

Reinventing Green – Project Summary for Developers

Reinventing Green is a research-driven initiative funded by Università Guglielmo Marconi. The project aims to transform an academic sustainability evaluation model into a functional, interactive digital simulator. Its mission is to support small and medium enterprises (SMEs) in evaluating how sustainable their strategic decisions are — economically, environmentally, and strategically — before they act.

The goal is to create a predictive web-based simulator capable of representing real business scenarios in an intuitive, visual, and decision-oriented format. The system should allow users to test different strategic options and immediately see how each choice affects sustainability performance through clear visual outcomes. The simulator must be accessible online and demonstrate the underlying logic of the model in a simple, interactive way.

Core Objectives:

- Build an online, interactive simulator that translates the sustainability decision model into a visual experience.
- Allow users to simulate strategic business scenarios and obtain immediate, understandable results.
- Present aggregated insights through intuitive charts and scores that combine economic, environmental, and strategic perspectives.
- Make the platform modular and extendable for future research evolutions, integrations, and public demonstrations.

The project represents the bridge between academic research and practical innovation. It is designed to provide both scientific and managerial value: a demonstrative prototype that can evolve into a larger decision-support platform. The developer will have full ownership of the technical architecture, visual design, and implementation choices, working from the conceptual model already formalized within the Reinventing Green research framework.

Expected Impact:

Reinventing Green will provide a proof-of-concept tool capable of translating sustainability frameworks into actionable insights. It aims to empower SMEs, consultants, and policymakers to visualize the trade-offs and opportunities behind sustainable decisions. The simulator is expected to serve as a foundation for future research publications, collaborations, and real-world testing with companies.

The developer's role is central: turning a theoretical model into an accessible and scalable tool that embodies both academic rigor and digital innovation. This project is not a small commission — it's the groundwork for a broader ecosystem around predictive sustainability intelligence.