



Digital Commerce BlueBolt Hackathon - 2024

Team Name : CommerceCode

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Idea

Leverage proprietary software to assess product carbon footprint, enable offsetting, plant trees, and empower resource trading for environmental sustainability.

Business Scenario



Precision Tracking: Develop software for precise measurement of product carbon footprints.



Seamless Offset Integration: Integrate carbon offsetting into the purchase process for customers.



Direct Environmental Action: Implement initiatives like tree planting to mitigate environmental impact.



Marketplace Creation: Establish a platform for trading environmental contributions.



Transparent Reporting: Provide clear and honest reporting on environmental impact.



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Innovation Opportunity

- Consumer Education: Educate consumers about the environmental impact of their actions and purchases.
- Individual Empowerment: Enable individuals to make informed decisions to minimize their carbon footprint.
- Business Enablement: Empower businesses to demonstrate their commitment to sustainability and attract environmentally conscious consumers.
- Green Economy Transition: Support the transition towards a greener economy by providing practical solutions for both individuals and businesses.
- Partnership Opportunities: Create opportunities for partnerships and collaborations across industries to further promote sustainability efforts.

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Innovativeness

1. Carbon Tracking: Accurately measuring product carbon footprints.
2. Offset Integration: Seamless integration of carbon offsetting into the purchase process.
3. Environmental Action: Implementation of immediate mitigation efforts like tree planting.
4. Market-Driven Sustainability: Trading resources based on environmental impact.
5. Comprehensive Engagement: Combining awareness, action, and rewards to drive change.
6. Transparent Accountability: Providing clear visibility into impact and actions taken.
7. Scalable Impact: Harnessing the potential for widespread emissions reduction.

Estimated Benefits with Beneficiary

- Environmental Impact Reduction: Beneficiaries: Planet, Wildlife, Future Generations
Estimated Benefit: Reduced carbon emissions, healthier ecosystems.
- Climate Change Mitigation: Beneficiaries: Global Population, Vulnerable Communities
Estimated Benefit: Mitigated climate change impacts and protection for vulnerable communities.
- Biodiversity Conservation: Beneficiaries: Endangered Species, Biodiverse Habitats
Estimated Benefit: Protected habitats, preservation of biodiversity.
- Consumer Empowerment: Beneficiaries: Consumers, Communities
Estimated Benefit: Informed choices and community engagement.
- Corporate Reputation Enhancement: Beneficiaries: Businesses, Shareholders
Estimated Benefit: Improved reputation and investor confidence.

Product Database : A Comprehensive database of various products and their associated raw materials used and energy consumed during the production process.

Industry Specific Customization

Regular Monitoring

Estimated Benefits with Beneficiary

Solution Approach/Critical Features

- *Initiative that combines environmental sustainability with financial opportunity*
- *Sapling Initiative*
- *Trading and Encashment Platform*

Solution Approach/Critical Features

Sapling Initiative

- Tie up with third Party Sapling Planting Company
- Real –Time Monitoring
- Expertise
- Collaboration
- Transparency

Solution Approach/Critical Features

Trading and Encashment Platform / Platform Development

- Exchange
- Broker
- Market Data Aggregation
- Market Data Integration
- Liquidity

Innovation Opportunity



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Supporting Diagrams/Content can be added if available

Thank you