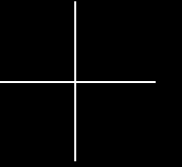


Dunzo

AND HOW TO REDUCE ITS CARBON
FOOTPRINT



BY: TEAM S-QUAD

OVERVIEW

Dunzo and its Carbon Footprint

Dunzo has been able to create accessibility by building an ecosystem of merchants, users, and delivery partners, in line with the idea of 15-minute cities. Dunzo's model seeks to work within existing infrastructure, instead of creating a new one which makes it that much more sustainable. However, faster deliveries means more fuel emissions, more orders which increases plastic usage and thereby increase in carbon footprints.

Current measures(consumer facing) to reduce Carbon footprints

- Use of paper and cloth bags by Dunzo daily
- The 'No Rush' delivery option

Problem Statement

The launch of dunzo has itself decreased carbon footprints by reducing the number of trips made by people and replacing them with the ones by delivery boys who are much closer the shops and widespread. However, the carbon footprint by the company is still high despite various measures. We have to find consumer facing solutions to further bring down the carbon footprints.

Goal

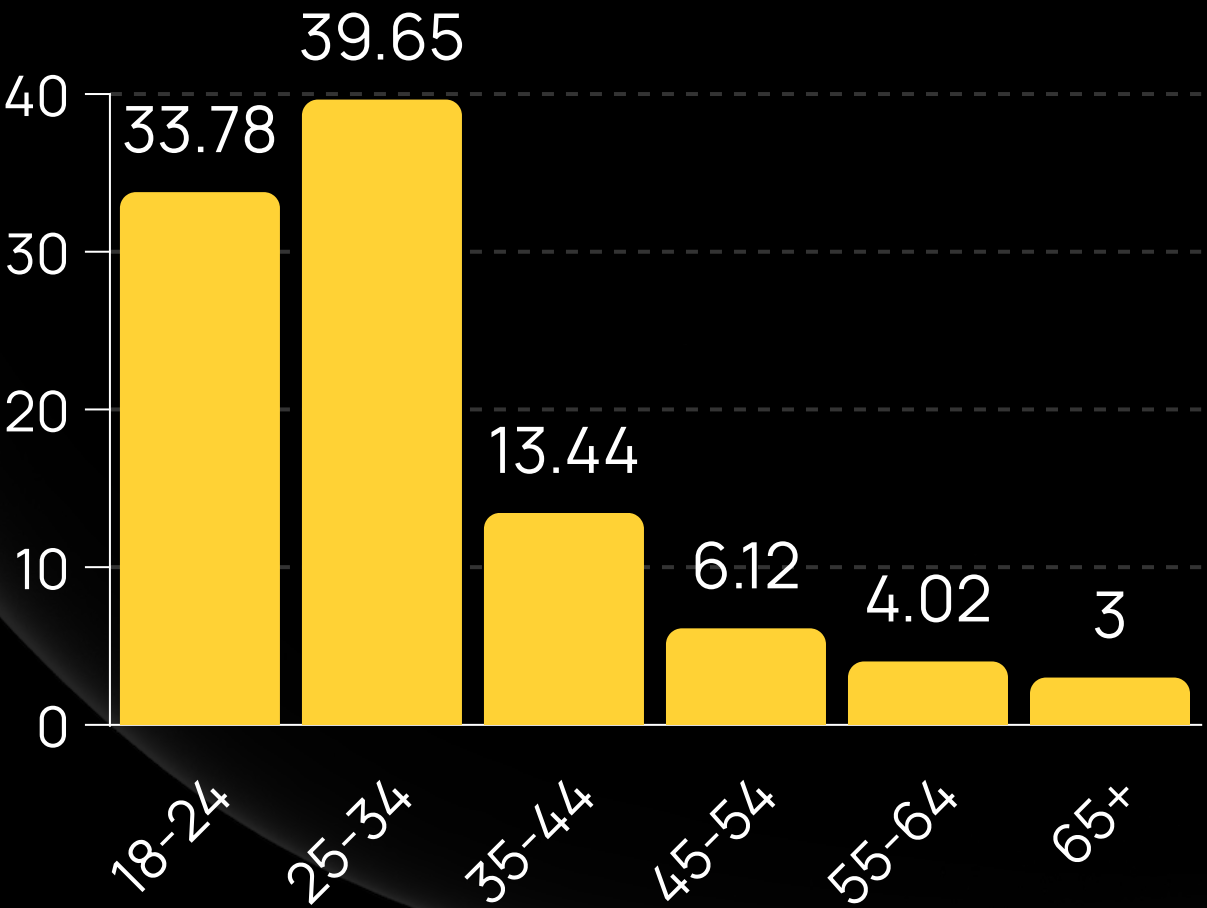
To reduce carbon footprints without compromising on the user experience.

ASSUMPTIONS

- Dunzo is taking all measures on sourcing, warehousing and packaging front.
- 'Dunzo daily' needs major focus based on its use and carbon footprints.

USER DEMOGRAPHICS

Age group percentages

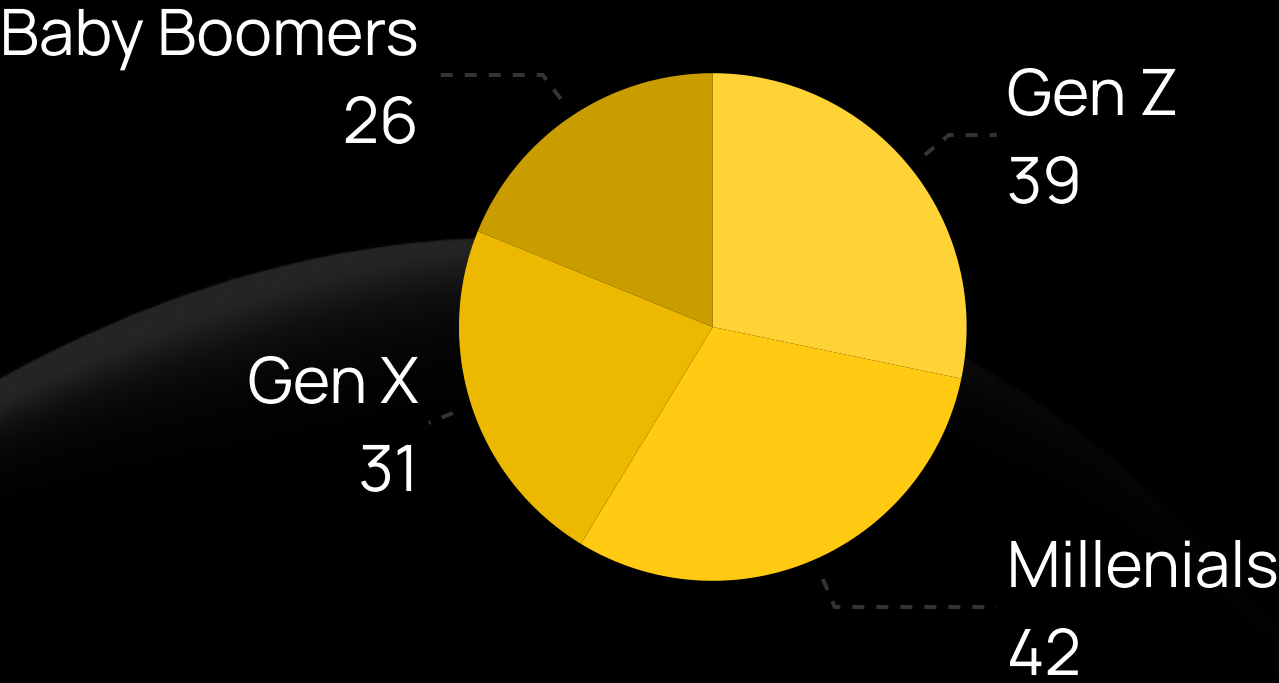


(source: similarweb.com)

Cities covered:

- Bangalore
- Delhi
- Gurgaon
- Pune
- Chennai
- Jaipur
- Mumbai
- Hyderabad

%age of population willing to pay more for sustainable products



(study by businesswire.com)

FOCUS USER GROUP:

The younger generations, (18-34 years) that form a majority of the environmentally aware population.

THE PROBLEM

What?

To reduce the carbon footprint of Dunzo and move towards sustainability.

Why?

It makes both business as well as environmental sense to reduce carbon emissions.

How?

First we find the causes and then find approaches for each cause.

Current Inefficiencies in the system

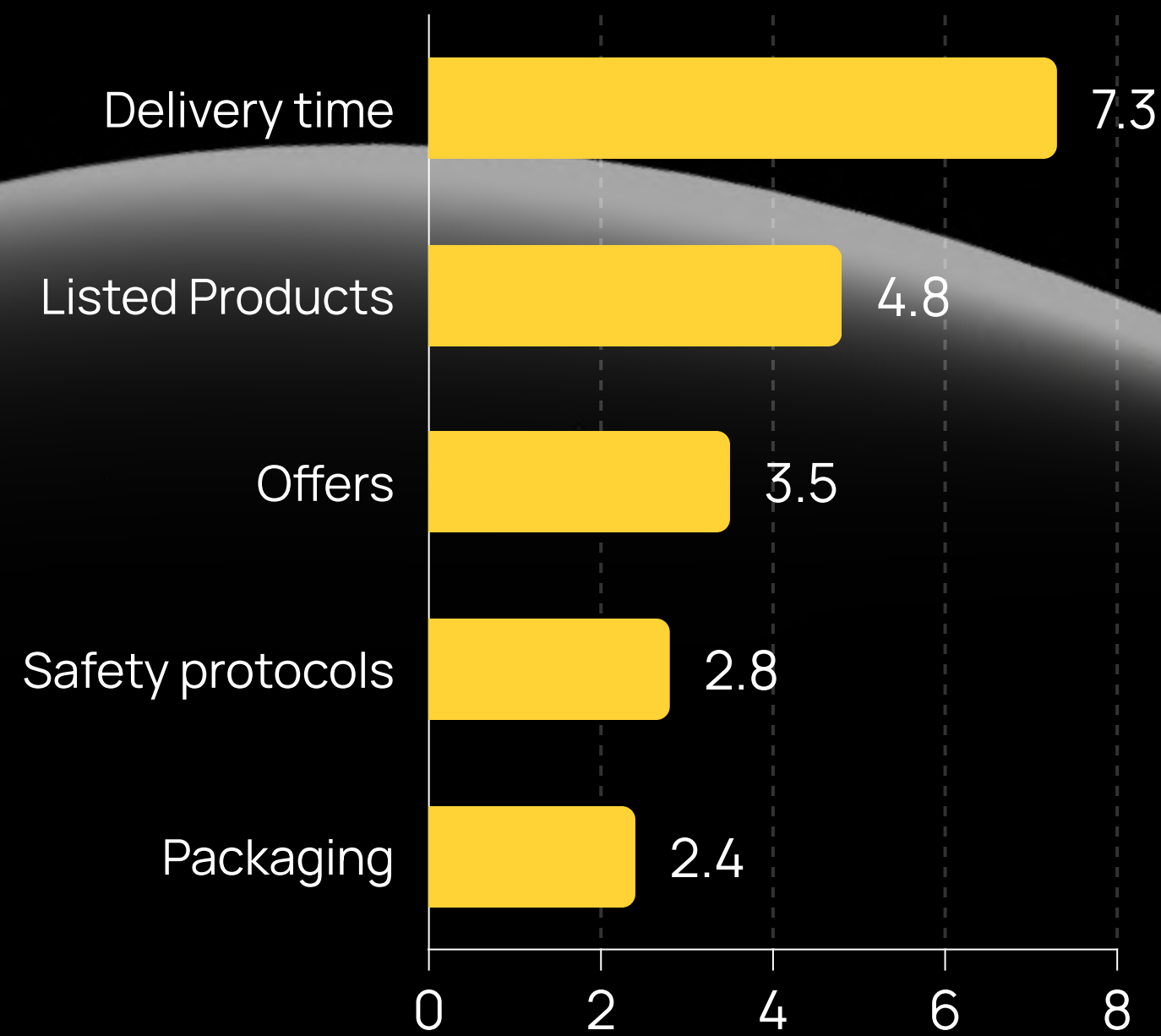
- ❑ Often delivery partners have to come back to the same location multiple times in a short duration
- ❑ Products are often packed in packaging material of inappropriate sizes leading to wastage of paper and plastic
- ❑ Use of excessive packaging material often leaves the customer with excessive amounts of plastic and paper packaging material

Why should dunzo worry about carbon footprints?





1. **Brand reputation and popularity:** Customers are increasingly concerned about sustainability issues and companies that are perceived as environmentally responsible are more likely to attract and retain customers.
2. **Investment opportunities:** Investors are increasingly looking for investments in companies that are environmentally responsible and have a low carbon footprint.
3. **Risk management:** Climate change and other environmental factors may disrupt the current business patterns. By being more environmentally aware, dunzo can ensure its long term viability.
4. **Innovation:** Adopting sustainable methods can drive innovation and help dunzo stay ahead of its competition.
5. **Environmental Impact:** Besides the business-related reasons, reducing carbon footprints will also benefit the ecosystem by minimising climate change phenomena and environmental degradation.

COMPETITOR ANALYSIS

Customer delight score(out of 10)



Customer score (out of 10) comparison

		 <small>10 Minute Grocery Delivery</small>		
Delivery time	7.05	8.9	3.4	1.2
Offers	8.7	6.6	1.5	3.2
Customer service	1.6	2.6	1	1.7
Bad delivery conduct	6	5.4	7.2	7.3

SOURCE: CLOOTRACK(AVAILABLE ON INC42.COM)

Delivery time and offers provide a good edge to dunzo over its competitors. Hence, incentivizing "green" initiatives can be a deal maker. Also, since we cannot compromise on delivery time, we can provide greener and slower deliveries only as an option to the customer without imposing it.

Our Approach

- 1 Identify Causes
- 2 Propose Solution (features)
- 3 Judge Impact
- 4 Identify Risk

Primary Causes

The chief causes behind carbon emission in Dunzo include

- Electricity consumption during processing
- Use of non degradable packaging material
- Fuel emissions during delivery
- Carbon emissions in data centers

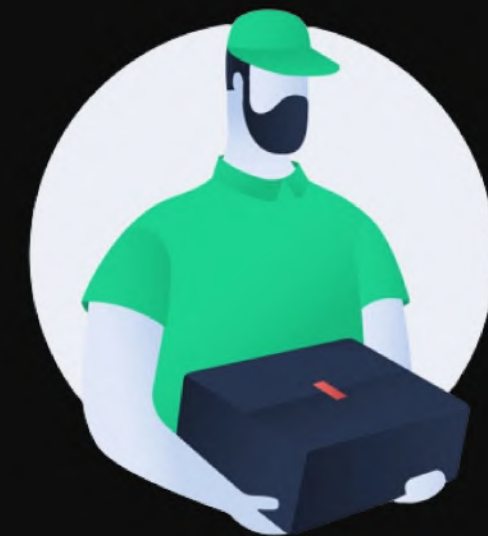
Features and Campaigns

1. BYOB (Bring Your Own Bag) campaign:

- a. An ad campaign can be launched to sensitize the customers of the environmental impact of using plastic for packaging.
- b. The customers can be requested to keeps bags ready on their side to receive groceries. The delivery partner will empty the contents of his bag into these bags and leave.
- c. The delivery partner will also receive the groceries from the shop in cloth bags which can easily be reused.
- d. This would reduce the consumption of plastic bags for delivering goods.

BYOB
(Bring your own bag)

And Help us reduce
plastic waste



DUNZO

2. Carbon Offset program:

- a. We can implement a carbon offset program and launch a campaign for the same.
- b. For example we can plant a tree for each milestone that a user reaches on the app (Like 1 tree for every 10 orders)
- c. This will also lead to the customer facing more engaged with our mission of reducing emissions.
- d. People can also be given with additional options to plant trees through the app like by adding small amounts of optional donations in their final bill to support afforestation

**Not all
heroes wear
capas !!**

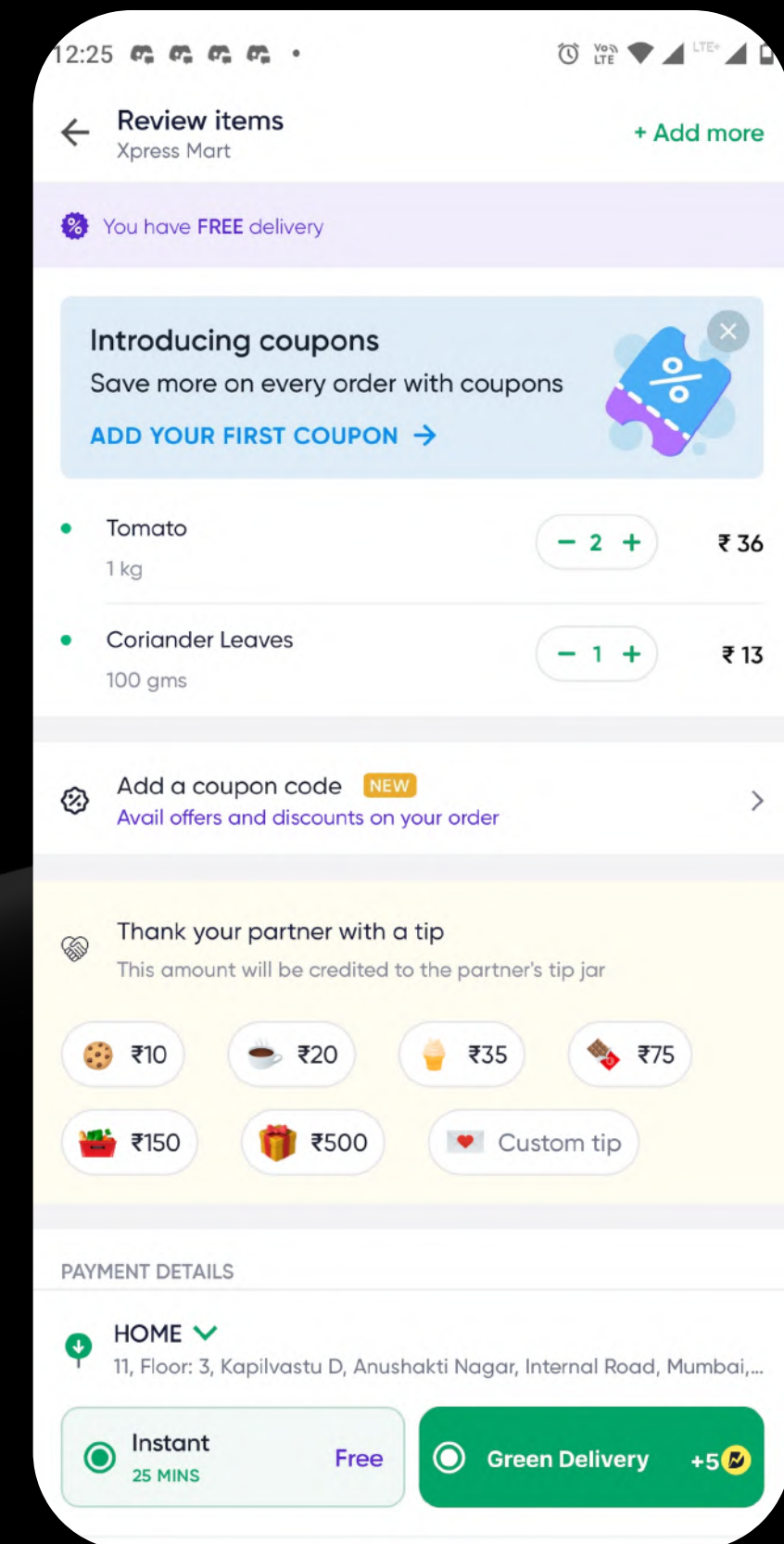
**Thank you for
saving the
Environment**



BUNZO

3. Green Delivery:

- a. Give the customers an option to choose a green delivery.
- b. In green delivery the logistics will be optimized such that it causes minimum carbon emissions.
- c. Their order will be clubbed with other orders from the same area so that multiple round trips into the same area are avoided. (However this will result in slower deliveries)
- d. People can be incentivized to choose Green Delivery by awarding them with in app points/currency every time they do so.
- e. In this delivery partner will also try to use as eco-transportation as possible



BYOB campaign

Environment Value

Reduction in waste which leads to a lower carbon footprint for the delivery as the carbon emissions are greatly reduced. It also helps create a culture of sustainability within the community and contributes to a more environmentally-conscious society.

Guesstimates

A reusable bag made from new materials that is used 100 times instead of single-use plastic bags could save the equivalent of about 40 pounds of carbon dioxide emissions.

Business Value:

By encouraging customers to use their own reusable bags, Dunzo could potentially save money on the cost of providing single-use packaging materials. This could help to increase profitability and reduce operating costs.

Carbon Offset Programme

Environment Value

By implementing a carbon offset program, Dunzo could help to offset the carbon emissions generated by its operations and contribute to a reduction in greenhouse gases in the atmosphere

Guesstimates

Roughly a reforestation project that plants and grows 1,000 trees could sequester the equivalent of about 1.5 tons of carbon dioxide over a period of 20 years (assuming an average sequestration rate of 48 pounds of carbon dioxide per tree per year).

Business Value

Investing in carbon offset projects can potentially save money in the long run by reducing the need for more expensive emission reduction measures

Green Delivery

Environment Value

A green delivery option, such as using electric or hybrid vehicles, or using a bike or walking delivery for shorter distances, could help to reduce carbon emissions from delivery trips creating a positive impact on the environment by reducing air pollution and greenhouse gas emissions.

Guesstimates

Using a fully electric vehicle for delivery could result in a reduction of about 4.5 tons of carbon dioxide emissions per year compared to a gasoline-powered vehicle, assuming an average of 10,000 miles per year.

Business Value

Depending on the specific green delivery option implemented, there may be cost savings associated with reduced fuel consumption or maintenance costs if the initial capital requirements for implementing green delivery are fulfilled by investors.

Prioritization

Feature	Environment Value (EV)	Business Value (BV)	Effort	Score (EV*B V /Effort)	Priority
BYOB Bring Your Own Bag Cloth Bags	3	5	2	7.5	1
Carbon Offset Programme	4	4	3	5.33	2
Green Delivery	5	4	5	4	3

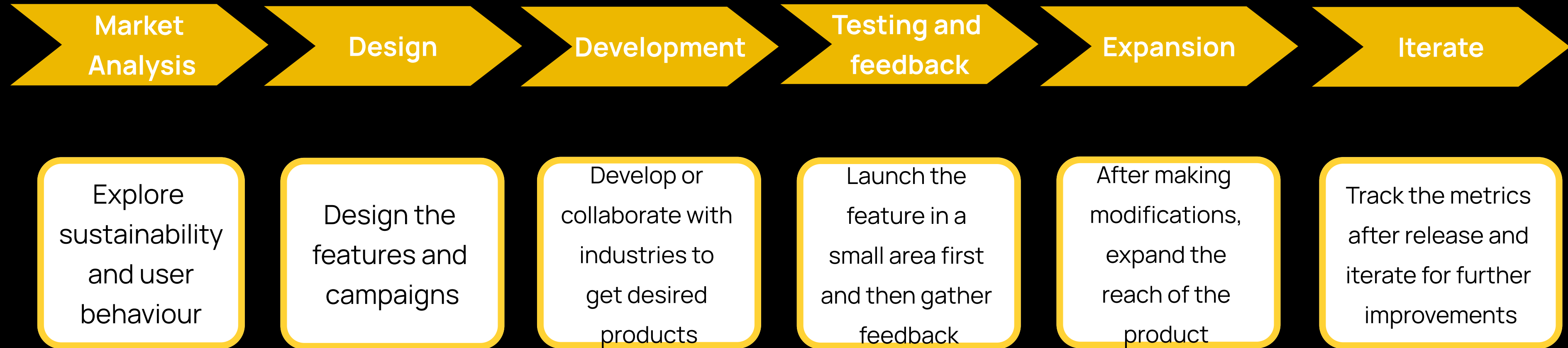
Risk Factors

- ☑ **Cost:** The cost of implementing new technologies or processes could be significant and may impact the company's profitability.
- ☑ **Consumer Acceptance:** Another risk factor could be the level of acceptance and adoption of the new features by customers.
- ☑ **Competition:** The actions of competitors could also impact the success of the new features.
- ☑ **Technological challenges:** The success of the new features could also be impacted by technological challenges or limitations.
- ☑ **Regulatory environment:** Changes in regulations related to sustainability or carbon emissions could impact the company's ability to implement the new features or the cost of doing so.

Success Metrics

Category	Metric
North Star Metric	<ul style="list-style-type: none">• Absolute Reduction in Tons of Carbon Dioxide emissions per year• Percentage Reduction in Tons of Carbon Dioxide emissions per year
Brand Reputation	Brand Reputation increase in brand tracking studies in the market
Innovation	Number of patents approved compared with the competition
Engagement	<ul style="list-style-type: none">• % of DAU/WAU who have opted for BYOB and Green Delivery• % of monthly orders having opted BYOB or Green Delivery
Adoption	% of users adopting BYOB and Green Delivery programmes
User Happiness	<ul style="list-style-type: none">• Customer Satisfaction score through surveys• Number of 4+ ratings on PlayStore/AppStore for Dunzo

GO TO MARKET STRATEGY:





Thank you

TEAM: S-QUAD

