



Team Null Pointers
Yadeesh T

Team Name and Members

MEMBERS

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THEME

A Sustainable Shopping Experience

Null Pointers

Problem Statement

An opportunity to empower Amazon users to make and be recognized for sustainable choices through better visibility, incentives, and community influence.

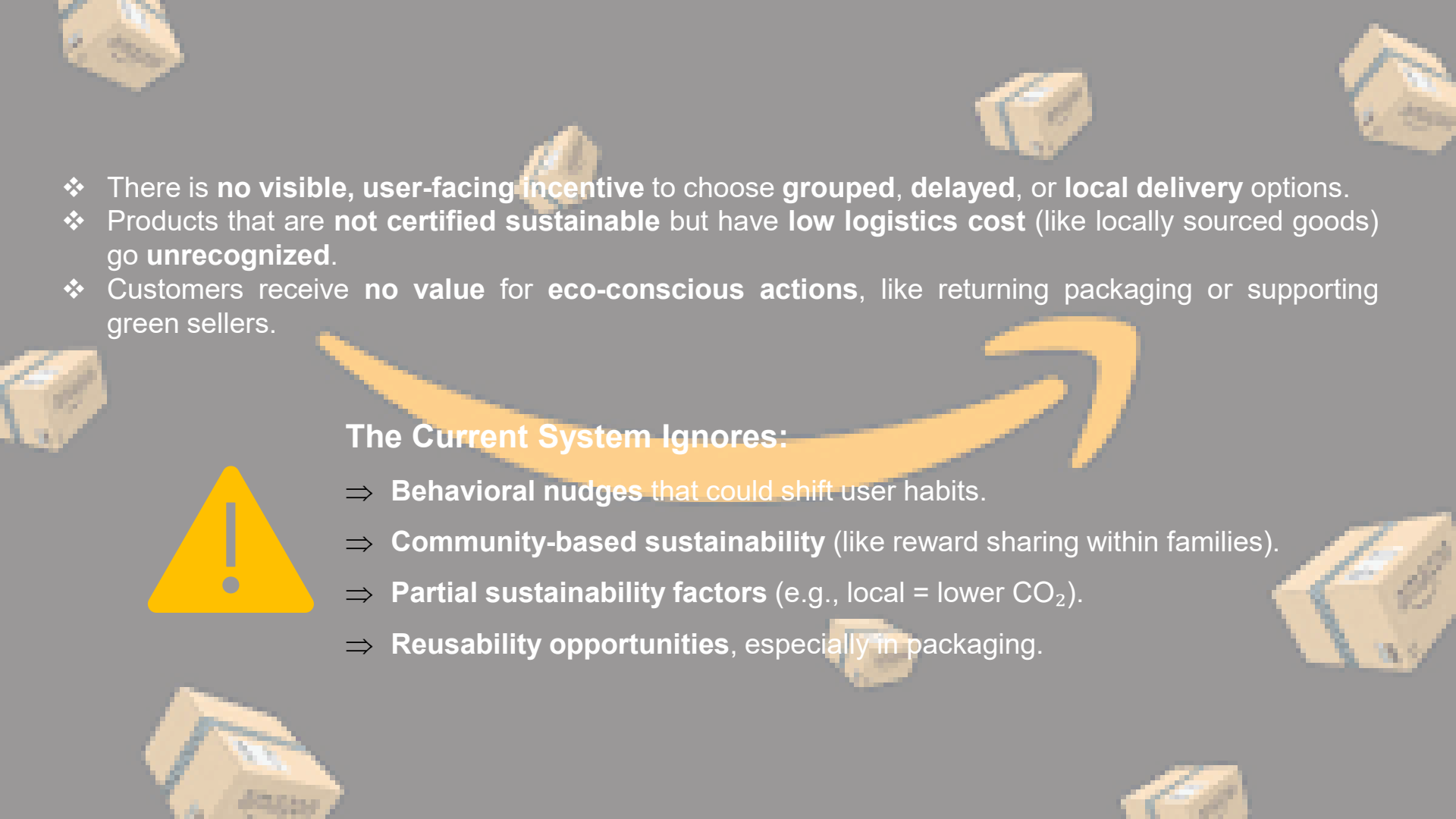
Driving Sustainable Choices Through Customer Incentives



In today's e-commerce world, especially on platforms like Amazon, **speed of delivery has become a default expectation**. Customers instinctively select **same-day or next-day delivery**, often without considering the **environmental cost** attached.

The convenience culture has **unintentionally** pushed sustainability to the background.

Despite Amazon's investment in sustainable infrastructure (electric delivery vans, renewable energy, etc.), a **critical piece remains missing** — the **customer's role** in reducing environmental impact.

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- ❖ There is **no visible, user-facing incentive** to choose **grouped, delayed, or local delivery** options.
 - ❖ Products that are **not certified sustainable** but have **low logistics cost** (like locally sourced goods) go **unrecognized**.
 - ❖ Customers receive **no value** for **eco-conscious actions**, like returning packaging or supporting green sellers.



The Current System Ignores:

- ⇒ **Behavioral nudges** that could shift user habits.
- ⇒ **Community-based sustainability** (like reward sharing within families).
- ⇒ **Partial sustainability factors** (e.g., local = lower CO₂).
- ⇒ **Reusability opportunities**, especially in packaging.

Scope of Our Innovation

GOAL

To build a customer-centric sustainability ecosystem within Amazon — one that rewards, recognizes, and nudges greener behavior across the shopping journey.

Our 3 Core Innovation Tracks:

EcoPoints – Rewarding Green Purchases

Partial Sustainability Recognition

Cardboard Return Credits

EcoPoints – Rewarding Green Purchases

- A **gamified reward system** that grants **EcoPoints** every time a customer buys:

Certified sustainable products

Locally made products (partial sustainability)

Chooses grouped/delayed deliveries

- Once a user accumulates a certain number of points, they unlock:

✓ **Exclusive discounts** on **eco-friendly** brands

Free shipping on sustainability-tagged products

Access to limited “green bundles”

Partial Sustainability Recognition

- Many products may not be “eco-certified” but are:
 - Locally produced
 - Light in weight
 - Require minimal logistics
- We propose assigning them a “**Partially Sustainable**” tag, allowing customers to:
 - Understand the **logistics impact** of their choice
 - Earn **partial EcoPoints**
- This encourages buyers to **shop local** — reducing cross-region emissions.



Cardboard Return Credits

- Amazon generates a massive amount of packaging waste daily.
- We introduce a **user-friendly option** to return cardboard boxes via:

Delivery agent pickup during next delivery

Drop-off at designated collection points

- Each return gives **EcoPoints or credits**, closing the loop on packaging reuse.



Working Backwards from the Customer

- **Today's shopper wants it all**—speed, convenience, great value—and increasingly, a way to reduce their environmental impact.
- **But the sustainable path isn't clear.** There's no motivation to prefer local sellers, return packaging, or make greener choices.
- **Sustainability features feel hidden, optional, or like extra work**—so they're often ignored.
- **We reimagined the experience to make sustainability effortless and rewarding** - no friction, no behavior change.

Working Backwards from the Customer

What We're Introducing:

1. Doorstep Packaging Return

Make it easy to send back used delivery boxes during your next scheduled delivery—no trips, no effort.

2. Smart Sustainable Recommendations

Highlight lower-carbon product options and eco-friendly delivery choices within the normal shopping flow.

3. EcoPoints Rewards System

Earn points for small sustainable actions—redeem them or share with friends to inspire greener habits.

4. Built-In Social Impact

Let customers feel good and do good, encouraging sustainable behavior within their circles—without changing how they shop.

The background is a solid grey color. Scattered throughout are several 3D-rendered Amazon cardboard boxes of various sizes and orientations. A large, thick, orange arrow, resembling the Amazon smile logo, curves from the left side of the slide towards the right, passing behind the text blocks.

Future Scope

What other features can be introduced?



Cross-Amazon Integration:

Extend point usage to other Amazon services (e.g. Prime Video, Audible, Amazon Fresh) for universal eco-rewards.



Smart Personalization with AI:

Recommend sustainable options based on past behavior and optimize delivery suggestions to maximize point potential.



Carbon Impact Visualizer:

Let users track their sustainability footprint and how many kg of CO₂ they've helped save via delayed deliveries.



Subscription-Linked Incentives:

Offer bonus points or early access to exclusive products for Prime members who consistently choose green options.

The background of the slide is a dark gray with several 3D-rendered Amazon cardboard boxes scattered around. A large, thick, orange curved arrow starts from the left side and points towards the right, passing behind the text blocks.

Success Metrics

How does this benefit Amazon?



Boost in Customer Retention:

Reward loops encourage repeat purchases and long-term loyalty.



Lower Fulfillment Costs:

Delayed deliveries and local sourcing reduce logistics expenses and emissions.



Increase in Prime Subscriptions:

Exclusive sustainability perks drive more users to join or renew Prime.



Enhanced Brand Perception:

Strengthens Amazon's image as an eco-conscious, socially responsible leader.



Valuable Consumer Insights:

AI-driven behavior data helps personalize experiences and optimize green initiatives.

How can we scale this sustainably across the marketplace?



Local Business Onboarding:

Enable small-scale, eco-conscious local sellers to list their products under a “Sustainable Picks” tag, giving them marketplace visibility and boosting regional economies.



Third-Party Brand Integration:

Partner with green-certified brands (organic, recyclable, carbon-neutral) to launch exclusive products redeemable only with sustainability points.



Regional Inventory Optimization:

Use AI to promote local fulfillment options that reduce shipping distances — lowering carbon footprint while cutting logistics costs.



“Green Cart” Labeling System:

Visually badge customer carts with a “Green Score” based on the eco-impact of their items, encouraging competitive behavior toward sustainable purchases.

Implementation

- We have prototyped the features explained above hosted it for convenience, you can visit below link to test it out (and maybe give us a chance to prove ourselves) !

- <https://sustainabuy-nullpointers.netlify.app>

EcoPerks Zone

Transform your sustainable choices into meaningful rewards and make a positive impact on our planet and community

Your EcoLeaves Balance

 **127** leaves

Equivalent to ₹100 in rewards

Your LocaLeaves Balance

 **85** leaves

Equivalent to ₹75 in local rewards



12,847

Trees Planted



2.4T

CO₂ Reduced



342

Local Businesses Supported



15.2K

Active Eco Warriors

[Rewards](#)[BoxBack History](#)[Achievements](#)[Leaderboard](#)

Available Rewards

[All Categories](#)[All Types](#)

₹50 Amazon Voucher

Get ₹50 off on your next purchase

 50

₹50

[Redeem Now](#)

₹100 Amazon Voucher

Get ₹100 off on your next purchase

 100

₹100

[Redeem Now](#)

Plant a Tree

We'll plant a tree in your name

 25

1 Tree

[Redeem Now](#)



12,847

Trees Planted



2.4T

CO₂ Reduced



342

Local Businesses Supported



15.2K

Active Eco Warriors

Rewards

BoxBack History

Achievements

Leaderboard



Eco Warriors Leaderboard



#1 EcoChampion2024

2,847 EcoLeaves

1,456 LocaLeaves

Active



#2 GreenGuru

2,456 EcoLeaves

1,234 LocaLeaves

Active



#3 LocalHero

2,234 EcoLeaves

1,567 LocaLeaves

Active



#4 EcoWarrior

1,987 EcoLeaves

987 LocaLeaves

Active



#5 SustainableLife

1,756 EcoLeaves

1,123 LocaLeaves

Active

Your Current Ranking



#47 You

127 EcoLeaves

85 LocaLeaves

Need 89 more EcoLeaves to reach top 40!

Electronics
Up to 70% off

Home & Kitchen
Starting ₹199

Fashion
Min. 50% off

Sports & Outdoors
Under ₹999



Planet Savers Picks

Earn Extra EcoLeaves



Sustainable Choice

LocaLeaf



Bamboo Fiber Dinner Set - 16 Piece
Eco-Friendly Tableware

★★★★☆ (3,241)

₹2,499 ₹3,999 (38% off)

+5 EcoLeaves

+3 EcoLeaves (LocaLeaf)

FREE delivery Wed, 15 Nov

Eligible for LocaLeaf Delivery from Chennai
warehouse

by EcoLiving

Sustainable Choice

LocaLeaf



Organic Cotton Bed Sheet Set - Queen
Size

★★★★☆ (1,876)

₹3,299 ₹4,999 (34% off)

+8 EcoLeaves

FREE delivery Thu, 16 Nov
by Pure Living

Sustainable Choice

LocaLeaf



Recycled Plastic Outdoor Furniture Set -
4 Piece

★★★★☆ (567)

₹15,999 ₹22,999 (30% off)

+15 EcoLeaves

FREE delivery Mon, 20 Nov
by GreenSpace

Sustainable Choice

LocaLeaf



Reusable Stainless Steel Water Bottle
with Temperature Display

★★★★☆ (5,432)

₹899 ₹1,299 (31% off)

+3 EcoLeaves

+3 EcoLeaves (LocaLeaf)

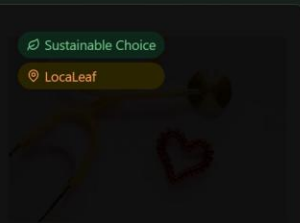
FREE delivery Tomorrow

Eligible for LocaLeaf Delivery from Chennai
warehouse

by HydroTech

Sustainable Choice

LocaLeaf



[← Back to Cart](#) **Checkout**

Address



Delivery



Payment

Choose Delivery Option

☐ **Standard Delivery** **FREE**

Get it by Tomorrow, Nov 15

☐ **Eco-Delivery** **FREE** +10 EcoLeaves

Get it by Thu, Nov 17 • Carbon-neutral packaging

☒ **I will return my previous Amazon box(es) with this delivery** +5 EcoLeaves

Returning your packaging helps us recycle and reduce waste.

[Continue to Payment](#)

Order Summary

**Bamboo Fiber Dinner Set - 16 Piece
Eco-Friendly Tableware**

Qty: 1

₹2,499

EcoLeaves to earn: +20

• Sustainable products • Eco-delivery • BoxBack return

LocaLeaves to earn: +3

• LocaLeaf delivery

BoxBack return noted

Make sure to return packaging at delivery!

Subtotal: ₹2,499

Delivery: **FREE****Total:** **₹2,499**

[← Back to Cart](#) **Checkout**

Address



Delivery



Payment

Payment Method



Redeem EcoLeaves

Available: 127 leaves

☐ Don't redeem ☐ ₹50 off (50 leaves) ☐ ₹100 off (100 leaves)

Redeem LocaLeaves

Available: 85 leaves

☐ Don't redeem ☐ ₹25 off (25 leaves) ☐ ₹50 off (50 leaves) ☒ ₹75 off (75 leaves)

Credit/Debit Card



UPI



Cash on Delivery

Place Order

Order Summary

**Bamboo Fiber Dinner Set - 16 Piece
Eco-Friendly Tableware**

Qty: 1

₹2,499

EcoLeaves to earn:**+20**+ Sustainable products + Eco-delivery + BoxBack
return**LocaLeaves to earn:****+3**

+ LocaLeaf delivery

**BoxBack return noted**

Make sure to return packaging at delivery!

Subtotal:

₹2,499

Delivery:

FREE

EcoLeaves discount:

-₹100

LocaLeaves discount:

-₹75

Total:**₹2,324**