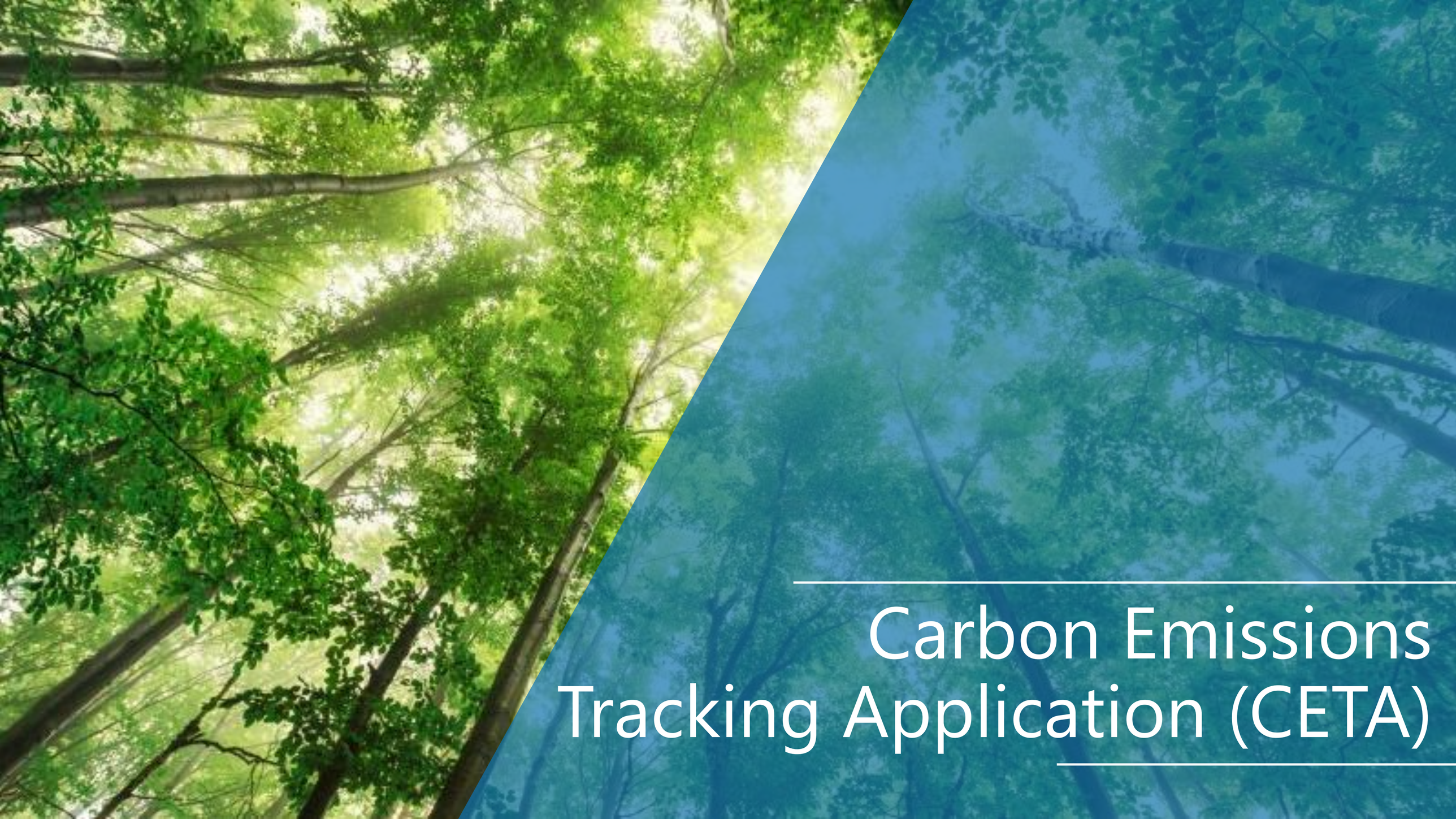

# Carbon Emissions Tracking Application (CETA)

# Quantifying the relationship between Sustainability & Profitability

$$\mathrm{SV} = \frac{1}{n}\sum_{i=1}^{n}\left(\frac{y}{x_i} - \frac{y^*}{x_i^*}\right) x_i,$$

where: $\frac{y}{x_i} - \frac{y^*}{x_i^*}$ is *value spread*; $\left(\frac{y}{x_i} - \frac{y^*}{x_i^*}\right) x_i$ is *value contribution*.

| | |
|---|---|
| SV | sustainable value of the company |
| $n$ | number of forms of capital considered |
| $y$ | value added (output) of the company |
| $y^*$ | value added (output) of the benchmark |
| $x_i$ | amount of capital $i$ used by the company |
| $x_i^*$ | amount of capital $i$ used of benchmark |
| $y^* / x_i^*$ | opportunity cost |

$$\mathrm{SE} = \frac{y}{y - \mathrm{SV}},$$

# Why is this important?



1. Make Emissions Data Readily Available to the Public
2. Promote Brand Growth for Sustainable Companies
3. Hold deficient, polluting Companies Accountable

# Demo ☺