

# EcoChain

## Pioneering Sustainable E-Commerce Logistics for SMBs

**Theme 4:** Empowering SMBs in the Digital Ecosystem

Amazon Smbhav Hackathon 2024 –  
**Prototype Phase Submission**

**Team Pravah**

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# Reducing Environmental Impact in E-Commerce Logistics

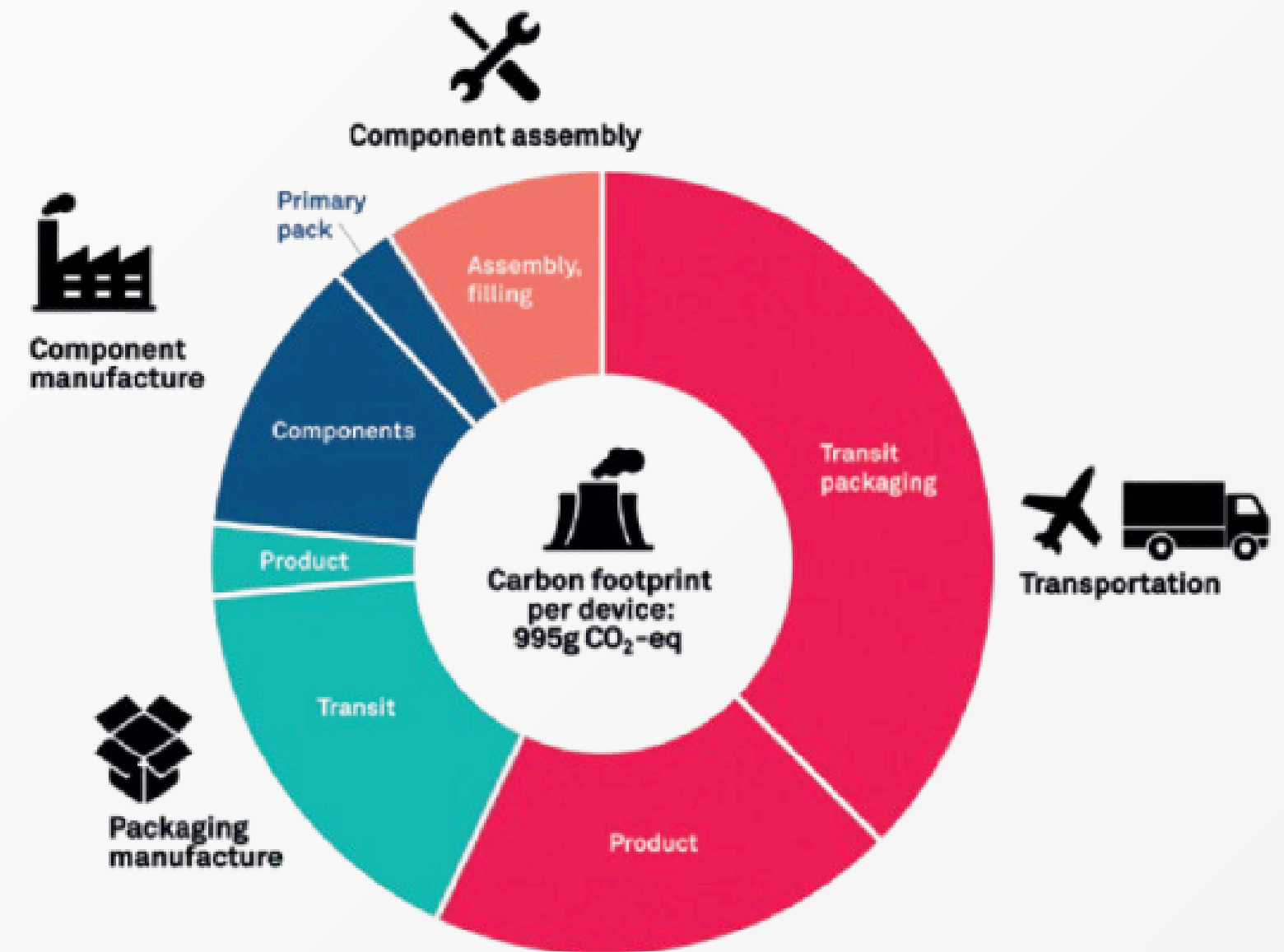
## Key Points:

### Ecoship Logistics:

- Lower carbon emissions.
- Adopt sustainable logistics practices.
- Promote eco-friendly packaging.

## Challenges:

- High environmental impact from deliveries.
- Need for cost-efficient solutions aligned with Amazon's sustainability goals.



# EcoChain: AI-Powered Green Logistics for SMBs



## Key Features

### 01 Eco Route Optimization



Minimize emissions with AI-driven route planning.

### 02 Smart Packaging Exchange Network (SPEN)



Reusable packaging to reduce waste.

### 03 Low-Emission Courier Marketplace



Connect SMBs with green logistics partners.

### 04 Eco-Dashboard



Track Amazon Green Score, EcoPoints, and emissions saved.

# What Makes EcoChain Unique?



## Sustainability

Promotes green logistics and reduces the carbon footprint.



## Gamification

Encourages adoption through Amazon Green Score and EcoPoints.



## Scalability

Seamless integration into Amazon's ecosystem.



## Cost-Efficiency

Enables SMBs to operate sustainably while reducing costs.

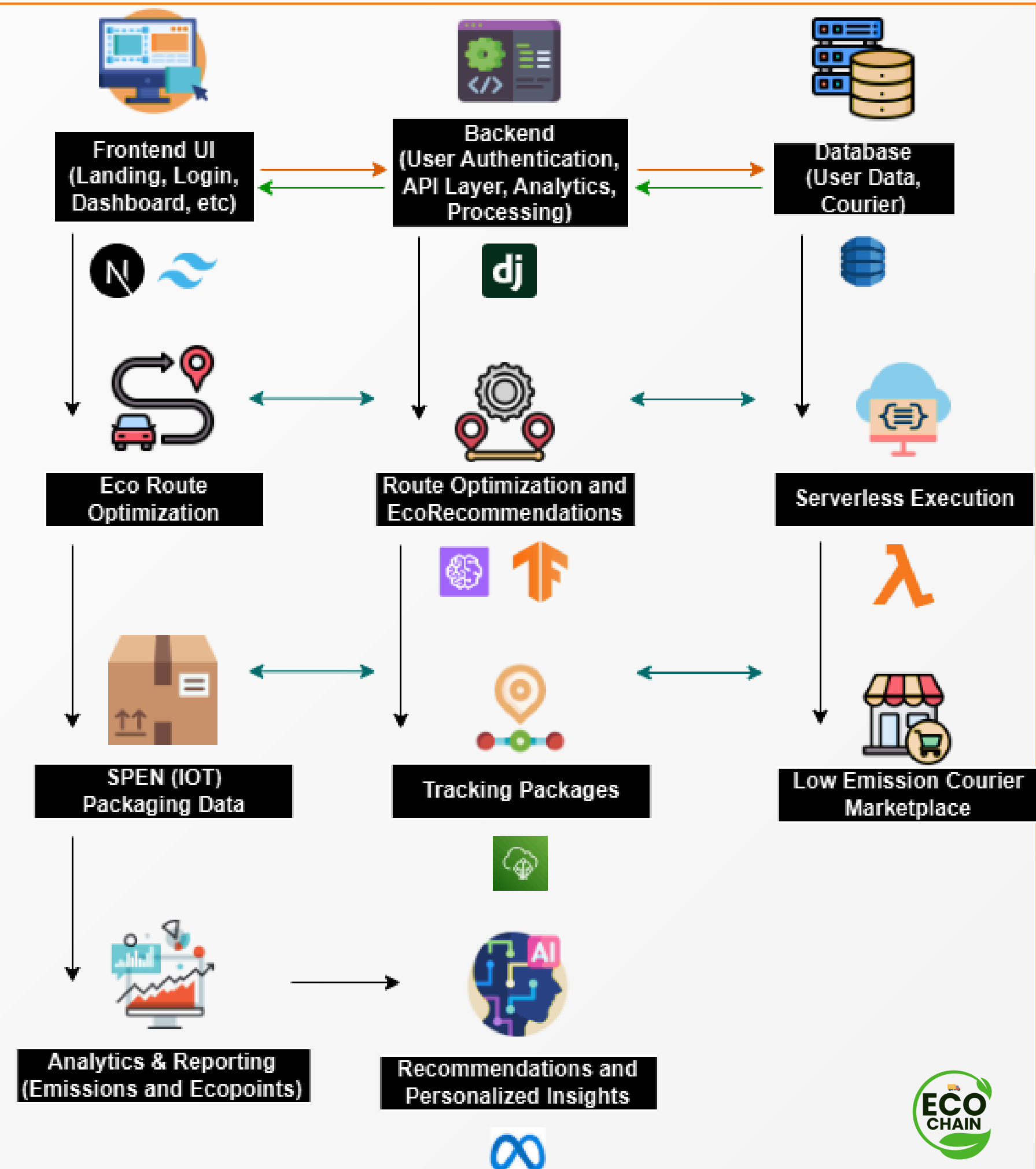
# Cutting Edge Technology for Green Logistics

**Frontend:** Next.js, Tailwind CSS.

**Backend:** Django, AWS Lambda, DynamoDB.

**AI/ML:** AWS SageMaker, TensorFlow.

**IoT:** AWS IoT Core for packaging tracking.



# EcoChain's Measurable Impact

## 45% Reduction in Carbon Emissions

Achieved through optimized routes and low-emission courier services.

## 60% Reduction in Packaging Waste

SPEN promotes reusability and recycling.



## 90% User Adoption Rate for Amazon Green Score

Gamified engagement encourages widespread use among SMBs.

## 70% Increase in EcoPoints Redemption

Highlights active SMB participation in sustainable practices.

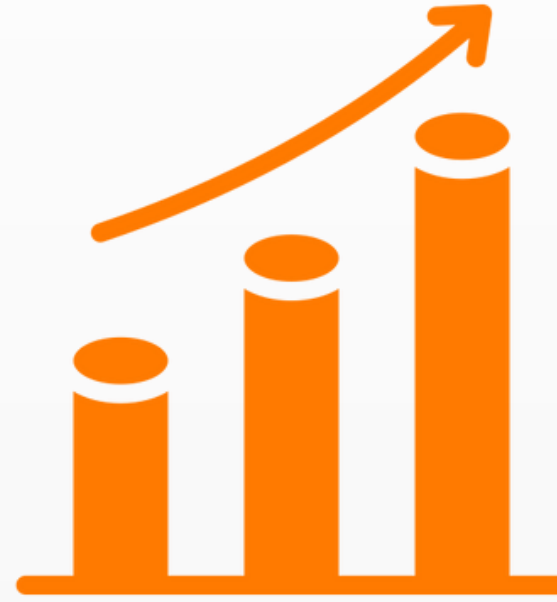


# EcoChain: Built for Growth



## Market Fit

SMB-focused,  
addressing cost and  
sustainability needs.



## Scalability

Cloud infrastructure  
(AWS) ensures future  
growth.



## Consistency

Continuous  
improvement through  
AI-driven  
recommendations.

# Thanks!

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