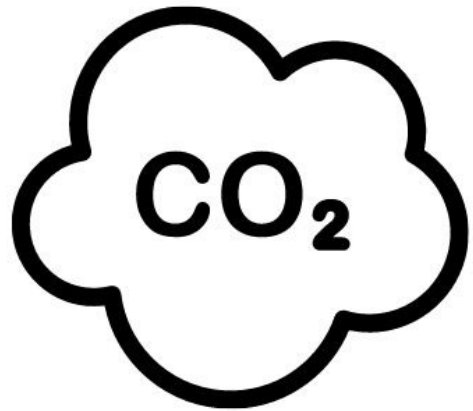


[Home](#) › [Insight](#) › [News & Update](#) › Climate-friendly startup WOCE announces platform to capture, calculate & offset carbon footprint[Insight](#) | [News & Update](#)

Climate-friendly startup WOCE announces platform to capture, calculate & offset carbon footprint

 By **Viestories** June 3, 2022

Climate-friendly startup, World of Circular Economy (WOCE) has launched its platform, which will enable organizations to track, calculate and earn rewards for their workforce to offset their carbon footprint before World Environment Day 2022.

“Organisations are committing to ambitious net-zero targets but there is a dearth of industry-focused solutions, which could help accelerate the Government’s mission journey to net-zero by 2070 and that is the gap, we aim to fulfil”, said, Anup Garg, CEO, WOCE.

The Indian government announced in Cop26 that it would reduce its carbon emissions by one billion tonnes from now until 2030.

The government will also take steps to reduce the country's carbon intensity by 45 percent by 2030. This dream could come true only with the sincere and concerted efforts of the corporate.

“Our product will be available in the market in the next eight weeks’ time. It targets organisations, which feel integral to the environment and commit themselves to net-zero carbon emission. The objective is to build a sustainable eco system and instill changes in people's lifestyle, which promotes green living. Corporates have a bigger role to play to accelerate the journey towards net zero”, Anup added.

Consumers struggle to understand which actions have the most impact toward reducing their carbon footprint, according to a 2020 study by three researchers at the University of British Columbia.

“The app that WOCE is launching, will help organisations to illuminate the concept of capturing carbon footprint in the simplest way that can otherwise be difficult for people to grasp. This has been made possible by two years of rigorous research which takes 50+ parameters into account, which vary by different geographies while computing emissions”, he also said.

It aims to change the behavior of people by taking responsibility for their actions, which is harming the ecosystem while catching and counting it.

Anup, said, “On App download, every employee can keep a check on his/her emissions via travels (air, rail, bus, car, bike), eats or energy (gas, power) usages/ consumption, waste disposal, etc. on a daily basis. This way, the company can account for all its employees and measure, reduce and neutralize emissions and report its carbon footprint.”

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