Problem Statement

Excess production and consumption of environmentally hazardous products have increased carbon footprint, this mostly happens as people are unaware of the footprint contributed by them, also because any action taken does'nt have immediate return.
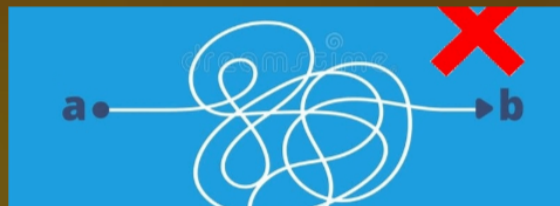
Challenges

Why most people don't take any action?

Long-term return

There is no immediate result / reward that is apparent. Hence makes people **reluctant** to act. Instead, a certification system that **recognizes the effort** put and **encourages** further participation can help

Statistics, phew!

Not everyone can grasp a complex Gauge chart. The need of the hour has to be presented in a **relatable** way using **day-to-day** life terms to make it **universally understandable**, not just for statisticians.

Objectives

Key steps in creating awareness as well as incentivize people to take action

Create an inclusive environment

An app to know the various Eco-friendly activities being organized locally and to **reward participation by certificates**.

Gain traction!

As users **share their certificates** and create posts, it creates a **snowball effect,** more people join the cause.

After all, it should be **effortless** enough for people to consider using it!

Blend with consumer experience.

A **chrome extension** that calculates eco and carbon **footprint of products while shopping online, using chatGPT**. As well as suggesting greener alternatives to the same.

Solution

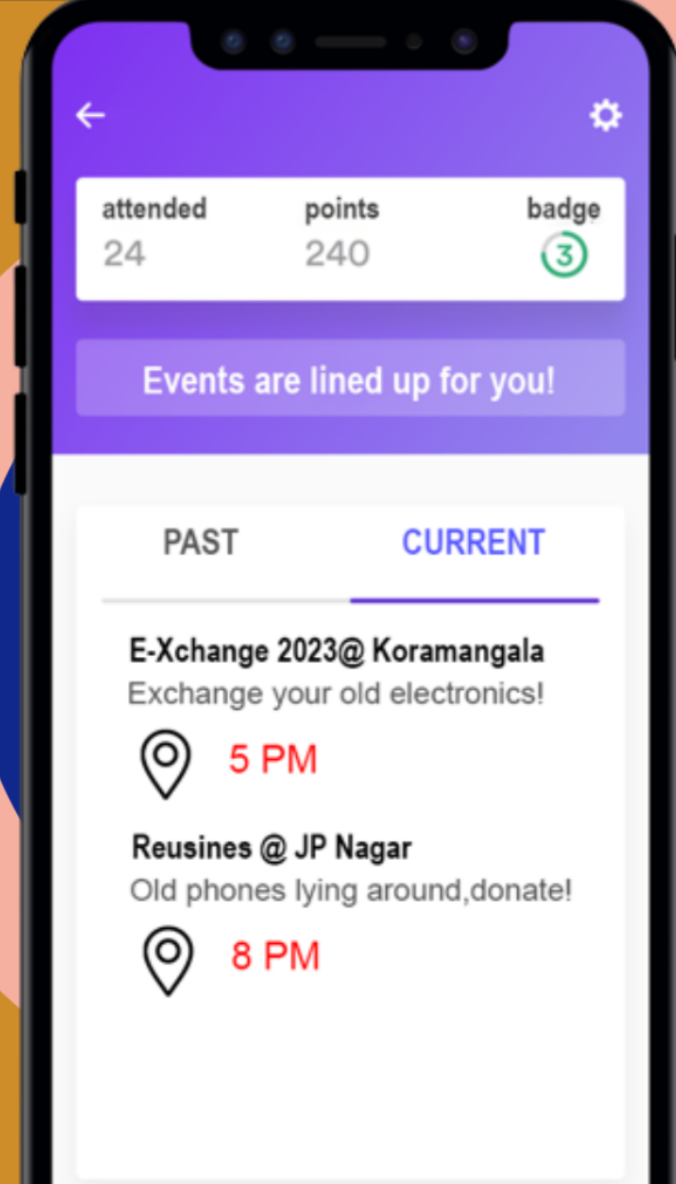ChatGPT used for more accurate results.

Live Display of CO2 emission

Chrome extension to provide key information about carbon footprint caused by product in current webpage and suggest greener alternatives.

Product.in

Watch 2 Pro
★★★★☆
₹7999

S4W Estimated CO2e
1x 0.0008 ton/year
1000x 0.024 ton/year
Greener Alternative → Watch 2 Elite

Made with VISME

Know about local eco-friendly activities / events around you.

Reward participation.

CERTIFICATE
OF APPRECIATION

THIS CERTIFICATE RECOGNIZES THE CONTRIBUTION OF

Sathvik S M

The above person has contributed to the UN goal of responsible consumption & production by going green and creating an overall carbon offset of 0.5 tons as of Feb 6 2023. Also taken part in 3 different environment-related activities.

Feb 6 2023

DATE

ESTD. 1985
Sustain4ward
YOUR ACTIONS MATTER

SIGNATURE

Venn Diagram

Platform to know about local eco-friendly programs/events

Awareness app to notify news from the UN, WHO as well as local organizations.

Where we stand.

A carbon footprint tracker and shopping plugin, to find green alternatives

Tech Stack

Svelte frontend

Chrome extension

ChatGPT

Mongodb database

Flask backend

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?

ChatGPT is used just to get ...er estimate of a product's ...print to be displayed to the user ...lso compare with better ...natives. All the logic handling ...product suggestions is made by ...ackend.
...ake it failproof, there is a backup of commonly used products' footprints estimated beforehand stored in mongoDB.
This is used just in case chatGPT is at capacity.

It's all an equation !

$$I = P \times A \times T$$

- ↑ total impact
- ↑ population
- ↑ affluence
- ↑ technology

As population and affluence (consumption) are expected to increase as living standards worldwide increase, the only way to reduce impact on planet is **to reduce T by a huge factor** . Furthermore, A and T are coupled.

Business prospect.

- Partnering up with companies that produce green products, making sure that manufacturing processes they use are harmless or least harmful and suggesting them as alternatives in the chrome extension.
- Crowdfunding
- Grants, subsidies and financing available through govt for eco friendly companies
- web app or extension as a platform for eco-friendly ads by different organisations.

THANK YOU

-Team Sustain4ward

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