

Press Release

Munich's ECOPROFIT Introduces Engaging New Digital Platform for Companies to Act on Climate Change

M-Visual encompasses dynamic features, such as a carbon footprint calculator and personalized recommendations designed to help companies understand and act on achieving CO2 reduction, resulting in more efficient energy usage and a healthier climate.

MUNICH--(MÜNCHNER MERKUR)—November 11, 2020 — As part of the Hochschule Munich GXC International Innovation Challenge, an interdisciplinary team of university students have developed M-Visual for City of Munich's ECOPROFIT program, with the goal of motivating companies to reduce CO2 emissions as part of climate protection efforts. M-Visual allows companies to understand their carbon impact through use of a carbon footprint calculator. Moreover, the digital platform offers advice and recommendations from the consultation with ECOPROFIT, as well as, allows companies to collaborate and take action to positively impact their community.

Company leaders find it challenging to understand their firm's climate impact and how to implement climate protection strategies into their business practices in a time of crisis. In light of pressing crises like the COVID-19 pandemic, many companies are struggling to simply remain open, causing issues like eco-conscious business practices to be deprioritized. *However*, the issues of public health and climate crises can be inherently linked, and investment today in climate protection measures can help the world avoid future disasters which harm both companies and communities. Not only that, but climate-conscious business can lead to more efficient and sustainable business practices with M-Visual, which can help companies survive and thrive long-term.

A digital expansion of the City of Munich's ECOPROFIT program will not only allow company leaders in Munich to identify and visualize their company's carbon footprint, but also offers businesses to adapt to a collaborative cyber community that strives to be carbon-neutral.

The digital platform will be accessible online by either mobile or website, allowing flexibility for company users when tackling climate protection strategies. It will provide data-based recommendations for how to reduce CO2 emissions.

Another feature of M-Visual will be the collaborative discussion boards between local businesses that are separated by their industry sector via company "chat rooms."

Sean Reigelman, a member of the development team, shared his hopes for this digital expansion of ECOPROFIT. "We hope that this platform will be an accessible, informative digital solution that will provide companies with a clear idea of how they impact the environment and how they can adjust their business practices to improve that impact. Through the implementation of suggestions generated by the Carbon-Calculator, companies will be able to take steps toward being green, eco-friendly leaders in the Munich business community."

Upon joining the platform, the company representative will be guided to use the carbon footprint calculator (<https://m-visual.glideapp.io/>). After entering data regarding electricity usage, water usage, transportation, packaging, etc, our algorithm will generate various suggestions for how the company can reduce their CO2 emissions. For example, let's say a company uses more electricity than what is typical for a company their size. The algorithm will see this and ECOPROFIT could suggest using energy-efficient light bulbs or using outlet

timers to turn off appliances at times when people aren't using them. The company can then implement whichever suggestions they want.

Clara Stein, a local company owner, tried out M-Visual and had this to say: "I plan to use M-Visual as an organized data gathering visualization tool to quarterly monitor our CO2 level progress towards reducing emissions," Clara explained. "I also really like that it provides personalized recommendations from ECOPROFIT that targets my company's practices to reduce CO2 emissions." She also noted the ease of using M-Visual compared to standard data methods. "Using Excel sheets to track this data with ECOPROFIT was a challenge before. M-Visual now helps us organize and understand the data more clearly through visuals. Furthermore, M-Visual allows us to convey our company's efforts to customers in a more convincing manner."

The launch of M-Visual presents a more accessible and efficient way for companies to engage with companies in their sector and ECOPROFIT can advise their clients on how to improve their business practices to positively impact Munich environmentally.

By using M-Visual, companies can reduce their CO2 emissions and create a positive image of using sustainable practices to make the greatest impact on our planet.

For more information, please contact us at mvisualecoprofit@gmail.com