

The background of the slide is a photograph of a forest with tall, thin trees and a dense green canopy. A diagonal blue overlay covers the right half of the image, creating a modern, tech-oriented aesthetic.

# Carbon Emissions Tracking Application (CETA)



# Quantifying the relationship between Sustainability & Profitability

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

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

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



# Why is this important?

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





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Demo 😊

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