**Green in Check Platform Overview**

Green in Check is an ESG (Environmental, Social, and Governance) intelligence platform designed to help businesses and analysts:

1. Analyze sustainability claims for potential greenwashing
2. Compare ESG ratings from multiple providers
3. Calculate carbon footprints for business activities
4. Analyze sustainability reports for transparency and accuracy
5. Check compliance of sustainability claims against regulations

**How to Demonstrate the Platform**

**1. Quick Analysis Tool Demo**

**Purpose**: Show how the platform can quickly detect potential greenwashing in sustainability claims.

**Demo Steps**:

1. Navigate to the Dashboard (home tab)
2. In the "Quick Analysis" box, enter a sustainability claim example:
   * Low risk example: "Our company reduced carbon emissions by 30% in 2024 through verified renewable energy purchases."
   * Medium risk example: "Our eco-friendly products help create a greener future."
   * High risk example: "The greenest and most sustainable products on the market."
3. Click the "Quick Analyze" button
4. The system will analyze the claim and provide:
   * A risk assessment score
   * Specific findings about vague terms, misleading phrases, or verifiable claims
   * Recommendations for improving the claim's credibility

**What to Point Out**:

* How the tool identifies vague terms (like "eco-friendly" or "sustainable")
* How specific, measurable claims receive better scores
* The actionable recommendations provided

**2. ESG Rating Lookup Demo**

**Purpose**: Show how the platform compares ESG ratings from multiple sources.

**Demo Steps**:

1. Navigate to the "ESG Rating Lookup" tab
2. Enter a company name (e.g., "Apple", "Tesla", or "Unilever")
3. Select the rating categories (Environmental, Social, Governance)
4. Select the rating providers (MSCI, Sustainalytics, S&P Global)
5. Click "Lookup ESG Ratings"
6. Review the comparative ratings displayed, showing:
   * Different scoring methodologies (MSCI's letter ratings vs. numerical scores)
   * Category breakdowns (Environmental, Social, Governance)
   * Industry comparisons

**What to Point Out**:

* How ratings vary between providers
* Why comparing multiple sources gives a more complete picture
* The category breakdowns showing strengths and weaknesses

**3. Carbon Calculator Demo**

**Purpose**: Demonstrate carbon footprint calculation for business activities.

**Demo Steps**:

1. Navigate to the "Carbon Calculator" tab
2. Select a business type (e.g., "Office-based Business")
3. Select a region (e.g., "North America")
4. Enter activity data:
   * Electricity usage: 10,000 kWh
   * Natural gas: 500 therms
   * Business travel: 5,000 miles (air travel)
5. Click "Calculate Carbon Footprint"
6. Review the breakdown of emissions by:
   * Emission scope (Scope 1, 2, and 3)
   * Activity type
   * Comparison to industry benchmarks

**What to Point Out**:

* The difference between emission scopes
* How different activities contribute to the overall footprint
* How the region affects calculation (due to different electricity grid emissions)

**4. Report Analyzer Demo**

**Purpose**: Show how the platform can analyze sustainability reports for greenwashing.

**Demo Steps**:

1. Navigate to the "Report Analyzer" tab
2. Either upload a sample sustainability report or enter a URL
3. Enter company details and select analysis focus areas
4. Click "Analyze Report"
5. Review the detailed analysis results showing:
   * Language patterns indicating potential greenwashing
   * Verification of quantitative claims
   * Transparency assessment
   * Recommendations for improvement

**What to Point Out**:

* How the system identifies vague language vs. specific claims
* The verification of numeric targets and achievements
* The comparison to industry reporting standards

**5. Compliance Checker Demo**

**Purpose**: Demonstrate how to verify if sustainability claims comply with regulations.

**Demo Steps**:

1. Navigate to the "Compliance Checker" tab
2. Enter a sustainability claim: "100% biodegradable packaging that breaks down in just 30 days."
3. Select the product type (e.g., "Food Product")
4. Select the industry (e.g., "Food & Beverage")
5. Select regions for compliance check (e.g., "European Union" and "United States")
6. Click "Check Compliance"
7. Review the compliance assessment highlighting:
   * Specific regulations that apply to the claim
   * Compliance status for each region
   * Required evidence or certifications
   * Recommendations for compliance

**What to Point Out**:

* Different regulatory requirements by region
* The specific evidence needed to support claims
* Common compliance issues to avoid

**Sample Scenarios for Demonstration**

**Scenario 1: Startup Seeking Investment**

"Let's say you're a sustainability-focused startup seeking investment. You want to:

1. Ensure your sustainability claims won't be flagged as greenwashing
2. Understand how your ESG profile compares to competitors
3. Calculate and report your carbon footprint accurately"

**Scenario 2: Marketing Team**

"Imagine you're a marketing team drafting sustainability claims for packaging:

1. Use the Quick Analysis tool to check claims before publishing
2. Ensure compliance with regulations in target markets
3. Back up claims with verified carbon footprint data"

**Scenario 3: ESG Analyst**

"For ESG analysts evaluating companies:

1. Compare ESG ratings across providers to spot inconsistencies
2. Analyze sustainability reports for substance vs. greenwashing
3. Verify carbon footprint calculations against industry standards"

**Implementation Notes**

When demonstrating the platform, keep in mind:

1. The Quick Analysis feature is fully functional with greenwashing detection
2. The ESG Rating Lookup uses simulated data based on company names
3. The Carbon Calculator includes emission factors for different regions and activities
4. The Report Analyzer and Compliance Checker would integrate with more complex backends in a production environment

This platform serves as a comprehensive toolkit for sustainability professionals to improve transparency, accuracy, and compliance in ESG reporting and communications.