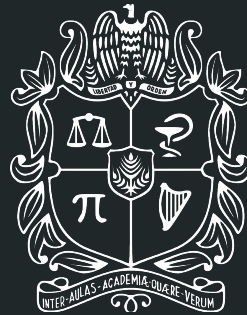


MindMyCarbon App

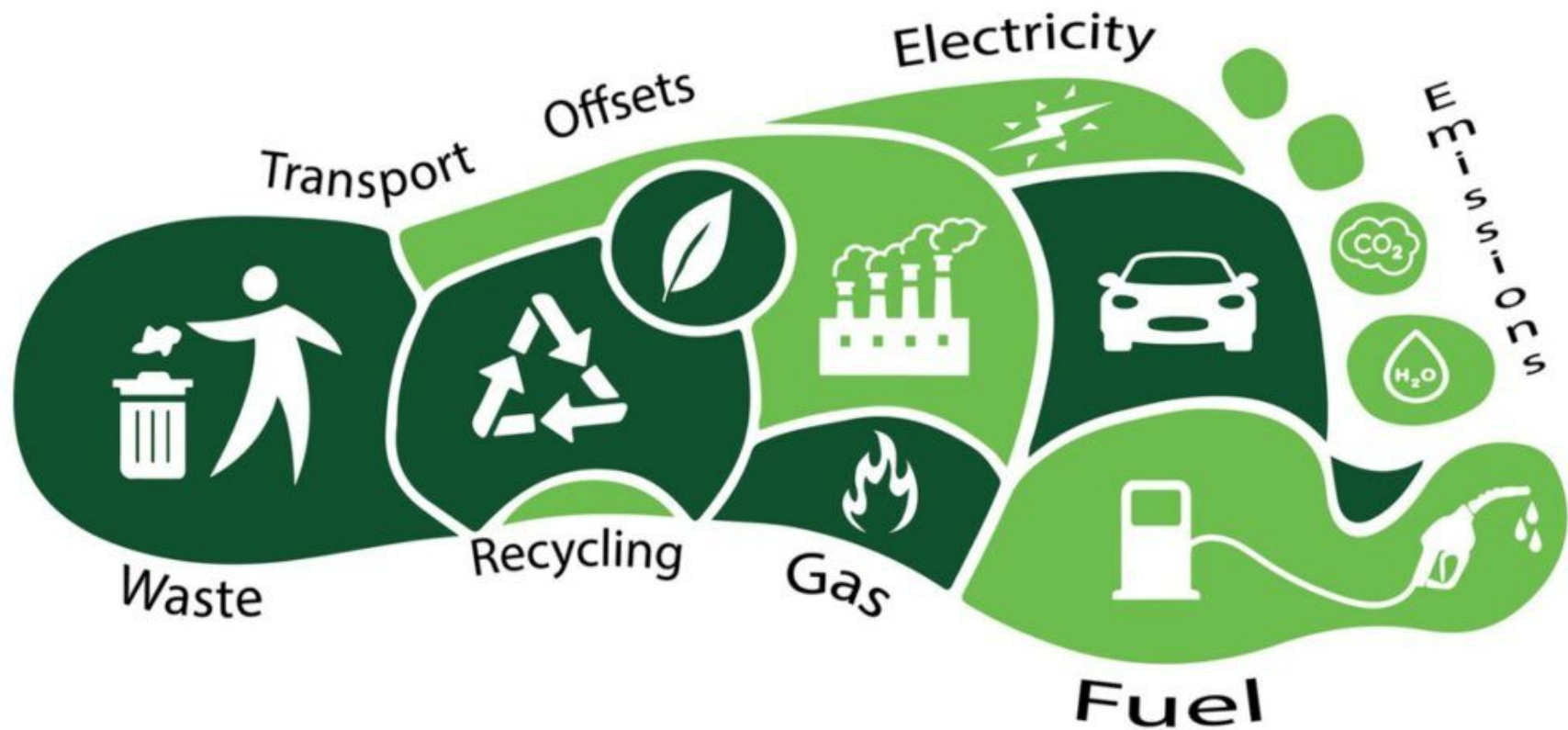
CHAVES, Juan
SANTOS, Laura
TOQUICA, Hans



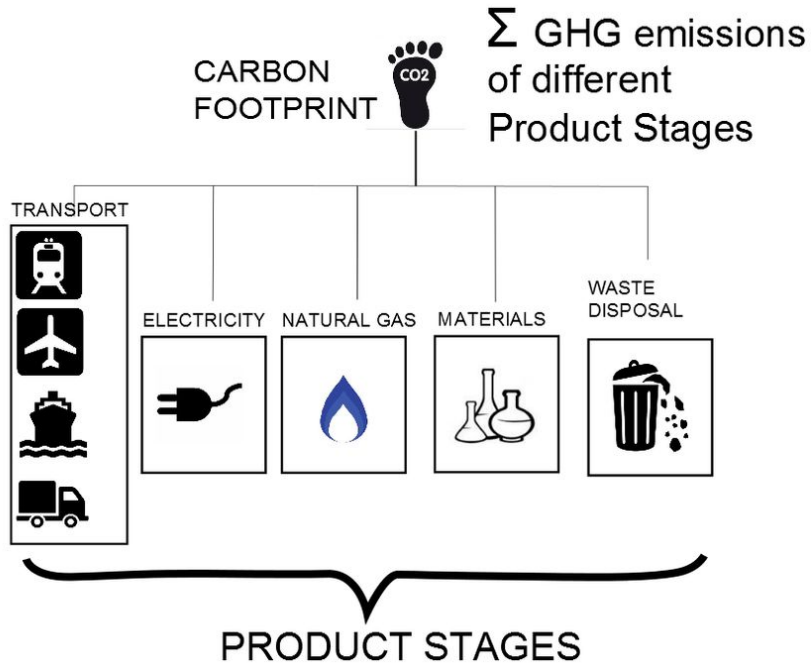
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DE COLOMBIA

Crisis climática

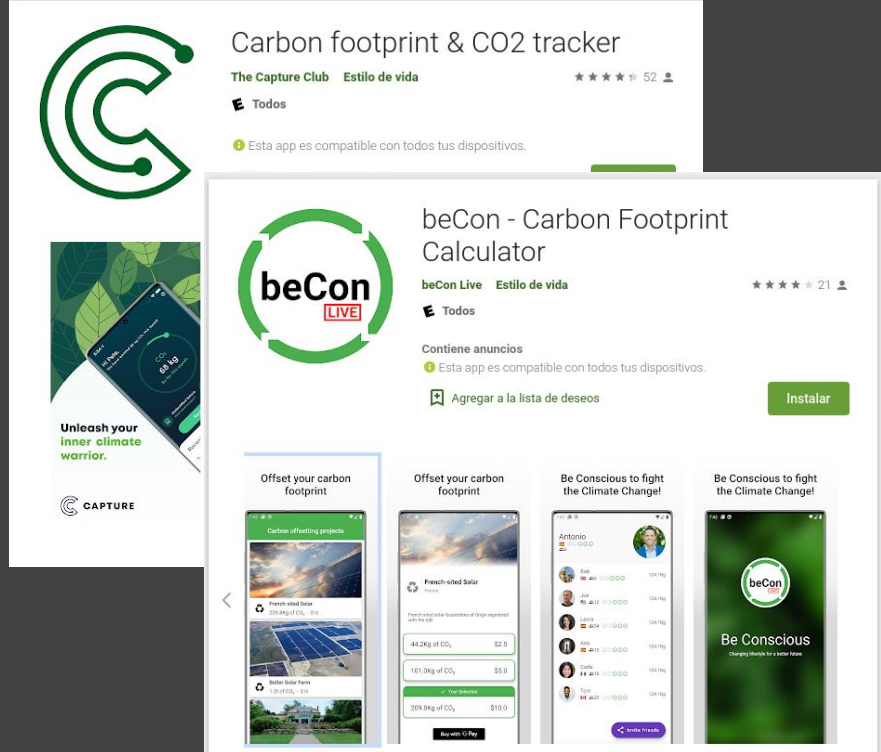




Cálculo



Benchmarking



This section compares two mobile applications for tracking carbon footprints: "Carbon footprint & CO2 tracker" by The Capture Club and "beCon - Carbon Footprint Calculator" by beCon Live.

Carbon footprint & CO2 tracker (The Capture Club)

- Rating: 5 stars (52 reviews)
- Features: "Estilo de vida", "Todos"
- Compatibility: "Esta app es compatible con todos tus dispositivos."
- Visuals: Green circular logo, app interface showing a phone screen with a CO2 footprint of 68 kg.
- Tagline: "Unleash your inner climate warrior."

beCon - Carbon Footprint Calculator (beCon Live)

- Rating: 5 stars (21 reviews)
- Features: "Estilo de vida", "Todos"
- Compatibility: "Esta app es compatible con todos tus dispositivos."
- Additional features: "Contiene anuncios", "Agregar a la lista de deseos"
- Action: "Instalar" button
- Visuals: Green circular logo with "beCon LIVE", app interface showing a user profile and a "Be Conscious" screen.

Below the app cards, four smartphone screens are displayed, showing various features like "Offset your carbon footprint", "Carbon offsetting projects", and "Be Conscious to fight the Climate Change!"

Medidor de huella - mantiene el avance

