

# Detailed Documentation

## Overview

An app that bridges the gap by creating a connected ecosystem where individuals, NGOs, and companies collaborate for real-world sustainability impact.

## Target Audience

- NGOs
- Anganwadi
- MNCs & Corporate Organizations
- Users:
  - Teenagers
  - Working professionals
  - Middle Aged & Senior Citizens
- Sustainable Organizations (companies involved in promoting sustainability)

## Problem Statement

There's a disconnect between individuals who want to contribute to sustainable causes and the organizations/companies working on them i.e. NGOs, MNCs, leading to missed opportunities for positive impact.

## Abstract

### What?

- Connect donors (individuals) with NGOs and companies engaging in sustainable activities.
- Motivate donations and volunteerism through a point system and rewards offered by companies in exchange for points earned through sustainable actions..
- Facilitating partnerships between companies and NGOs, allowing companies to support specific projects and gain positive CSR exposure.

#### ▼ Example

Bagvati, an eco-friendly clothing brand, could form a collaboration with an NGO specializing in crafting products, such as bags and clothes, from donated materials. This partnership not only offers Bagvati a prospective manufacturing partner but also provides the NGO with a sustainable source of income.

- Promoting transparency by tracking and showcasing the impact of contributions and company investments.
- Building a community around sustainability and social impact, fostering collaboration and shared learning.

## Why?

- Companies' CSR initiatives does not always align with genuine sustainability goals.
- People are not be incentivized enough to take action consistently.
- Individuals may not know where to donate or volunteer their time/resources effectively.
- Donations, skills, and volunteers aren't reaching their full potential.

#### ▼ Example Scenario:

- Rio donates clothes to Tanya's NGO (Food Waste Warriors).
- Sustainify awards Rio points for her donation.
- Bagvati, a sustainable clothing company, partners with Sus App.
- Rio redeems her points for a discount on Bagvati's sustainable clothing.
- Food Waste Warriors use the clothes to create upcycled products or gift them to their beneficiaries i.e. Bagvati.

- Bagvati gains positive CSR exposure and promotes its sustainable products.

## Objectives

To increase real-world impact on sustainability, we need to integrate eco-friendly practices into our daily routines and build a community that works together towards a greener future. Here's how we can achieve this:

1. **Awareness:** Inform people about the UN 17 Sustainable Development Goals (SDGs), which address a wide range of global challenges such as poverty, inequality, climate change, environmental degradation, and more. These goals provide a framework for understanding and tackling pressing issues facing our world today. Make this information accessible and easy to understand for everyone, highlighting how each individual can contribute to achieving these goals through actions like promoting education, reducing waste, supporting clean energy, and fostering equality and inclusivity
2. **Small Changes, Big Impact:** Encourage individuals to make small changes in their daily lives that collectively make a big difference. This could include using reusable bags, reducing water and energy consumption, and choosing sustainable products.
3. **Community Engagement:** Foster a sense of community where people can share ideas, resources, and support for sustainable living. This can be through local initiatives, online platforms, or neighbourhood groups where individuals can collaborate and learn from each other.
4. **Corporate Support:** Encourage businesses to invest in meaningful sustainability projects that go beyond just fulfilling corporate social responsibility (CSR) obligations. By aligning their efforts with authentic contributions to environmental causes, corporations can make a significant impact.
5. **Motivation and Incentives:** Provide incentives and rewards for individuals to participate in sustainable activities. This could be through discounts for eco-friendly products, recognition for environmentally-conscious behaviours, or even tangible rewards for reaching sustainability milestones.

Overall, by integrating sustainability into our daily lives, fostering community collaboration, and encouraging both individual and corporate involvement, we can create a more sustainable future for generations to come.

## Competitors

### JouleBug

- JouleBug is an employee engagement mobile app designed to help companies achieve their sustainability goals.
- It does this by engaging employees in activities and challenges related to sustainability.
- Employees can track their progress on the app, and the company can track its overall sustainability impact.



### OROECO

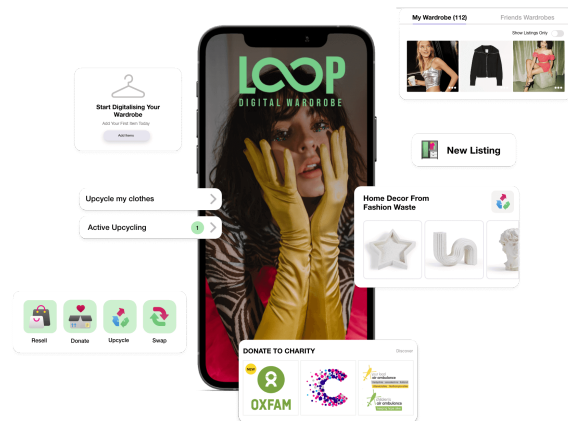
- Oroeco allows individuals to track their own climate-friendly actions. This helps them understand the impact of their choices and stay motivated.
- Shows community progress: Users can see the collective progress of the Oroeco community towards sustainability goals. This fosters a sense of shared responsibility and accomplishment.
- Connects with climate change-makers: The platform facilitates



connection with other users who are passionate about climate action. This allows for knowledge sharing, inspiration, and potential collaboration.

## Regain App

- Donating Clothes: The app allows users to easily donate unwanted clothes to charity. This promotes sustainability by giving pre-loved clothes a second life and reducing textile waste.
- As a reward for donating, users receive discounts on new clothes. This could be through partnerships with specific clothing retailers.



## Olio

- Olio connects people in local communities to find or give away items they no longer need.
- This cuts down on waste and helps the environment by giving items a second life.
- They have 7 million users world wide.

