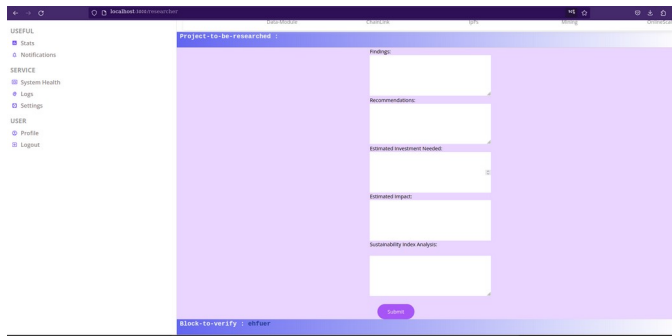


Project loaded on a decentralized server

Database maintain blockchain with only hash



Decentralized server shares project data to allocated researcher

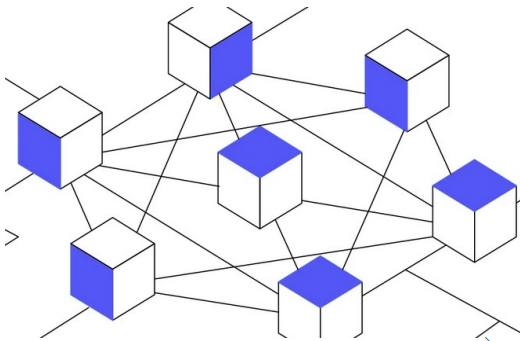


DATA

HASH


HASH OF PREVIOUS BLOCK

Peer review



Research Data Published





**Ariel Cerda**  
Finance Expert - University of California

Project Name :  
Project File :  
Download

Findings

At our evaluation of the task management system that utilizes hashing technology, we found that while the system effectively ensures data integrity and security, it may not be the most efficient solution for larger organizations with a high volume of tasks. The process of generating and storing hash values for each task can be time-consuming and may require significant computational resources. Additionally, the system may not be well-suited for dynamic or rapidly changing task environments, as changes to tasks would require the regeneration and storage of new hash values. Furthermore, it could also make it difficult to update or delete tasks as it would require to regenerate the hash value of the task. Overall, while the use of hashing technology in task management is a secure approach, it may not be the most practical solution for all organizations and situations.

Recommendation :

Based on our evaluation of the task management system that utilizes hashing technology, we recommend that organizations consider the following when deciding whether to implement this approach: 1. The volume of tasks and the resources available to generate and store hash values. 2. The dynamic and rapidly changing task environments. 3. The ease of update and delete tasks. If an organization has a high volume of tasks and limited resources, they may want to consider alternative solutions. Additionally, if the task environment is dynamic and quickly changing, this approach may not be the best fit. However, if security and data integrity are a high priority and the task environment is relatively static, the use of hashing technology in task management can be an effective solution. It is important to weigh the pros and cons of this approach and consider the specific needs and constraints of the organization before deciding to implement it.

Estimated Funding Needed

Here, there is a table calculation to give you an idea of the estimated cost of developing and implementing a task management platform that utilizes hashing technology. Development front-end development: \$10,000 Back-end development: \$80,000 Database development: \$20,000 Infrastructure hosting and maintenance: \$20,000 per year Security: Security assessments and penetration testing: \$10,000 SSL Certificates: \$1,000 Firewall and intrusion detection: \$15,000 Licensing: Third-party software and services: \$10,000 Staffing: Developers: \$150,000 per year Administrators: \$75,000 per year Security experts: \$100,000 per year Total estimated cost: \$460,000 It's important to note that this is a rough estimate and the actual cost will depend on the specific requirements and constraints of the project. Other costs such as support and training could also be added to the above calculation. Additionally, the costs of development, infrastructure, security, licensing, and staffing may vary depending on the location and the level of expertise of the team members.

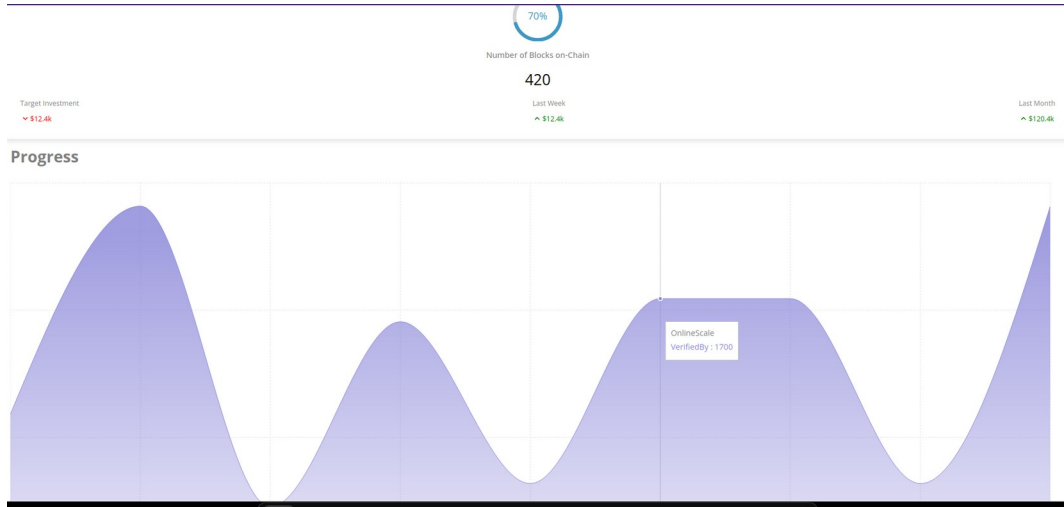
Market Impact

Market impact: Number of users: 100,000 Monthly subscription fee: \$10 Total revenue per year: \$1,200,000 Personnel: Development team: \$200,000 Operating costs per year: \$100,000 Total profit per year: \$124,000 It's important to note that these are rough estimates, and the actual market and financial impact of the platform would depend on a variety of factors, including the target market, the specific business model, and the platform's ability to attract and retain users. Additionally, the revenue and the costs could be affected by other factors such as the location and the competition. It's also important to consider that this is a simplified version of the calculation and doesn't include all of the costs and revenues that are associated with running such a platform.

Sustainability Index :

Environmental impact: The platform is powered by renewable energy and has a low carbon footprint. Score of 4 (social impact): The platform has a diverse and inclusive workforce and actively engages with the community. Score of 3 (governance): The platform has transparent and accountable practices. Score of 4 (average the scores: 10+10+1+3=34) Based on this score calculation, the task management platform has an overall sustainability index score of 3.67. It's important to note that this is a simplified version of the calculation and the actual





## Insights on data published

