

# FAQ's

## Customer questions (Company Representative)

### 1. How does the app work?

The app will calculate the carbon footprint generated by a company by asking a series of questions. The results will be compared with other nearby businesses of gathered CO2 emissions within the Munich metropolitan area.

### 2. How will the app utilize the information presented?

The information provided will be calculated in an algorithm which will produce a carbon footprint rank in relation to cooperating companies. Furthermore, the results will offer recommendations and advice to reduce your carbon emissions.

### 3. What are some of the variables needed for the algorithm?

Some of the variables include: electricity, water, sewage, shipping, packaging, transportation, heating, and more.

### 4. Why is the app important to my business?

This app is tailored to reduce the carbon output of commercial areas and will act as a visual aid to motivate progress towards a greener planet.

### 5. How accessible is the app?

The app is a web application and can therefore be used on any device with an internet connection. It can be accessed from your computer, tablet, laptop or smartphone.

### 6. Who can see the data of my business?

The carbon footprint is a general percentage overview of areas that generate CO2 emissions. This pie chart can be viewed and compared by all companies using the app. Further, more detailed data, which are visualized, can only be viewed by other participating companies if you allow it. If you want to compare your data with other companies you have to allow them to compare their data with yours.

### 7. What if I have entered wrong data or want to renew them?

You can recalculate the company's carbon footprint at any time. All other, more specific data can always be changed afterwards as well. All data for sharing and comparison are updated for all immediately after the change.

## Stakeholder questions (ECOPROFIT, City of Munich)

### 1. What is the idea and/or vision?

The vision is to encourage businesses in the Munich metropolitan area to reduce carbon emissions by the use of visuals. An individual footprint that would be calculated by a series of answered questions by the individual business, which will link them to ECOPROFIT for personal advice.

### 2. Why would an app that calculates a carbon footprint be beneficial?

CO2 reduction is not "one size fits all", so each company will require different recommendations to reduce their CO2 emissions. The results are generated by the

algorithm that will be specifically catered to the company. The use of visual aids can help an individual business picture where their waste can accumulate.

**3. How is this different from other similar apps?**

This will be able to analyze the individual company's carbon footprint compared to individuals within a household.

**4. What are the technologies used to generate these visualization tools?**

We have developed an algorithm that finds areas in which companies can reduce their CO2 emission. By inputting data into the algorithm, custom suggestions will be provided to the company with improvements they can reduce their CO2 emissions.

**5. How does this app impact the current system with workshops and excel sheets?**

The application does not affect the existing workshops, which are still offered. Currently, the app can be seen as an extension to the existing Excel sheets, which is a digital innovation and mainly focused on visualization, comparison and collaboration with other companies. In the long run, the app can represent a complete transformation that completely replaces the excel sheets.