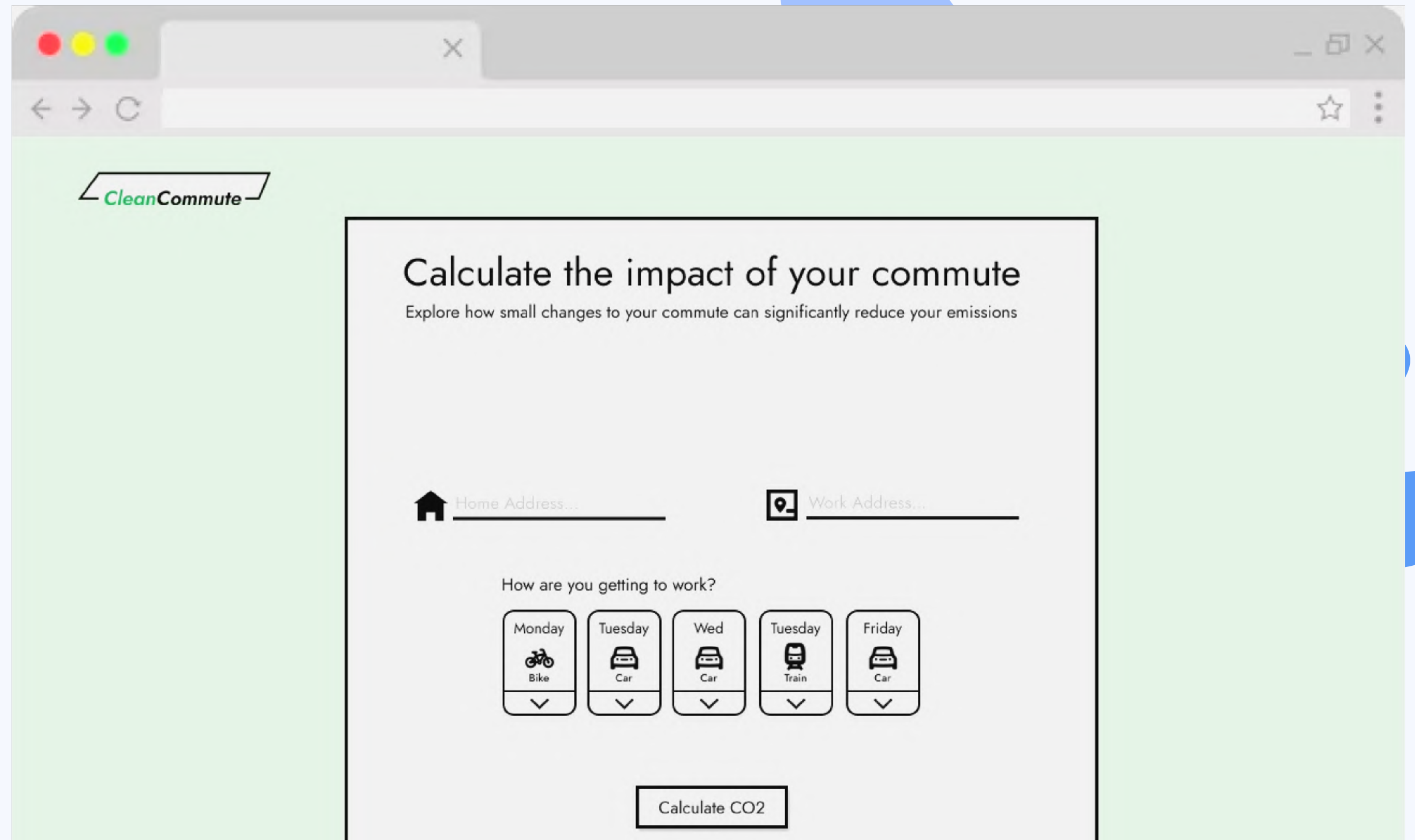


# Green Commute



The screenshot shows a web browser window with the CleanCommute logo in the top left. The main heading is "Calculate the impact of your commute" with a subtitle "Explore how small changes to your commute can significantly reduce your emissions". Below this are two input fields: "Home Address..." with a house icon and "Work Address..." with a location pin icon. Underneath is the question "How are you getting to work?" followed by five buttons for different days and modes of transport: Monday (Bike), Tuesday (Car), Wednesday (Car), Thursday (Train), and Friday (Car). Each button has a dropdown arrow at the bottom. At the bottom center is a "Calculate CO2" button.

CleanCommute

## Calculate the impact of your commute

Explore how small changes to your commute can significantly reduce your emissions

Home Address... Work Address...

How are you getting to work?

Monday	Tuesday	Wed	Thursday	Friday
Bike	Car	Car	Train	Car
▼	▼	▼	▼	▼

Calculate CO2

# Content

01

Problem

02

Solution

03

Product

04

Climate Impact

05

Technology

# User Story

*Imagine Claudia*



*49 years old lady living in a small town in Thuringia  
She work for the public states, located next town  
She commutes by car,  
from home to work and back everyday*

*It took her 1 hour in total  
She emits **1,681.68 kg of CO2 per year** for daily  
commuting*

*In her entire life, her daily commuting contributed around  
**10% of her total CO2 emission***

*She is highly environmental conscious  
But she found no easy tool to help her quantify her CO2  
footprints and enable her to change her current habits*



# Problem

People need an easy and reliable way to **quantify** their **CO2 emission footprints** in daily transportation, **urge** for immediate actions and **keep them constantly motivated** to contribute to a **greener planet**



# Solution

We **empower** people to **make informed decisions** about their commuting habits, **inspire** a greener future for our planet through **data-driven insights, gamification** and **strong connected community**

# Product

01

## Personalized Impact Reports

*Simple, intuitive design bring data-driven insights to average users*

02

## Interactive Comparison Dashboard

*Visualisation empowers actionable changes on daily basis*

03

## Gamification & Community Sharings

*Gamification brings joy to difficult change & strong community keep users constantly educated, motivated by tapping into the sense of belongings, contribution and collective intelligence*

# Climate Impact

## Potential Users

50m<sup>1</sup>

in Germany

## CO2 Emissions

50%<sup>2</sup>

reduction for average users

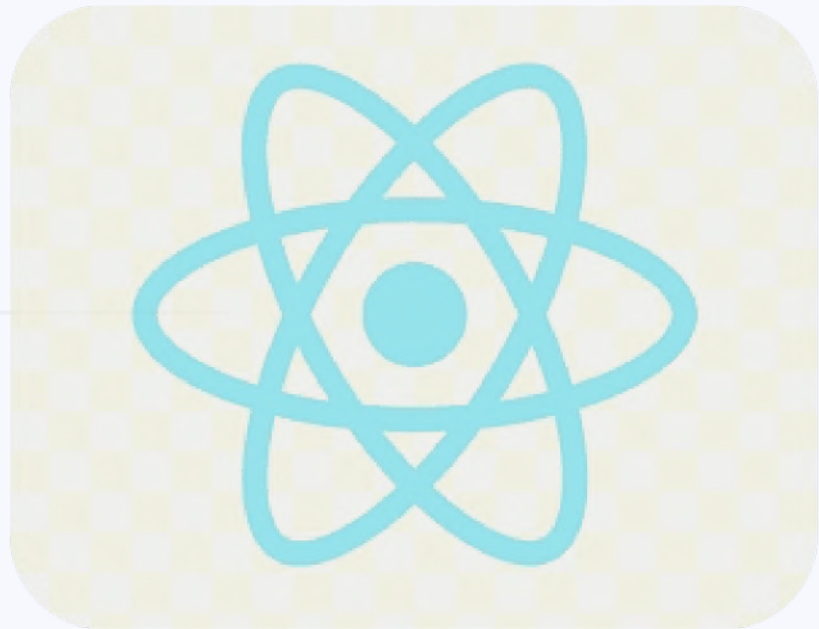
## Financial Savings

50%<sup>3</sup>

from gas price and CO2 emission expenses

# Technology

**Frontend**



**Backend**



**Data**



Google Maps





**Thank You**

