

# Personal Sustainability

START Hack Challenge 2023



# Who are we?

Tourism generates **8% of global CO2 emissions** of which transportation is the largest contributor (49%)

Transport Sustainability team tries to help users understand and reduce these emissions.

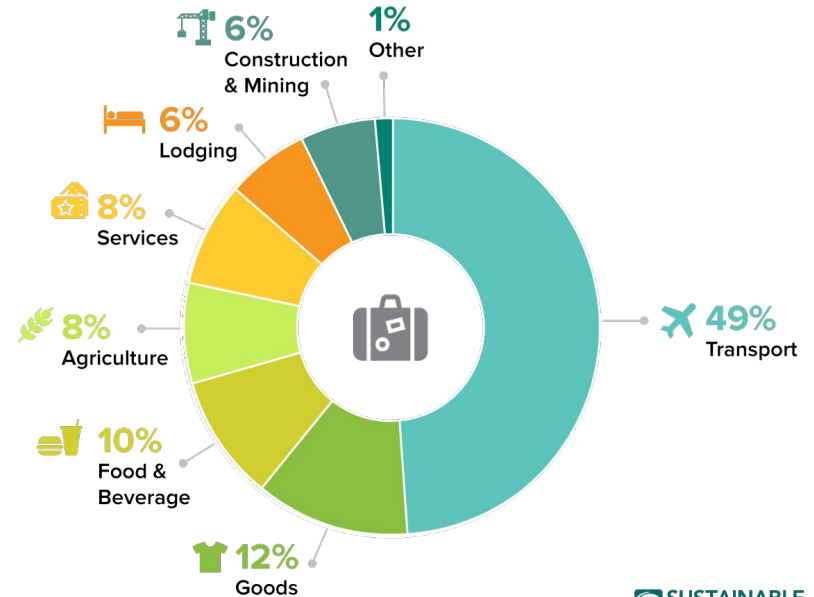


**Oli**  
Sustainable Decisions



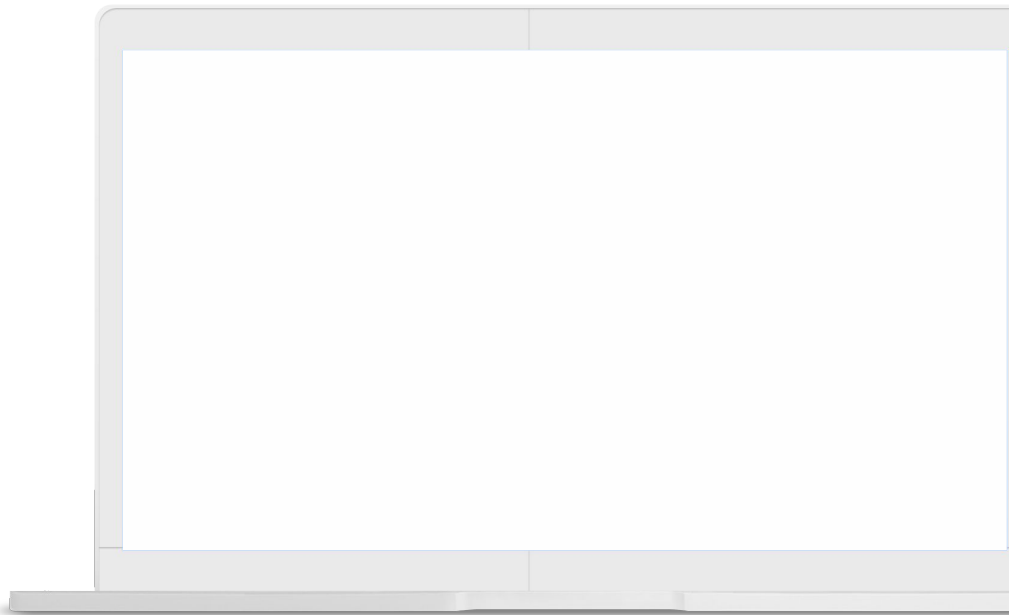
**Max**  
Train & Flight Emissions

## Carbon Footprint of Global Tourism



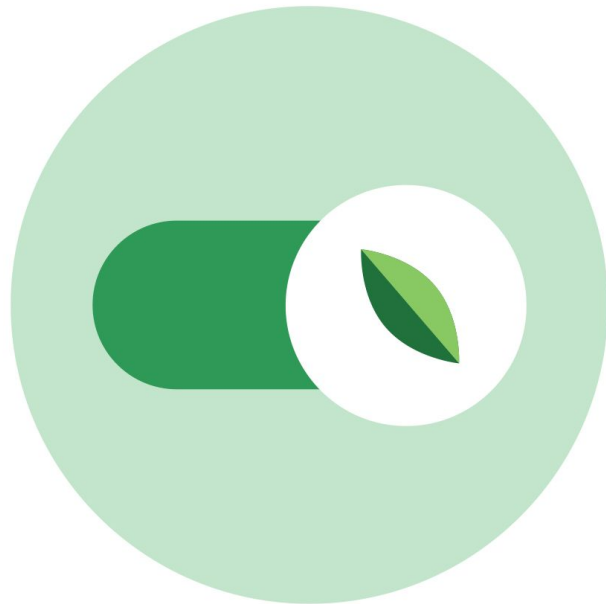


See the associated carbon  
emissions per seat for every  
flight and quickly  
find lower-carbon options  
on Google Flights



## Enabling everyone

Help individuals **understand** their personal impact on climate change and/or **enable** them to **act** to reduce personal emissions

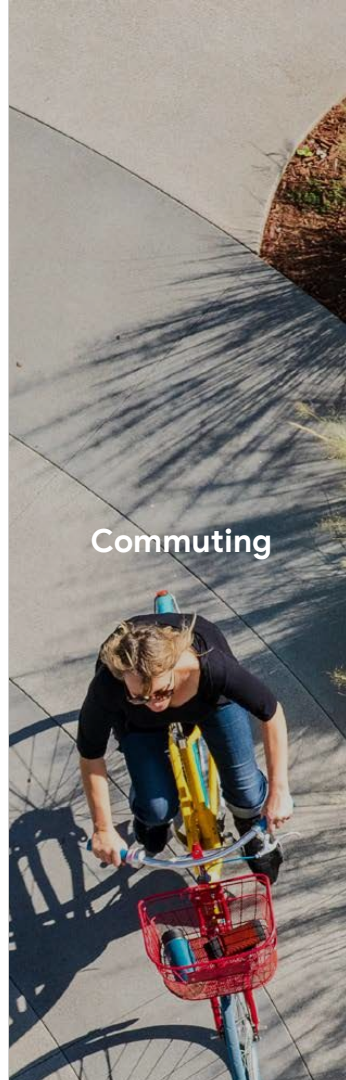




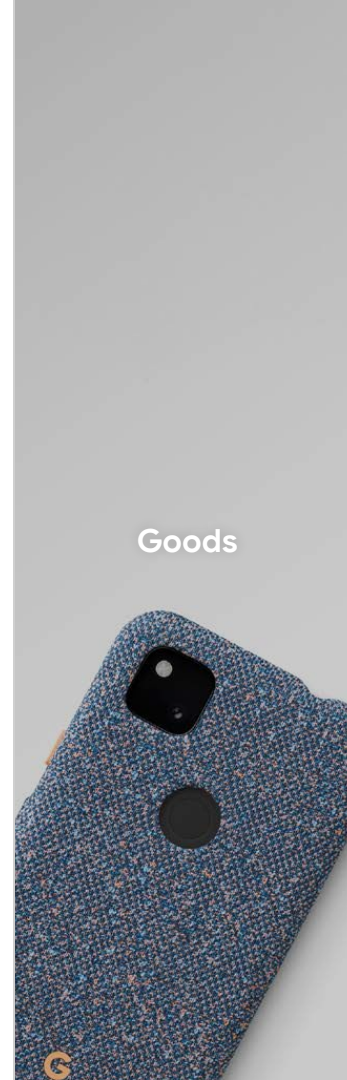
Food



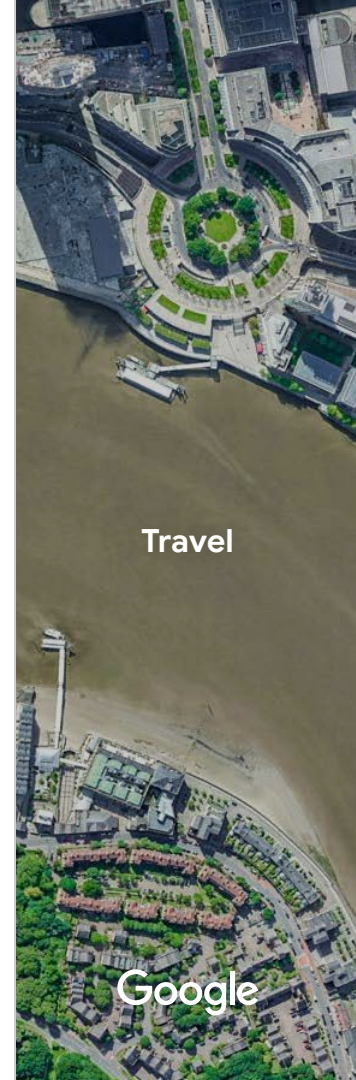
Home  
Electricity



Commuting



Goods



Travel

Google

# Prizes



Nest Hubs



Meet & Greet & Lunch  
with the Google Travel Sustainability Team





**Deep Dives:**

**20:40 - 21:05**

**| 21:10 - 21:35**

**Hall 9.0 Workshop**

**Room 6**