Project NetZero

Let's ride on the road to net zero and decarbonization

09 December 2021
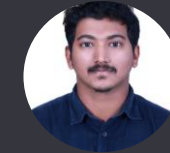
EY
Building a better working world
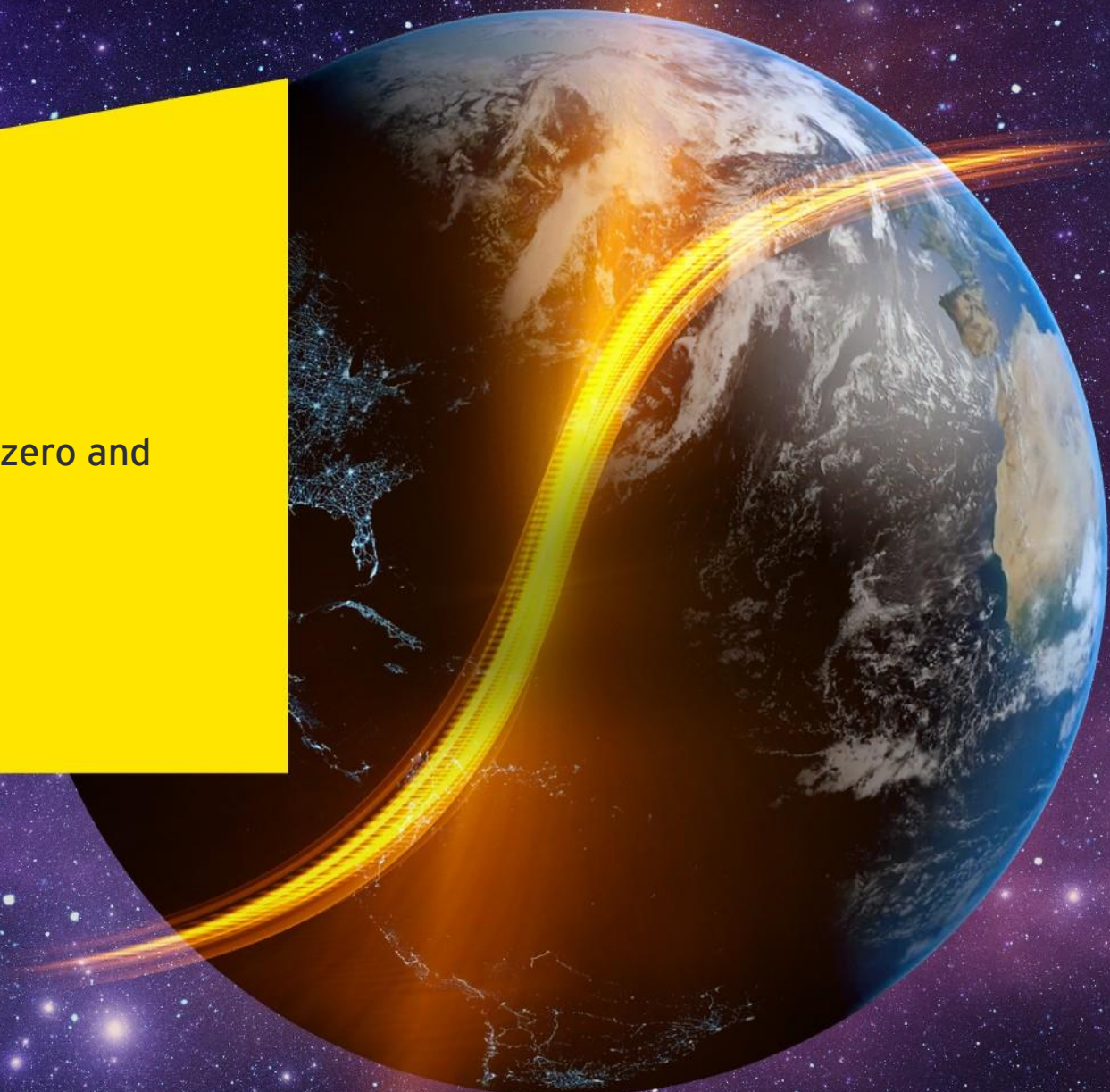
Introduction and Team

Project NetZero

Project NetZero aims to bring in an Global Transparent collaborative reward platform for enabling Responsible Production and Green Consumption.

Project NetZero

A collaborative reward platform that encourages the public and companies to

GET STARTED

Team

Milan K Raj

Nandu Krishna

Sanoop Surendran

Niji Rajan

Robin Raj SB

EY

Market Study

Energy
Households consume 29% of global energy and contribute to 21% of resultant CO_2 emissions.

Transport
Greenhouse gas emissions from the transport sector have more than doubled since 1970, with around 80% of this increase coming from road vehicles.
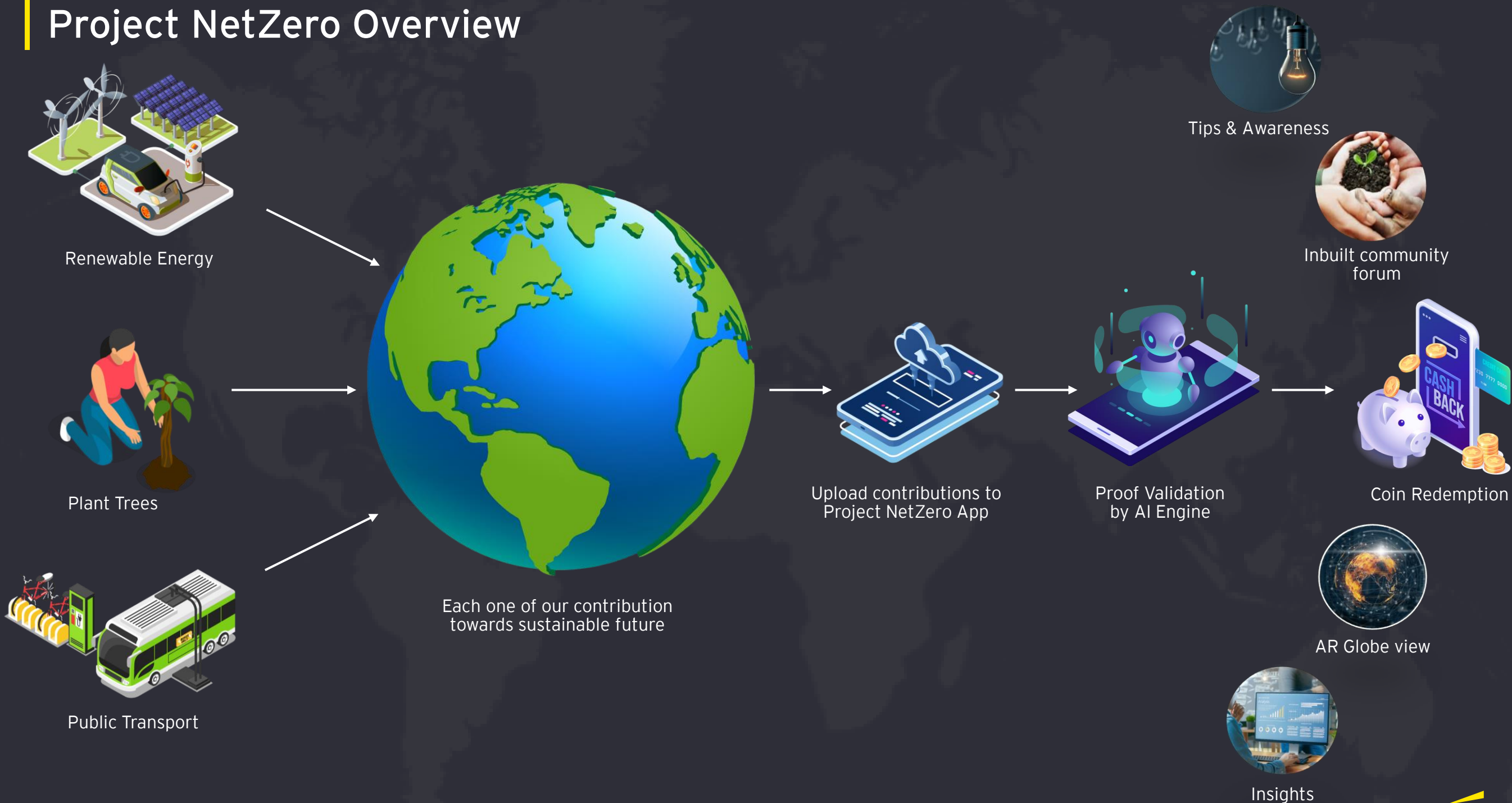
Fashion
The fashion industry (clothing and footwear) produces more than 8% of the greenhouse gases and 20% of global wastewater annually.

Food
17% of all food available at consumer levels is wasted. This amounts to a big waste and unnecessary greenhouse gas emissions.

Project NetZero Overview

Renewable Energy

Plant Trees

Public Transport

Each one of our contribution towards sustainable future

Upload contributions to Project NetZero App

Proof Validation by AI Engine

Coin Redemption

Tips & Awareness

Inbuilt community forum
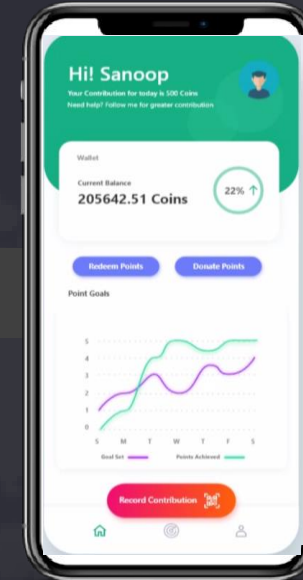
AR Globe view

Insights

EY

Project NetZero App - User Journey Map
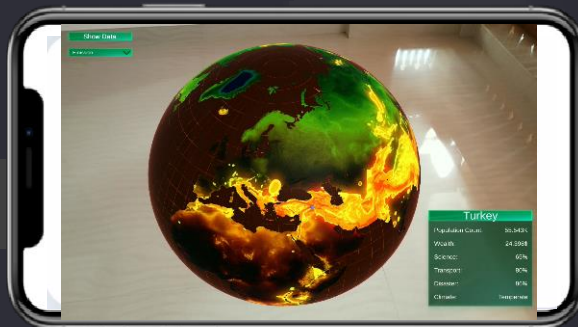

Launch Project NetZero App

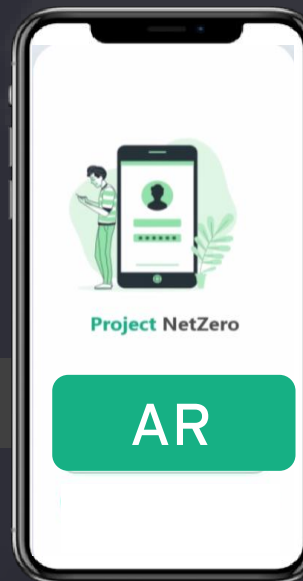User needs to login to access features

Homepage provides Wallet balance, contribution areas, option to upload new contributions etc .
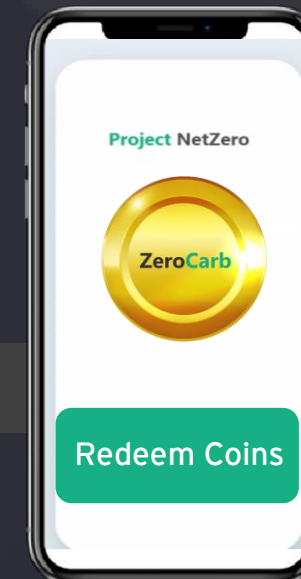
User needs to submit proof of contribution

Immersive experience of earth
In AR with various data distributions

Click on AR button
to view environment impacts

System will validate the
proof and ZeroCarb coin will be added to their wallet

EY

How can users contribute to sustainability

Public

A person wants to go to a nearby place → He decided to cycle for getting rewards from our app → Getting distance travelled data from cycling app → Upload to our app and got ZeroCarb coin → Reduced Carbon Footprint
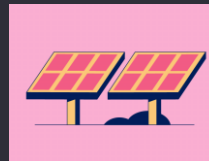
Companies

A firm decided to switch to solar energy → Bought panels to setup → Collected proofs → Upload to our app and got ZeroCarb coin → Reduced Carbon Footprint

Workforce
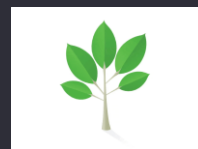
Decided to conduct a "Plant a tree campaign" → Posted event in our app forum → People registered and attended event → Received ZeroCarb Coin → Reduced Carbon Footprint

EY

Q&A

Abstract

As you have already noticed that its no longer an option rather an necessity for each one of us to take part in this global transition to a sustainable future.

Global Market Leaders, Wealth and Asset managers as well as Investors must play critical role in enabling the transition to a more sustainable future by strengthen environmental disclosures, bring in sustainability governance, Green energy investments along with advancement of the sustainability agenda across the broader economy.

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Introduction to Project NetZero

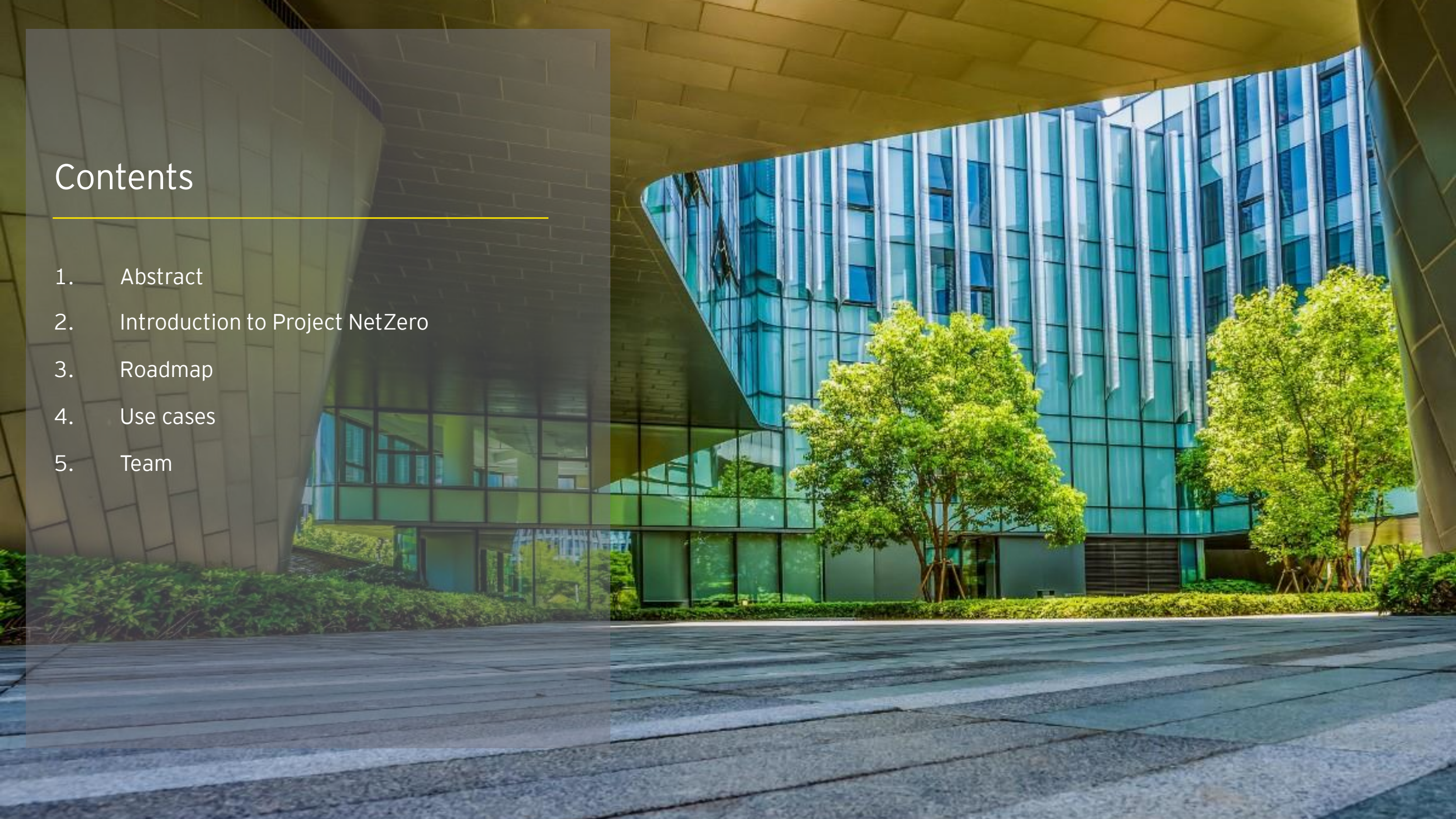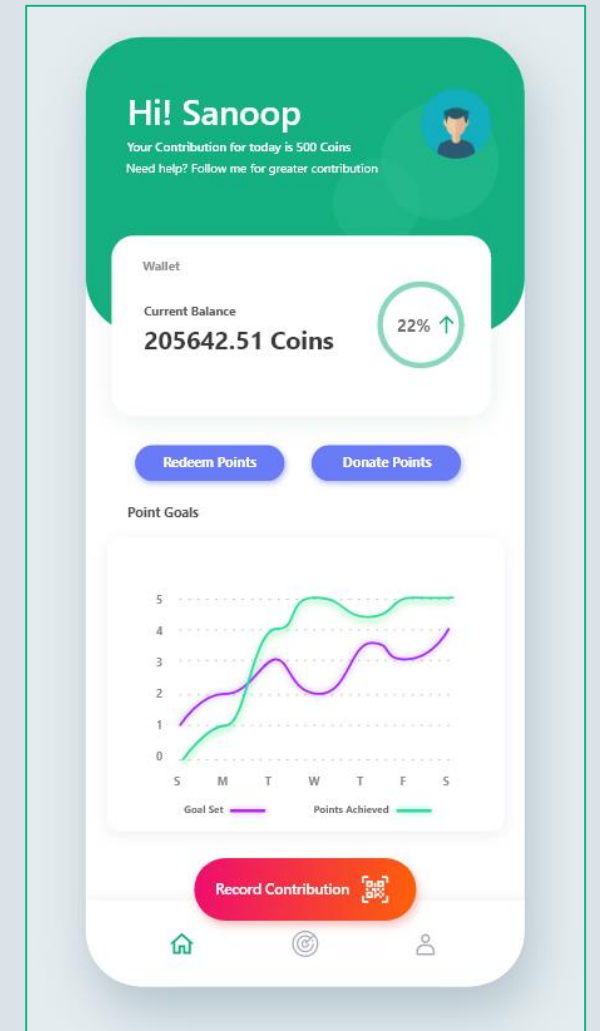Project NetZero aims to bring in an Global Transparent collaborative reward platform that allows for empirical comparisons at the firm, sector and country level as well as helping to define Sustainable Development Goals, identify best practices and target areas for improvement along with the ways to generate green capital for future green economy development.

Public as well as companies can access this platform through our mobile application and submit their proof of contribution to sustainability. Then our AI engine will ensure the credibility of the submitted proof and generates Carbon Reduction Index(CRI) value. CRI will be used for deriving the crypto tokens (ZeroCarb Coin) through IBM Blockchain. These generated tokens will be available in contributors wallet and these transactions will be shared across the distributed ledger.

Our mobile app provides an Immersive Augmented Reality view of Earth along with various data distributions such as methane, carbon monoxide, oxone, and nitrogen oxide along with related climate change as well as temperature anomalies. Also it gives location based ZeroCarb Coin distribution that can provide a clear indication of overall app usage and peoples live contribution at country level.

In addition to this, we are also envisioning to collaborate with various companies to enable the ZeroCarb coin redemption that will also accelerate their related products and services.

Roadmap

1 Researching & Ideation

First our team have done market research on the current situation, opportunities, blockers as well as how we can be a valuable contributor.

3 Prototype Technical Feasibility

Based on the inputs from IBM EY Alliance Call for Code enablement sessions along with our technical research we have identified the components needed for the solution.

5 MVP Planning

In this phase based on the input and suggestion from call for code core committee, our team will prioritize the requirements, funding for MVP1 development, UX design etc.

7 Phase 1 Development

- Household can submit Current & Prior month electricity bill. Based on the reduction the system will generate a token in IBM Blockchain

9 Beta Release

- Play store Deployment
- Invite more organization and developers to the platform

2 Wireframe Designing

Rapidly we tried to sketch the Interface layout and platform roadmap.

4 Prototyping

In prototype building phase we created an android app using technologies such Flutter, Sustainability APIs, Unity 3D, ML Kit etc. App will allows the users to submit their contribution and AI engine will read the data for rewarding a dummy coin. Also it gives location based ZeroCarb Coin distribution on AR view of Earth.

<-- Current stage

6 MVP Development

- Integration of IBM Blockchain
- Integration of Machine Learning
- Integration of IBM Cloud Foundry/Azure app service

8 Phase 2 Development

- Include more usecase in proof submission category
- ML Module fine tuning

Use cases

Household

- Proof of electricity usage reduction
- Proof of renewable energy usage
- Proof of Usage of public transport
- Proof of Energy saving product purchases

Workforce

- Proof of Purchase of Electric Vehicles
- Proof of usage of shared cab/public transport/cycling/walking
- Proof of taking part in green initiatives

Corporates

- Proof of Investments in Renewal Energy
- Proof of collaborating with Green projects
- Proof of purchase of recycled products
- Accept ZeroCarb Coins in their platforms as acceptance mechanism