**Project Design Phase-I**

**Proposed Solution Template**

| Date | 24 May 2023 |
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| Team ID | NM2023TMID07188 |
| Project Name | **Journey to Sustainability: Decoding the CO2 Impact of Travel** |

**Proposed Solution Template:**

Project team shall fill the following information in proposed solution template.

| **S.No.** | **Parameter** | **Description** |
| --- | --- | --- |
|  | Problem Statement (Problem to be solved) | The increasing volume of travel worldwide, particularly through air travel, road travel, and maritime travel, has resulted in significant CO2 emissions and environmental consequences. Understanding and addressing the CO2 impact of travel is crucial for mitigating climate change and achieving sustainability goals. The problem lies in quantifying and minimizing the CO2 emissions associated with different modes of transportation. |
|  | Idea / Solution description | Public Awareness Campaigns: Highlight the environmental consequences of excessive air travel and promote sustainable alternatives like rail travel, electric vehicles, and cycling., Collaborations and Partnership: Share data, conduct research, and implement joint initiatives to reduce CO2 emissions in the travel industry., Green Travel Certification, Sustainable Travel Reward. |
|  | Novelty / Uniqueness | Integration of Multiple Approaches, Emphasis on Collaboration, Green Travel Certification, Sustainable Travel Rewards, Government Incentives.By offering a unique and effective way to promote sustainable practices and reduce emissions in the travel industry. |
|  | Social Impact / Customer Satisfaction | Health Benefits: Promoting eco-friendly transportation ,Climate Change Mitigation, Environmental Stewardship, Sustainable Tourism, Education and Empowerment.  By addressing the CO2 impact of travel, the solution contributes to a more sustainable and resilient future for communities around the world. |
|  | Business Model (Revenue Model) | Green Travel Certification Revenue, Carbon Offset Program Revenue, Consulting and Advisory Services, Data and Analytics, Grants and Funding, Sustainable Travel Platform.  It's important to tailor the business model based on the specific focus and target market. |
|  | Scalability of the Solution | Public Awareness Campaigns,Carbon Offsetting Programs, Green Travel Certification.It's important to consider the adaptability of the solution to different cultural contexts, regulatory frameworks, and market dynamics while scaling. Monitoring and evaluation mechanisms should be in place to assess the effectiveness and impact of scaled-up initiatives and make necessary adjustments for continuous improvement. |