

Hackathon Challenge

# Journey to Net Zero

Presented by Hafsa Zulqarnain



# CROSS-SECTIONAL CHALLENGES

- Capital and operational investments
- Innovation practice & behaviour change
- Whole supply chain perspective
- Just transition

## CHOSEN SECTOR

Manufacturing Sector



# ADDRESSED PROBLEMS

- **Lack of sector-specific knowledge:** SME's in sectors lack awareness of their environmental impact, hindering effective sustainability efforts.
- **Inadequate performance measurement tools:** Businesses lack appropriate assessment tools to gauge environmental performance and track sustainability progress.
- **Complexity of information:** The intricacy of environmental impact information poses challenges in implementing sustainable practices.

## MANAGERS SHARING INITIATIVES

Company managers can easily upload and showcase the sustainability practices implemented by their organizations so that similar businesses can follow that same model

## PROGRESS TRACKING

Managers can set goals, input relevant data, and measure their organization's performance against predefined sustainability indicators. This feature allows for real-time monitoring,

## ROLE-SPECIFIC GUIDELINES

Once an employee selects their role, the app displays guidelines relevant to their specific position.

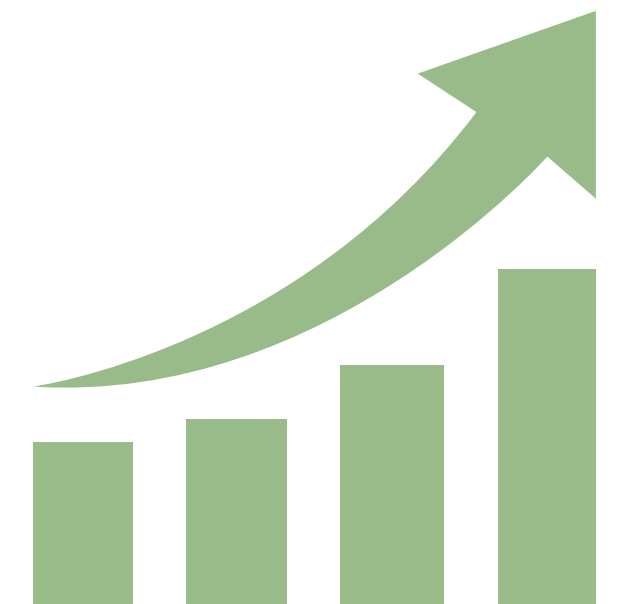
## FREE RESEARCH

App provides free access to research materials presented in easy-to-understand language

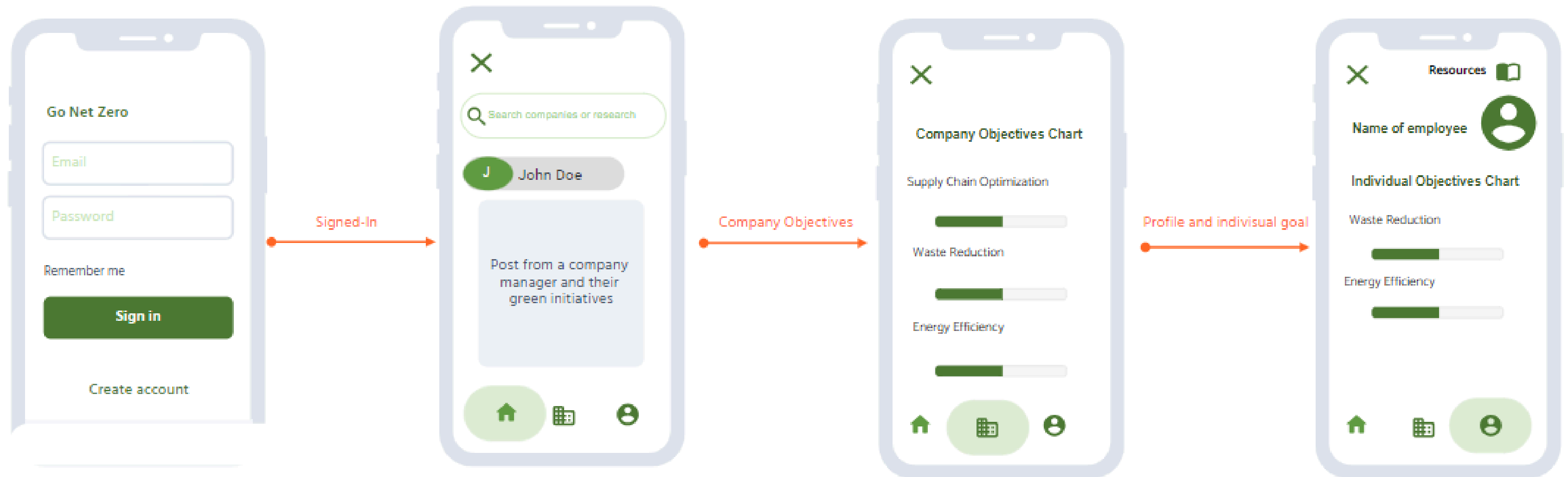
# SOLUTION

**Go Net Zero:**

A Sustainability Tracking and Social App For Manager and Employees



# WIREFRAME



# SUMMARY

## EXECUTION

With our app, all employees can join the sustainability journey by simply downloading it, selecting their sector, entering their company name, and choosing their role.

## REASON

Among the cross-sectional challenges, the manufacturing sector stands out with the lowest performance across all four areas.

## BUSINESS MODEL

- **Feasibility**

Implement ads in the app by integrating third-party ad networks or platforms and strategically placing ads within the user interface to maximize visibility and engagement.

- **Expected Impact**

Our aim is for managers to have the ability to set sustainability goals on a daily, weekly, monthly, and yearly basis. Employees can create a change by meeting individual and company goals to make a change

# REFERENCES

- <https://researchbriefings.files.parliament.uk/documents/SN06152/SN06152.pdf>
- [UKindustriesdecarbonisationReport.pdf](#)
- [https://www.researchgate.net/publication/354987426\\_Journey\\_to\\_Net\\_Zero\\_a\\_rapid\\_review\\_of\\_the\\_challenges\\_for\\_the\\_UK\\_Industrial\\_Sector/link/6156eed2a6fae644fbb69a8b/download](https://www.researchgate.net/publication/354987426_Journey_to_Net_Zero_a_rapid_review_of_the_challenges_for_the_UK_Industrial_Sector/link/6156eed2a6fae644fbb69a8b/download)
- <https://www.fsb.org.uk/uk-small-business-statistics.html>
- <https://plana.earth/academy/net-zero-journey-explained>
- <https://www.weforum.org/agenda/2022/06/working-together-to-reach-net-zero-manufacturing/>