Phase 1: Problem Understanding & Industry Analysis

Project: GreenForce – Carbon Footprint & Sustainability Management Platform on Salesforce

Introduction

Sustainability has emerged as a critical priority for organizations across the globe. Governments, regulators, investors, and customers are demanding transparency in how businesses manage their environmental, social, and governance (ESG) responsibilities. However, most companies struggle with fragmented tools, manual tracking, and lack of real-time visibility into their carbon footprint. The GreenForce platform, built on Salesforce, aims to address this challenge by providing a centralized sustainability management solution that enables organizations to track, automate, and analyze their environmental impact.

Problem Understanding

Businesses face several challenges in sustainability management: 1. Scattered Data Sources – Carbon emissions data is stored in multiple tools (Excel, ERP, supplier portals). Lack of integration makes accurate tracking difficult. 2. Complex ESG Reporting – ESG standards require detailed, auditable, and transparent reporting. Manual methods are error-prone and time-consuming. 3. Low Stakeholder Engagement – Employees and suppliers are often disconnected from the sustainability journey. No system exists to track and reward contributions. 4. Compliance Risks – Non-compliance with global standards (e.g., EU's CSRD, US SEC rules, UN SDGs) can result in penalties and reputational damage.

Industry Analysis

Current Market Trends: - ESG Regulations Rising – Governments mandate carbon reporting and net zero commitments. - Investor Pressure – Sustainable companies attract higher investments and partnerships. - Technology Adoption – Businesses are moving towards digital platforms to track emissions. Existing Solutions: - SAP Sustainability Control Tower – Enterprise-grade but complex and expensive. - Microsoft Cloud for Sustainability – Strong analytics but limited customization for SMEs. - Standalone ESG Tools – Often lack CRM integration and cross-stakeholder engagement. Gap Identified: - Existing tools are either too costly, too complex, or siloed. - Few platforms provide real-time engagement for employees, suppliers, and investors. - A CRM-driven sustainability platform like GreenForce is needed for mid-sized organizations.

GreenForce – Proposed Solution

GreenForce leverages Salesforce's CRM capabilities to: - Centralize sustainability data (carbon, energy, waste, travel, initiatives). - Automate carbon footprint calculations and compliance workflows. - Enable stakeholder engagement via Experience Cloud portals. - Provide real-time dashboards and AI-driven insights.

Business Value

- Compliance → Simplify ESG and carbon reporting. - Cost Savings → Identify inefficiencies in energy, travel, and waste. - Reputation → Strengthen brand image as a sustainable business. - Engagement → Motivate employees and suppliers to contribute to green initiatives.

Deliverables of Phase 1

- Business Problem Documented - Industry Research Completed - Competitor & Gap Analysis - Draft Problem Statement & Objectives

Conclusion

Phase 1 has clearly defined the need for a sustainability management system and identified the gaps in current industry solutions. GreenForce is positioned to become a unique Salesforce-based platform that addresses compliance, engagement, and transparency — aligning businesses with global sustainability goals. Next Step → Phase 2: Org Setup & Configuration (creating the Salesforce environment with baseline users, roles, and profiles).