



# Eureka!

## Learn with Leaders

~Tvisha, Aanya and Surabhi

# Meet us!

We are a determined team of 3!

Tvisha, Aanya and Surabhi.



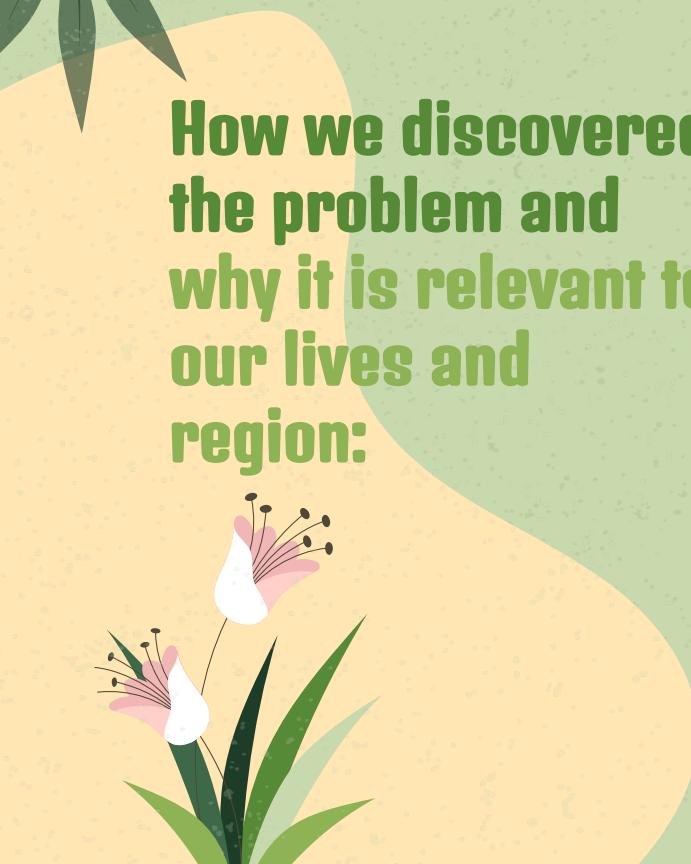
Aanya



Tvisha



Surabhi



## **How we discovered the problem and why it is relevant to our lives and region:**



### **New Delhi**

Tvisha comes from New Delhi, India. It finds itself in the top 5 most polluted cities in the world! Here it is common to wear masks to protect one from the hazardous gases.

In Delhi PM 2.5 is nearly 100 times the safe limit set by World Health Organisation and long-term exposure to it can cause severe respiratory ailments, or even lead to fatal lung cancer.

### **Bangalore**

Aanya and Surabhi live in Bangalore, India. Between 2015 and 2020, the city saw an 80 per cent rise in respiratory illnesses triggered by air pollution.

# The Problem

- What we are trying to solve:

As the years went by, man found many solutions to save our dear planet, yet it's doom remained unstoppable.

Why?

The problem is no one is ready to make major life changes, they prefer convenience over the planet's well being.

The problem is the mindset of putting sustainability in the rear view and not giving it the importance it deserves.

- Why does this need solving?

Here's a simple question. How many ever solutions we come up with, what purpose do they serve if not rightly implemented? None of our other plans for sustaining our environment will succeed unless we convince people to get up and take action. This 'sustainability comes second' mindset of people needs solving. This is the **only** way to make all other sustainability plans work thus solving this problem is **essential!**



**These persisting  
issues in our  
Neighbourhoods  
and our regions  
sent us on a  
search for a  
**SUSTAINABLE  
SOLUTION!****



and that's when it came to us!

# Eureka!



That is when we got our idea. An app that provides a platform where people can track their monthly greenhouse emissions and be ranked on that basis.

This makes people conscious of their actions and the mentality to be the Best drives them to be cautious.





# What is Eureka?



## More About the app and our ideas

- ❖ This app engages individuals and makes a big contribution in reducing the over all greenhouse emissions
- ❖ The consistent tracking, ranking, awarding and notifications help one forget all procrastination and reduce the emission levels ‘
- ❖ This app if expanded globally can become part of the initial phone setting that alert you when your emissions go up . If contacted with cell phone companies it can be a part of the default phone apps so it cannot be deleted
- ❖ a dominos effect, encouraging people to follow and implement not only our idea but several other sustainable ideas, as soon as they get a hang of such a lifestyle.



# How does this app work

**There are so many apps that have worked on carbon emissions so what is different about our app ?**

- ❖ It calculates your amount of carbon emissions monthly and gives you a estimated percentage

The app give you constant reminders every time your emissions rise to keep you alert and aware

This app also awards you with badges every time your reach your goal to keep you motivated

To make this app more interactive it has a zonal rank that ranks and compares you to all the people near your apartment or the place you live who are using this app .



# Why are rallies such an effective way to engage people and get them involved?





# Past Evidence

## What has been done for this problem?

There are carbon footprint apps and calculators available online.

## What has worked and what hasn't?

These calculators ask one about their daily activities and lifestyle and predict their carbon footprint. This can be useful ONLY for someone looking to make a difference.

The Issue remains that there is lack of a large-scale platform for people to make a change as a community. By providing this we plan to fill in this huge gap and observe an enormous difference.

# our Solution

## Purpose and Mission:

Our purpose and mission is simply to facilitate the actual IMPLEMENTATION of ideas for sustainability we have been hearing for decades! This is done by creating a competitive social media platform.

## Resources required

To transform this idea into reality, we require:

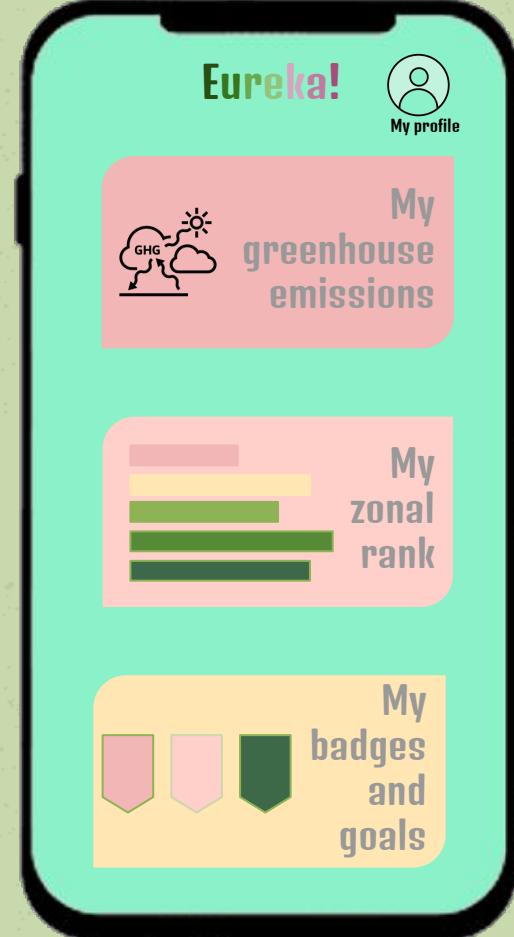
1. Team to build the app
2. Coordination with housing complexes and authorities to make it large scale
3. Funding to promote, build and share the app



A light green background is decorated with various tropical foliage. In the top right corner, there's a large green leaf with prominent veins. The bottom right corner features a cluster of pink flowers with white centers, surrounded by green leaves. On the left side, there are several types of leaves, including long, narrow ones and larger, more rounded ones like banana leaves.

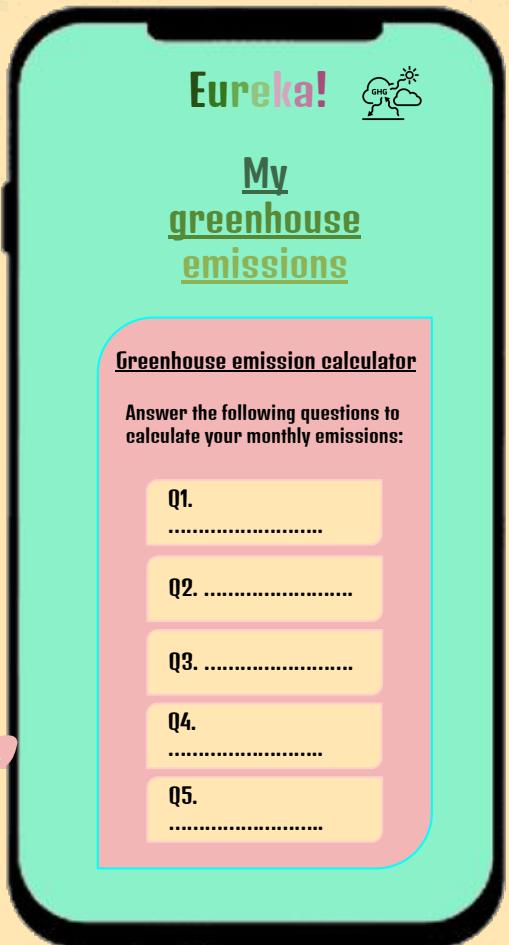
**Here is a basic  
template of our  
app!**

# Our solution: Eureka!



Let's explore the first option!





# 1. My Greenhouse emissions

The greenhouse emissions of an individual can be calculated by dividing it into the following categories:

- Location
- Housing
- Flights
- Mode of transportation
- Trains
- Food
- Shopping
- Secondary

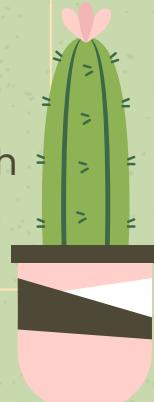


# Examples of questions under Housing

## NOTES

- 1 How many people live in your household?
- 2 How warm and cool do you keep your home in winter and summers?
- 3 What is the type of your home?
- 4 Compared to your neighbors, how much trash do you generate?
- 5 Is your electricity on a green tariff?
- 6 How many bedrooms does your house have?

Location helps calculate emissions from electricity usage, as the factor depends on how the electricity is generated in the region (e.g. from Coal, Gas, Nuclear, Renewables etc.). This also helps with the ranking. 





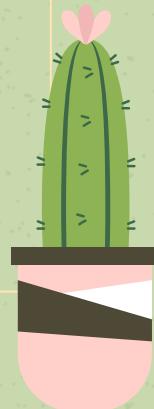
# Examples of questions under Flights



## NOTES

Calculations are done by taking the distances between the airports selected, using the greater circle method and multiplying by the appropriate emissions factor specific to the type of flight and lastly the class of seat taken.

- 1 How many hours do you fly each year?
- 2 Which class of seat do you usually prefer  
For a particular trip:
  - 1 From where?
  - 2 Destination?
  - 3 Class, duration and trips?





# Examples of questions under Transportation



## NOTES

1

Travel by local or commuter train?

2

How many hours a week do you spend on the bus?  
Which coach?

3

How many hours a week do you spend in your car or  
on your motorbike?

4

What kind of vehicle do you travel in most often as  
driver or passenger? (if any)

5

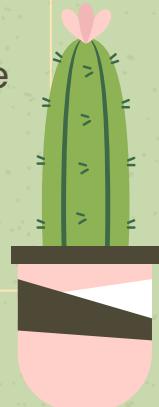
What is the average fuel economy of the vehicles you  
use most often?

6

When you travel by car, how often do you carpool?

This may include car,  
bus, bike, scooter, train  
etc.

Questions based on  
individual trips will be  
different(ex. From where  
to where, duration etc.)





# Examples of questions under Food



1

How many calories of Meat, fish, eggs per day?

2

How many calories of grains and baked goods per day?

3

Of the food you buy how much is wasted and thrown away?

4

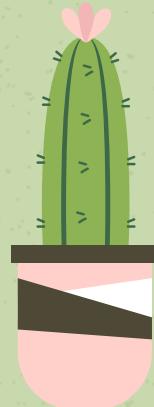
In a week, how much do you spend on food from restaurants, canteens and takeaways?

5

How would you best describe your diet?

6

How many calories of dairy, fruits and vegetables per day?





# Examples of questions under Shopping



1 In a typical month, how much do you spend on health, beauty and grooming products?

2 In a typical month, how much do you spend on clothes and footwear?

3 How much do you spend on goods and services per month

4 In the last 12 months, have you bought any of these new household items?

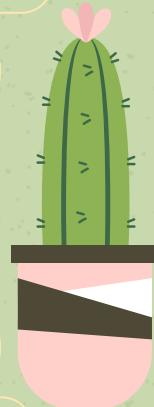
TV, Laptop, phone, tablet or PC

Washing machine, Dishwasher, Refrigerator, Freezer, dryer

Large items of furniture

5 In a typical month, how much do you spend on your pets and pet food?

6 In a typical month, how much do you spend on phone, internet and TV contracts?





# Examples of questions under Secondary

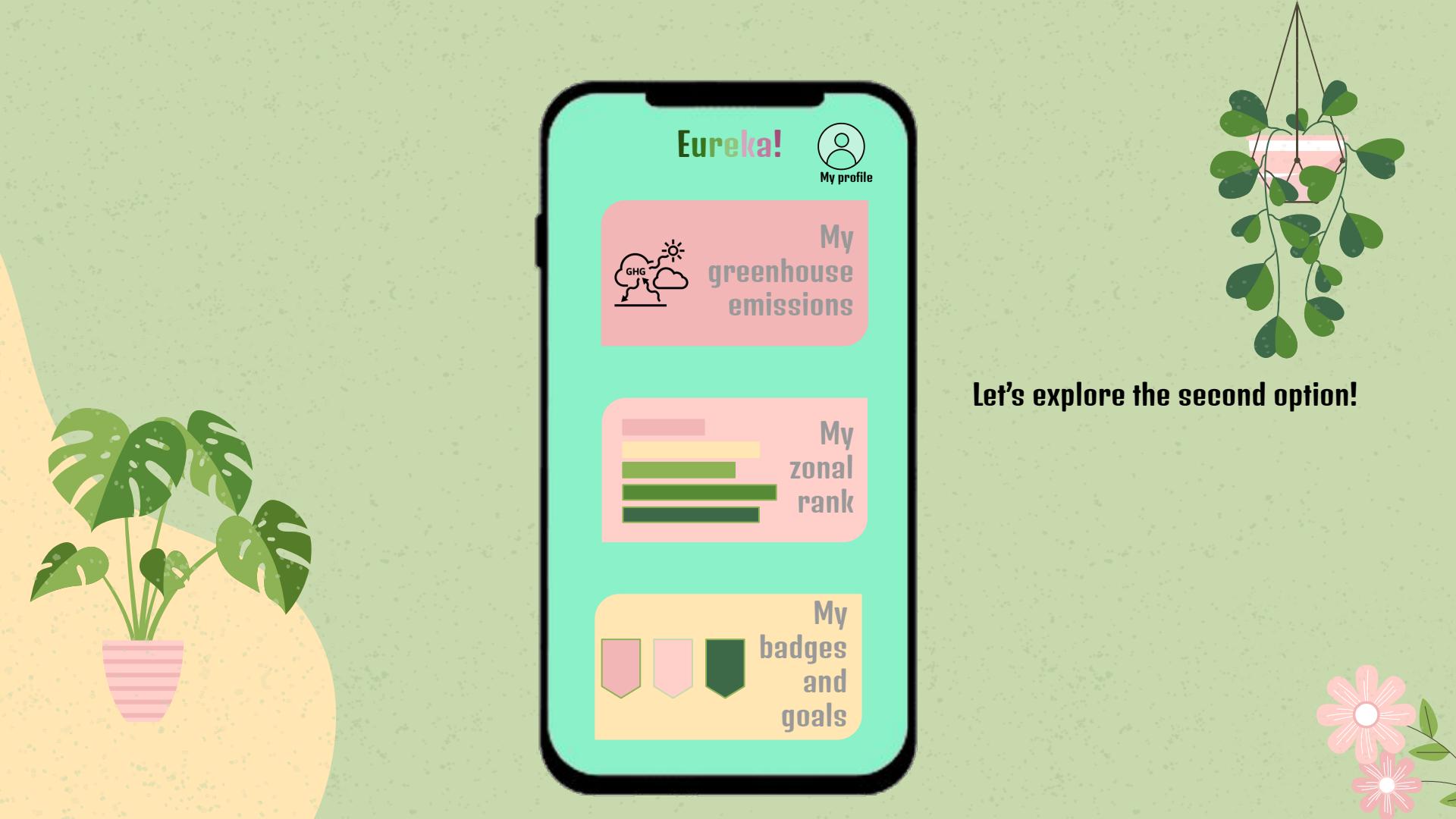


These will be related to:

- 1 Pharmaceuticals
  - 2 Clothes, textiles and shoes
  - 3 Paper based products (e.g. books, magazines, newspapers)
  - 4 Hotels, restaurants, and pubs etc.
  - 5 Insurance
  - 6 Education
- 



**Under the section My profile, to engage the users, they may add friends like social media platforms such as Instagram and Snapchat!**



Let's explore the second option!

# Eureka!

## My Zonal rank:

Ranks in a 15km radius of your selected location:

Username:      Badges:      Rank:

You:  

Lily:  

Kezia:  

Sreeni:  

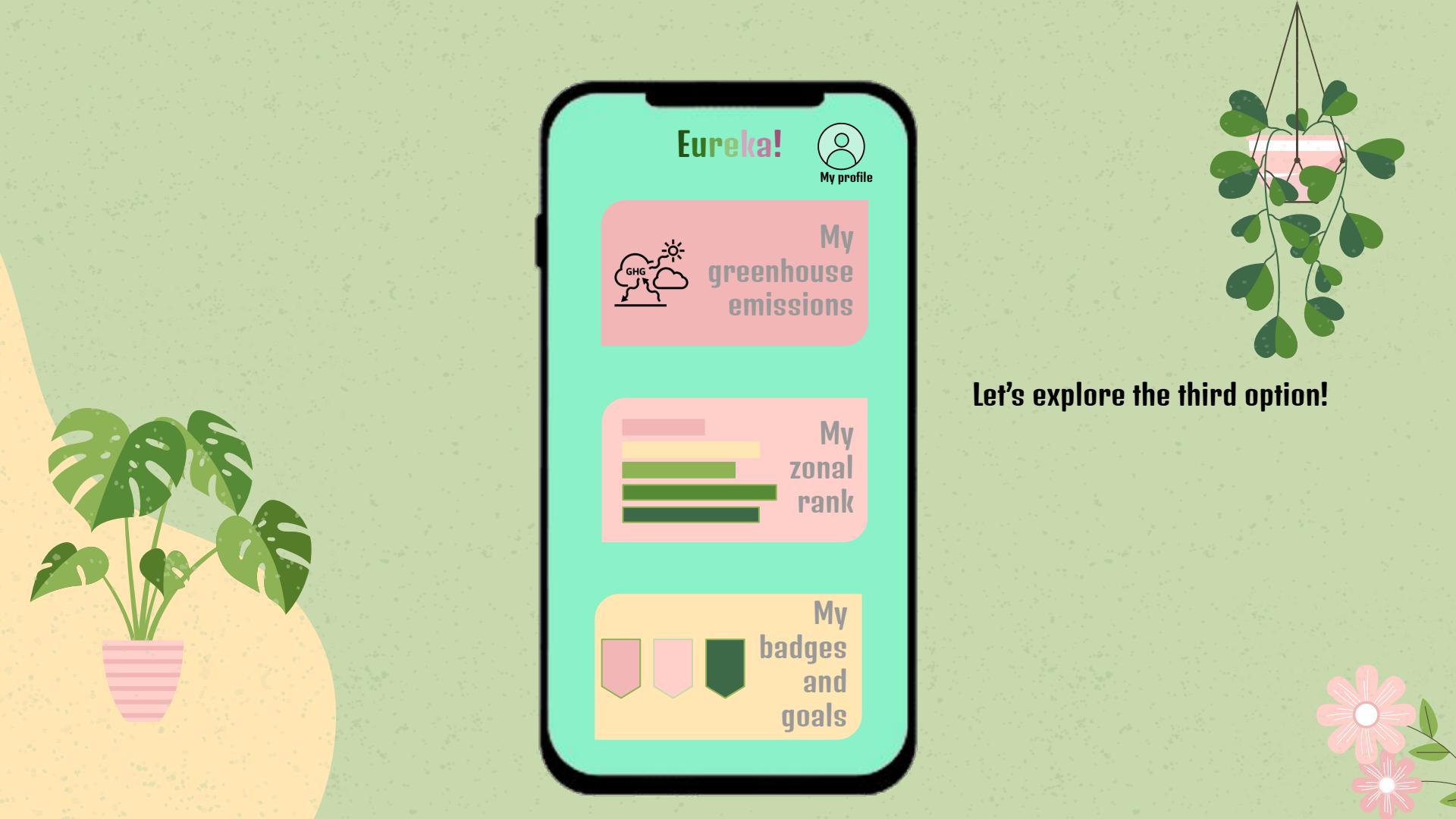
Eva:  

Yuri: 

## 2. My zonal rank

- Living in India, we learnt that Indians thrive on **COMPETITION**.
- Another important thing in our lives was **SOCIAL STATUS**.
- This is when we came up with the **ranking system**. As seen in the previous slide, for each username, badges and ranks will be assigned based on their monthly emissions.
- This will start off in a 15km neighbourhood.
- Every month to keep up with the first two points and with the society, each person will try their best to reduce their footprint.
- This solves the problem of lack of initiative and participation by introducing the simple concept of **SOCIAL PRESSURE**.
- This ranking system and the badges & goals are the **USP** and differentiating factors of EUREKA!



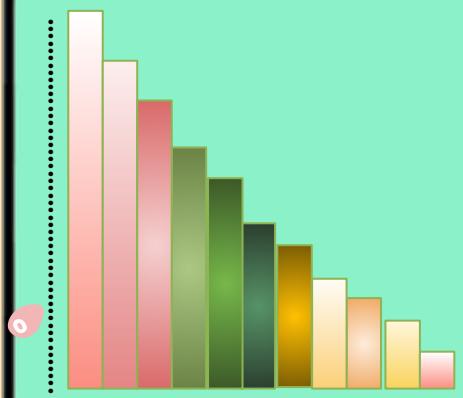


Let's explore the third option!

# Eureka!

## My badges and goals:

This is your monthly report of greenhouse gas emissions:





# **My goals and Badges**

**Every month the app will give you a report that shows a graph of how much Greenhouse emission has been made .**

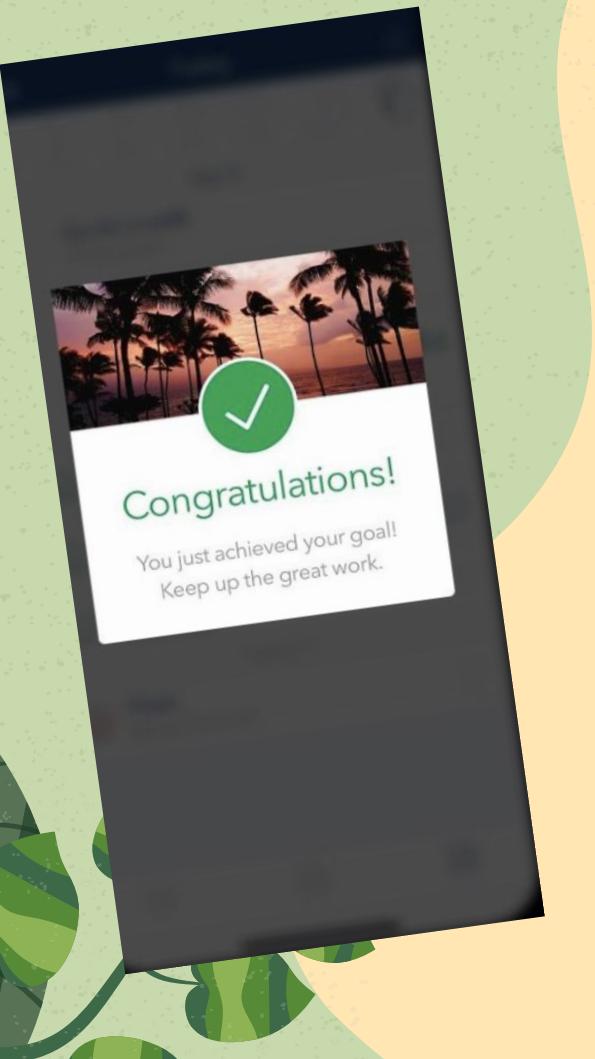
**It also rewards you with badges, similar to the verification signs seen on social media platforms. This creates a sense of exclusivity, thus making people want it more hence, persuading them to work harder towards their goals**

**This strategy allows people to be more involved as they compete and get more badges in comparison to others.**

**People will also get notifications every time their greenhouse emission goes up!**

**Ex : If you decrease your emission by 2 percent in total you will get a light pink badge .**





## Notifications

You will get notifications daily of how close you are to reaching your goals and it will also give you suggestions on how you can achieve this

# Target audience:

The target audience for the initial stages of the app will be all citizens living in a particular neighbourhood. It will be made into a system by dividing the ranking -area wise.



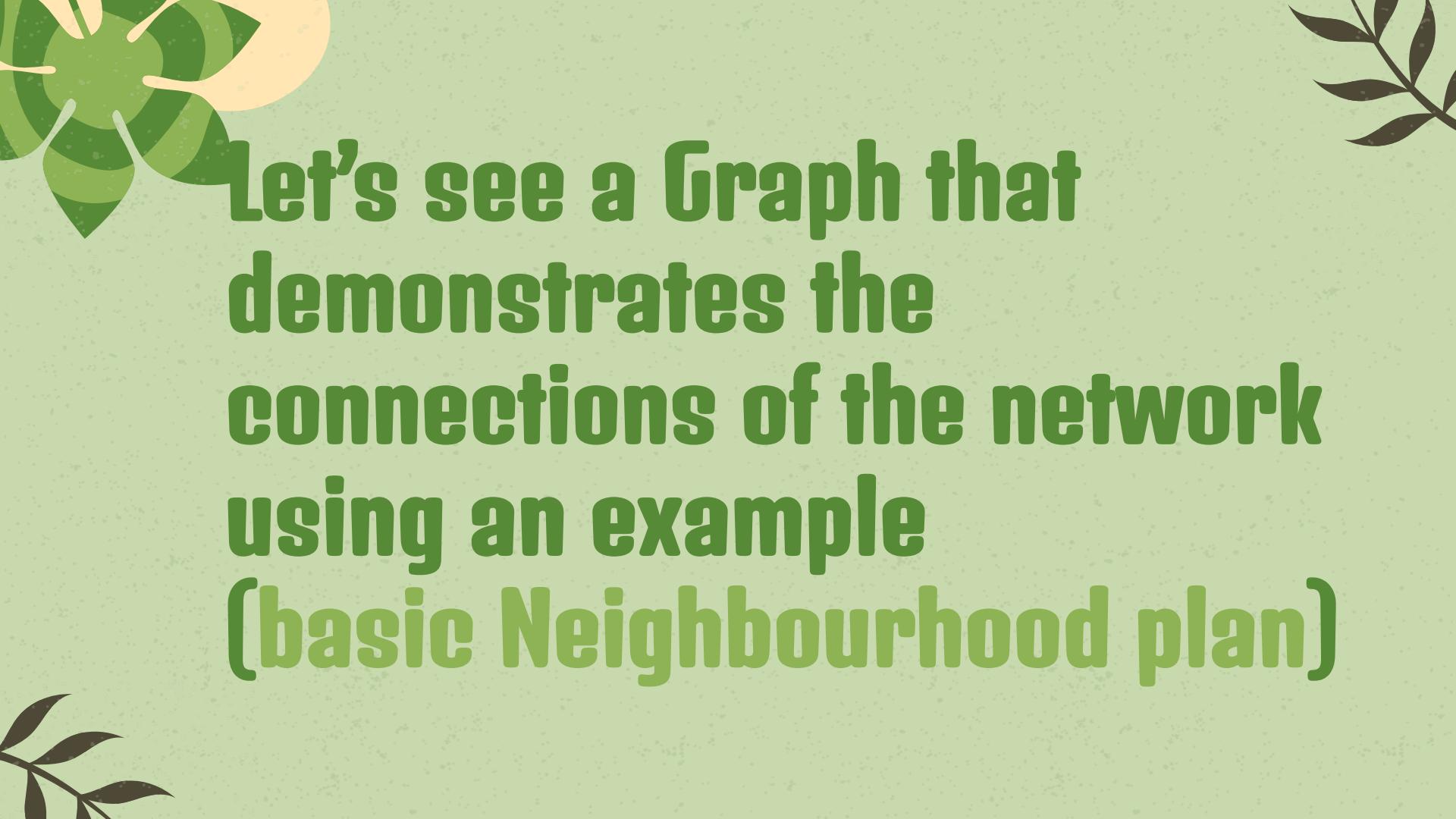
Eureka!

Neighbourhood

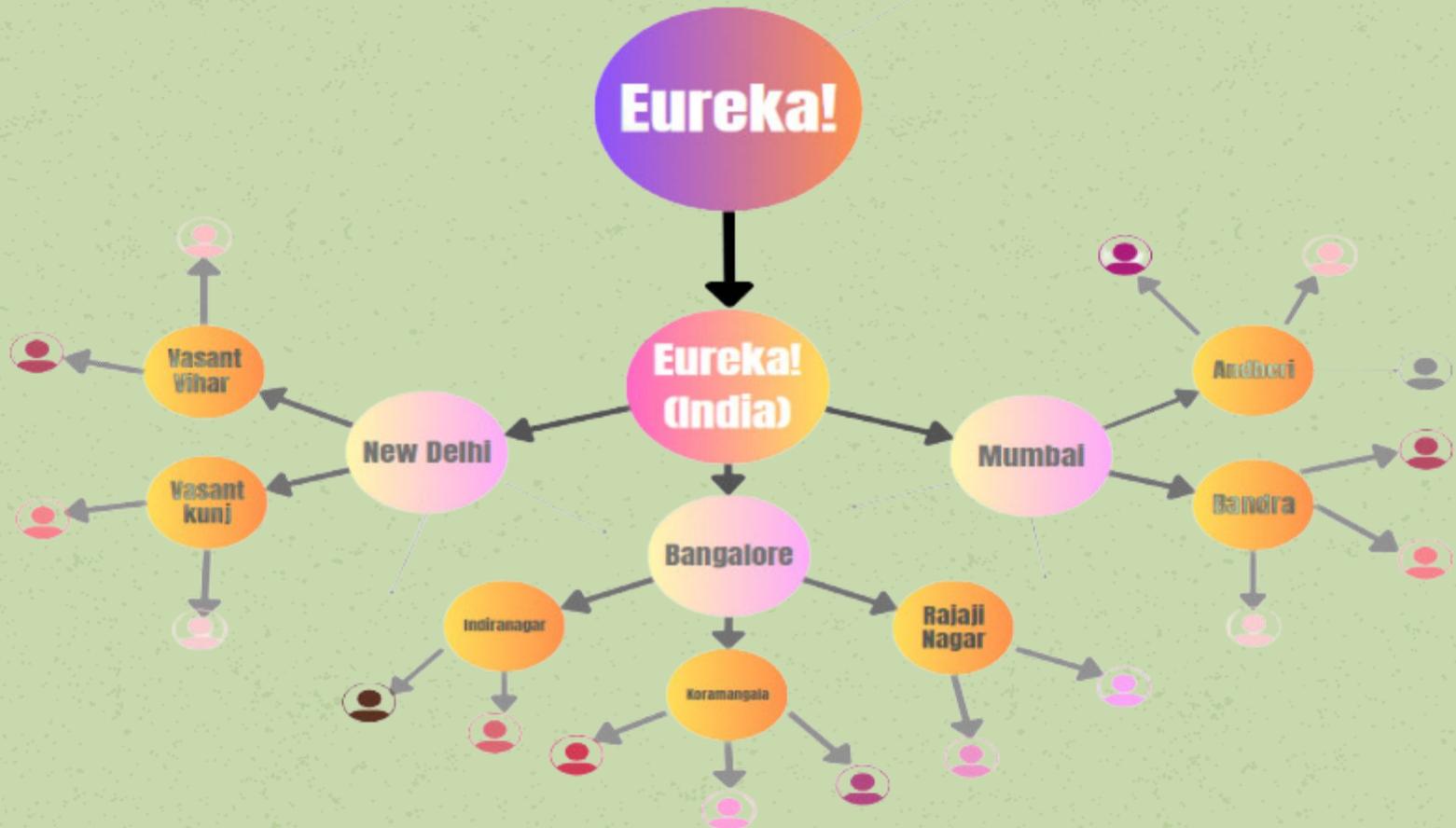
Apartment complexes(Independent houses can be ranked with apartments in the area)

Reaches individuals





**Let's see a Graph that  
demonstrates the  
connections of the network  
using an example  
(basic Neighbourhood plan)**



# The Plan

## a. Implementation Plan

### Steps for implementation:

1. Create app, with reference to template discussed above
2. Campaign for app and make people aware of its launch
3. Talk to MLA & Managing Committee of apartments to make app for all citizens of that particular complex. This is to be done for the entire neighbourhood(15km radius)

This makes sure majority of the people use the app and take charge.

Once everyone has the app downloaded, they will be urged to participate and score higher ranks, earn badges etc.



# The outcome

We expect that once the plan is implemented it will create a dominoes effect, encouraging people to follow and implement not only our idea but several other sustainable ideas, as soon as they get a hang of such a lifestyle. We believe this is the best possible outcome and one that we have all been praying for, for years! We predict a significant impact on the laid back behaviour of the mass population.

# Scope for impact:

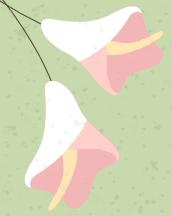
Individuals- apartments-  
neighbourhoods- cities-  
states- countries

This app engages individuals and influences them to make an impact. The consistent tracking, ranking, awarding and notifications help one forget all procrastination and reduce the emission levels.

It reaches from-

This network helps the cause reach a world-wide audience and to make a substantial difference. Thus, the scope for impact is *tremendous!*





# Graph -scope(NEIGHBOURHOOD division)

1-May 8-May 15-May 22-May 29-May 5-Jun 12-Jun 19-Jun 26-Jun 3-Jul 10-Jul 17-Jul 24-Jul 31-Jul 7-Aug



Making of the app



Getting MCs and MLAs on board



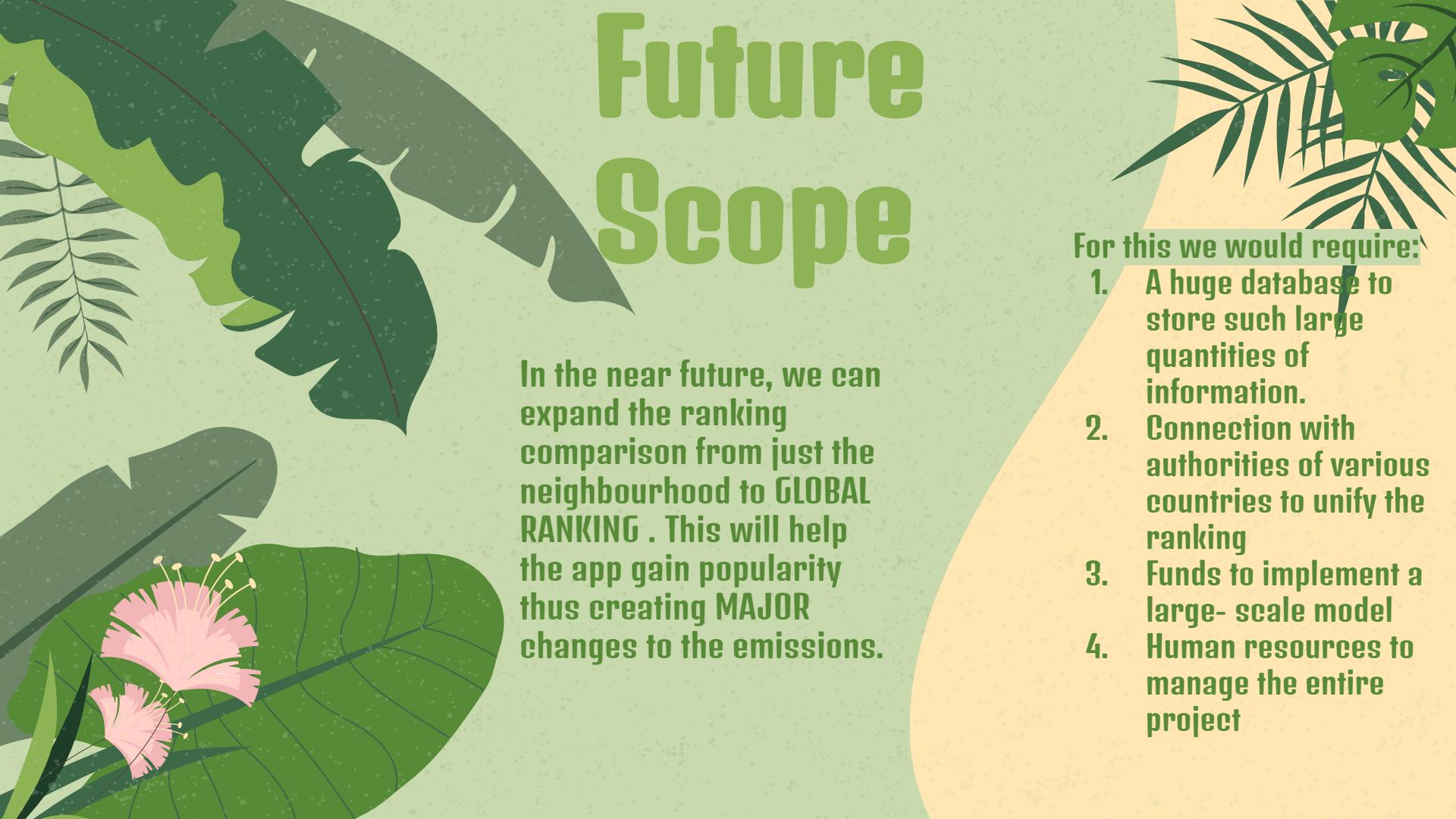
Campaigning of app

Mandatory installation of apps in apartments  
neighbourhood-wise



Our plans!





# Future Scope

In the near future, we can expand the ranking comparison from just the neighbourhood to **GLOBAL RANKING**. This will help the app gain popularity thus creating **MAJOR** changes to the emissions.

For this we would require:

1. A huge database to store such large quantities of information.
2. Connection with authorities of various countries to unify the ranking
3. Funds to implement a large- scale model
4. Human resources to manage the entire project

# Our app is a blend of:

Greenhouse  
Emission  
calculators

Goal  
tracking  
apps

- Social media
- Competitive ranking





**With your support we can  
finally defeat  
procrastination with a  
perfect sustainable  
solution!**



### Information:

[www.footprintcalculator.org](http://www.footprintcalculator.org)  
[Footprint.wwf.org.uk](http://Footprint.wwf.org.uk)  
[www.carbonfowww3.epa.gov](http://www.carbonfowww3.epa.gov)  
[Otprint.com](http://Otprint.com)  
[www.websitecarbon.com](http://www.websitecarbon.com)  
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[www.outlookindia.com](http://www.outlookindia.com)  
[Deccanherald.com](http://Deccanherald.com)

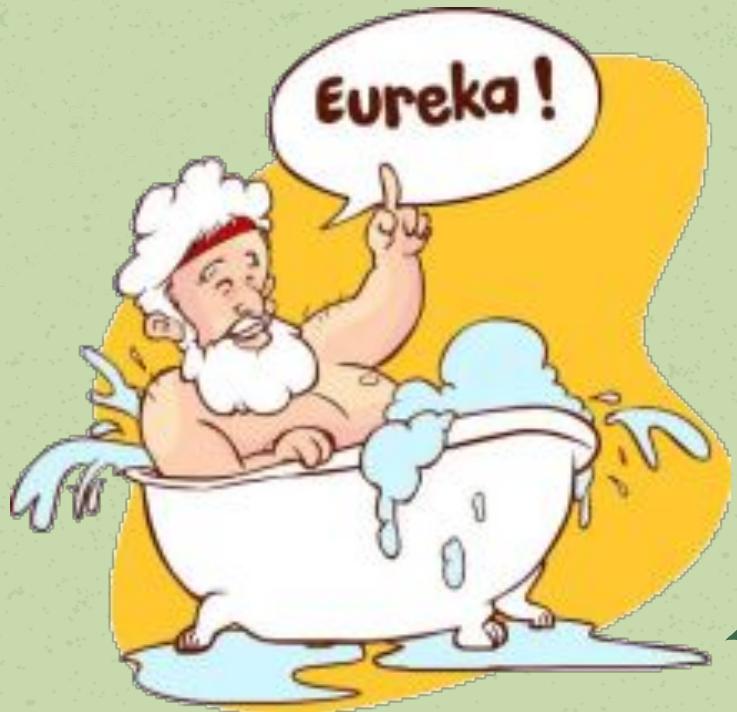
# Sources

### Images and gifs:

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[Similarpng.com](http://Similarpng.com)  
[Thenounproject.com](http://Thenounproject.com)  
[www.123rf.com](http://www.123rf.com)  
[Bestofusk.life](http://Bestofusk.life)  
[.developgoodhabits.com](http://developgoodhabits.com)



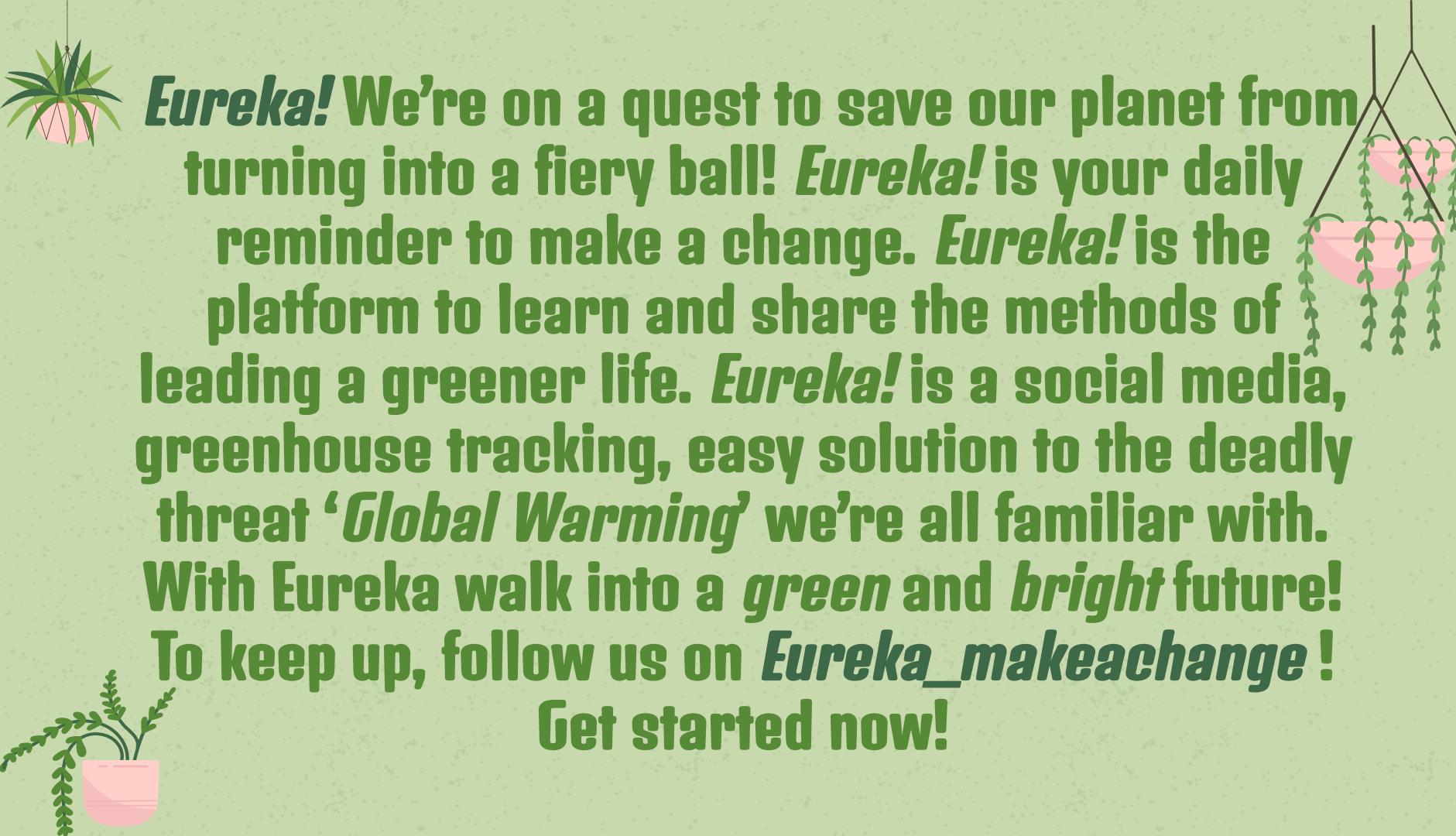
We hope Eureka! Sends you  
into a fit of jubilation too!



Thank  
you!



*Eureka!* We're on a quest to save our planet from turning into a fiery ball! *Eureka!* is your daily reminder to make a change. *Eureka!* is the platform to learn and share the methods of leading a greener life. *Eureka!* is a social media, greenhouse tracking, easy solution to the deadly threat '*Global Warming*' we're all familiar with. With Eureka walk into a *green* and *bright* future! To keep up, follow us on *Eureka\_makeachange* ! Get started now!



**Formatting,  
What is eureka  
Why ppl act when others do stuff  
Insta  
Rally  
Website  
app**