



Fryd GmbH
Gamify the World

Green Zorro

Green Zorro

Green Zorro is a daily companion that motivates users and helps them to reduce their CO2 footprint in the long term

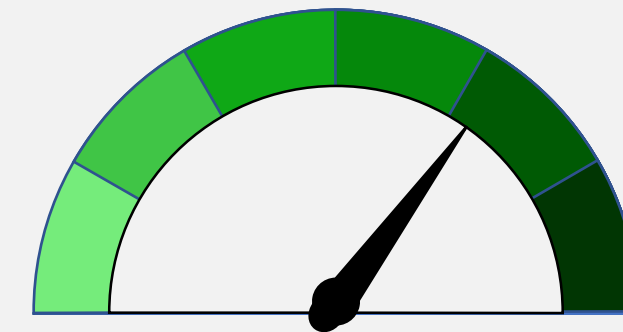
- Know your score
- Establish habits
- Create awareness
- Achieving more together



Know your score

The CO2 calculator helps to assess current behaviour and highlights savings potential



- Calculate your CO2 Score
- Compare yourself with others
- See savings potential
- Set goals





**Your are a little over the
Average**



Your biggest savings
potenial are:



Tranportation:

 Use the bike 3 times
a week 

 Form a carpool 

Household:

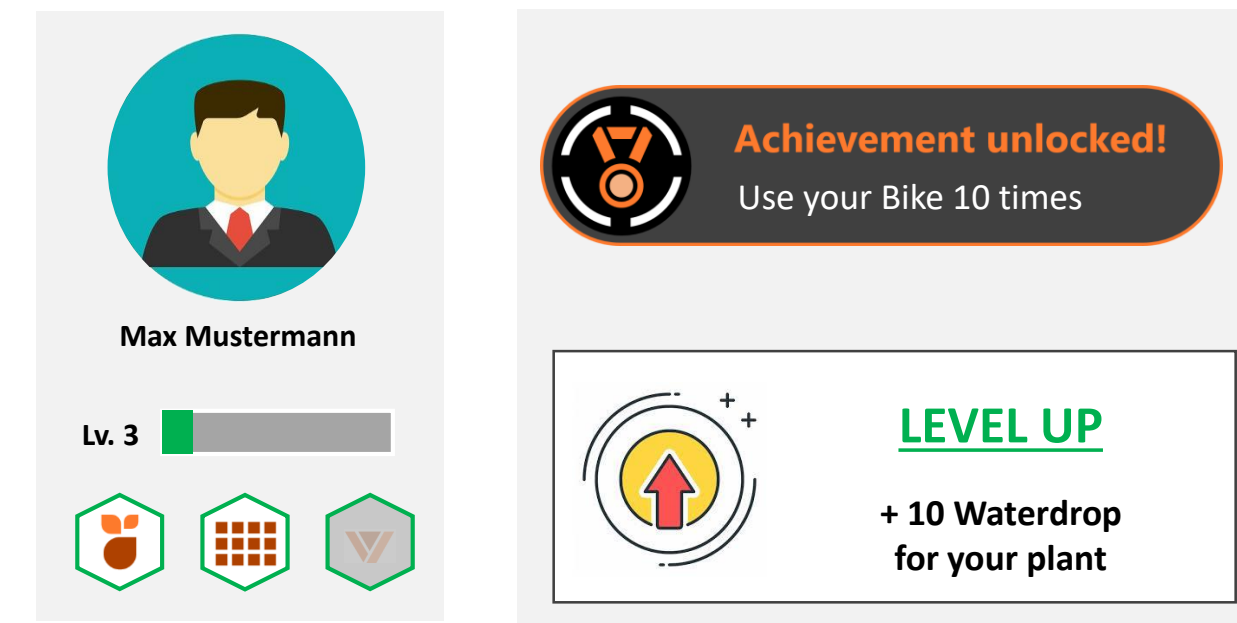
 Unplug TV when I'm
not at home 

 Lower your room
temperature by 1°C 

Establish habits

Track your goals, create habits and see your progress

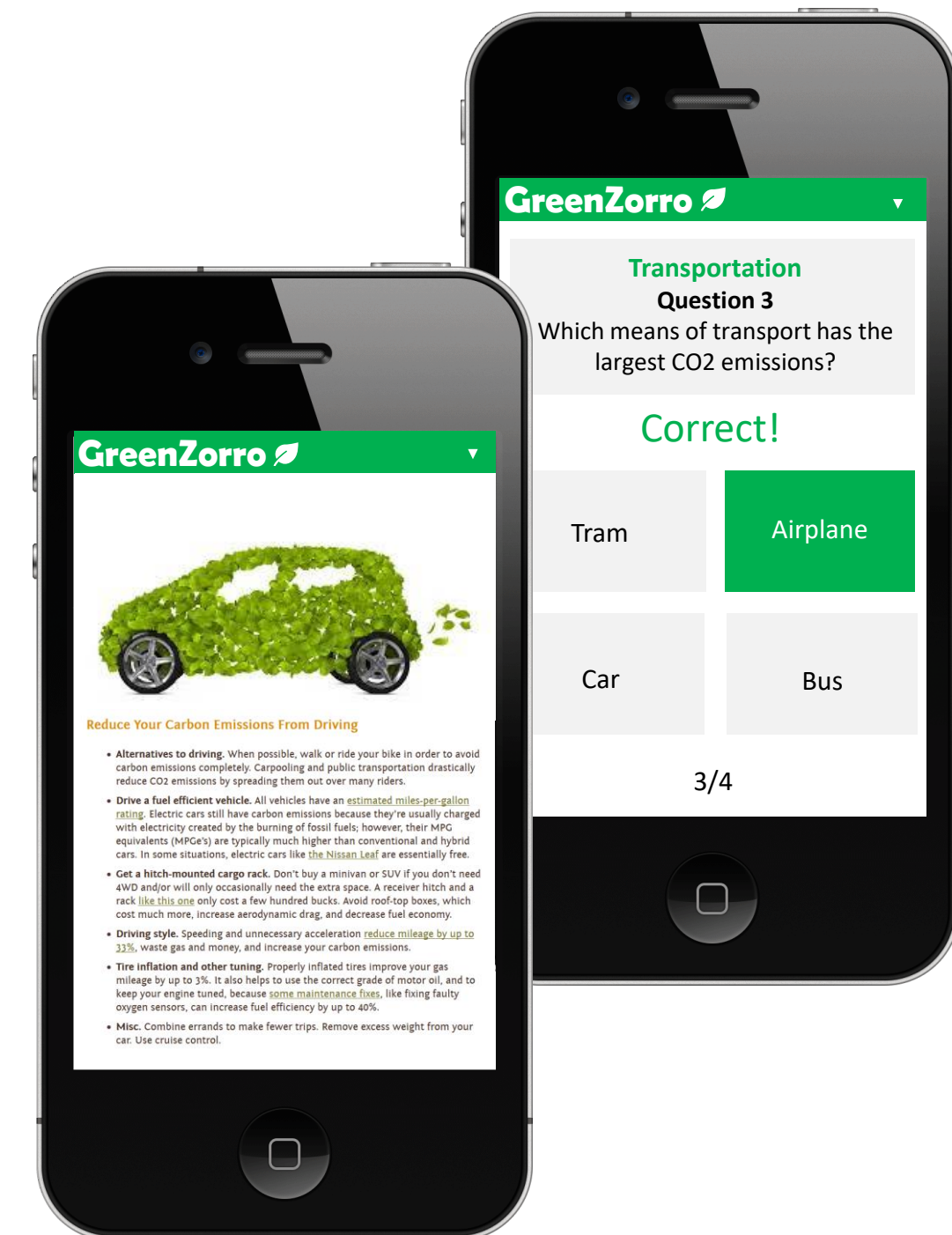
- Let your tree grow
- Track your goals and be rewarded
- Collect points through proper behavior
- Personalize your experience



Wissen vermitteln

Green Zorro informs and explains how to reduce your emission levels in different areas of life.

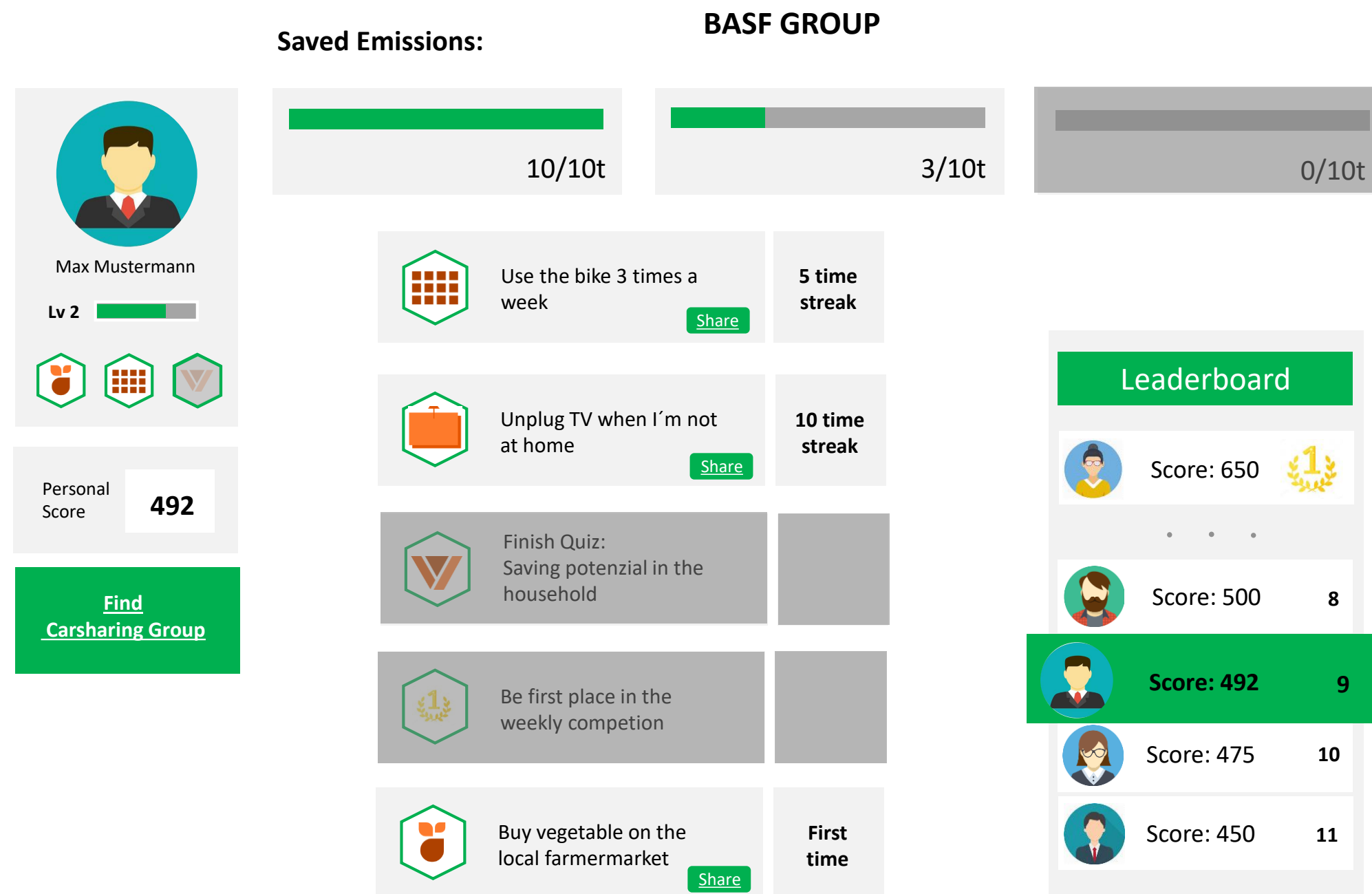
- Suggestions for emission reduction
- White information possibilities e.g.:
 - Transportation
 - Household
 - Goods
- Quizzes for all topics



Zusammen mehr erreichen

Green Zorro creates a vibrant community where users can interact and achieve goals with the company

- Work together
 - Carsharing
 - Company goals
 - Group tasks
- Achieve & Compare
 - Reach high scores
 - Collect badges
 - Share content and achievements



Outlook

- Donate your time
 - Watch advertisement you donate
- From your company to the hole world
 - Company
 - City
 - County
 - World



Thanks for watching

You donated 0,1€ for
the rainforest



Tim Meggert
+49(0) 163 45 40 214
meggert@fryd.info

Fryd GmbH
Ludwig-Erhard-Straße 30-34
65760 Eschborn

