



Visa Climate Tech Hackathon 2024

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Agenda

1. Hackathon Overview & Opening Remarks
 - a. About the Hackathon - Stephen King
 - b. About the Challenges - Fiammetta Leuzzi
2. Event & Platform Overview - Rhianna Martin, Project Manager - BeMyApp
 - a. Event Timeline - Important Dates
 - b. Submission Requirements
 - c. Judging Criteria
 - d. Resources & Links



VISA Hackathon Overview

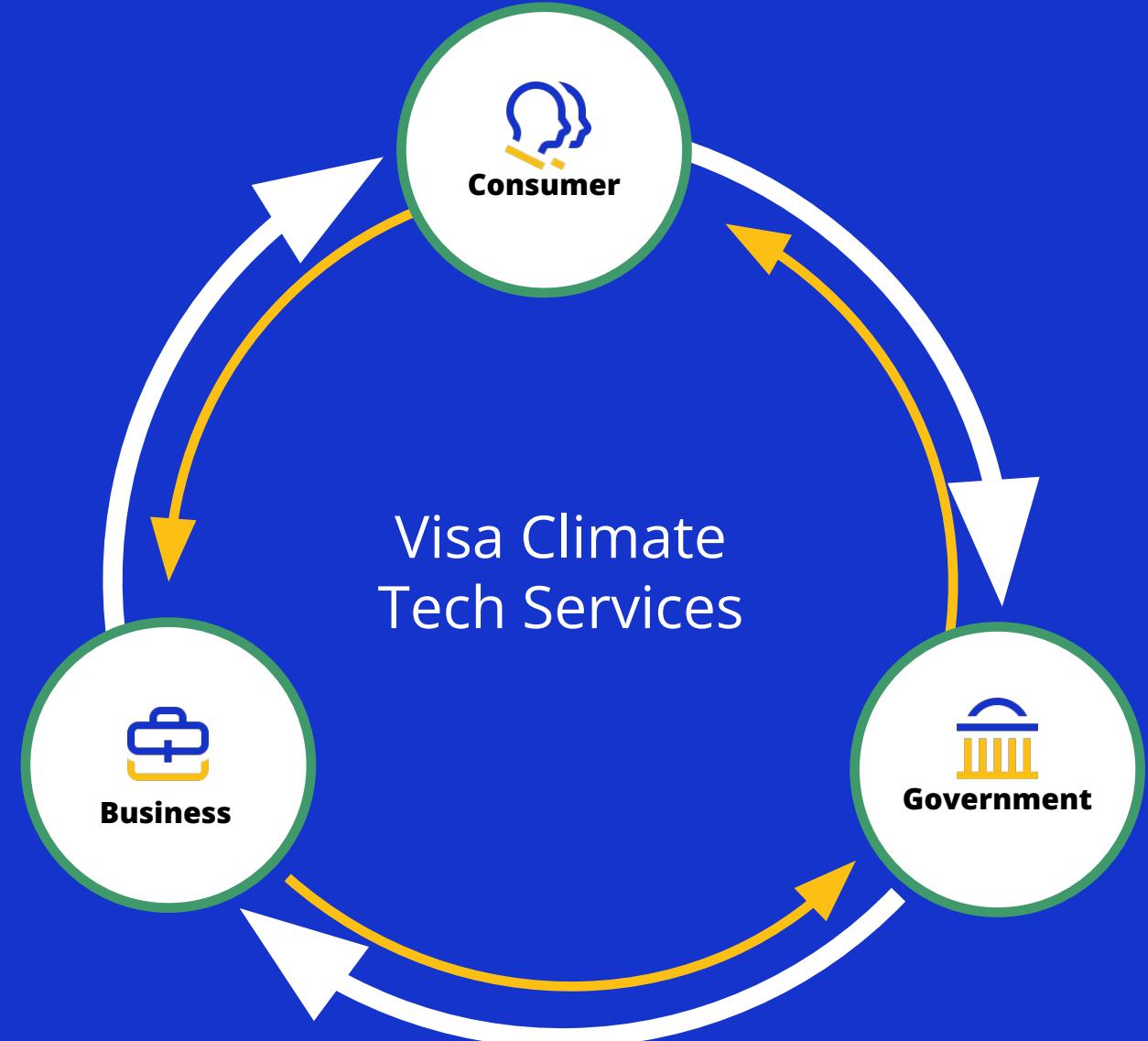
with Stephen King
VP Global Sustainability Solutions at Visa

Climate tech services have never been more important — and more in demand



87%

of consumers surveyed expect their bank to offer an “eco-friendly” card.



Climate Tech Services



Consumer

Consumers now expect offerings that meaningfully address their values

62 %

of consumers globally would start a relationship with a bank for a sustainable offer, according to a Visa survey



Business

Cost- and resource-efficient business models that champion sustainability will rise to the top

+80%

investors consider ESG when making investment decisions²

+4-25 %

CAGR of sales growth for "green" products¹



Government

Regulators globally are driving an ambitious agenda, creating key opportunities for finance and payments

\$1T

invested in sustainability in EU Green New Deal

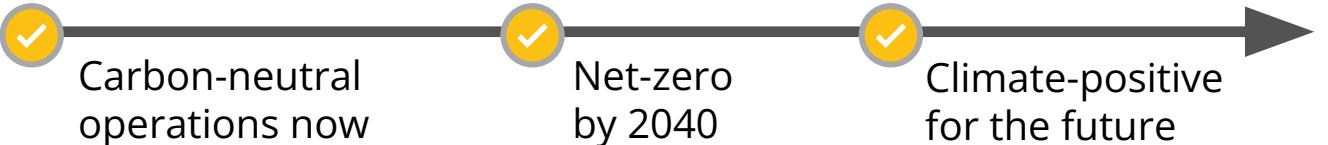
\$369B

invested in sustainability in US Inflation Reduction Act

Source: 1 World Economic Forum *Winning the Race to Net Zero* January 2022 Report, 2 PWC *How do investors see ESG and what does it mean for business?* 3: Source https://www.democrats.senate.gov/imo/media/doc/inflation_reduction_act_one_page_summary.pdf
4: Source https://ec.europa.eu/commission/presscorner/detail/en/qanda_20_24

At Visa, we're committed to a sustainable global economy

Visa's
multi-year
vision



Working towards an enhanced strategy

Visa operations

- Green offices and data centres
- Sustainable suppliers
- More sustainable travel and events
- Employee sustainability champions
- Data centres powered by renewable energy
- Carbon offsets strategy

Inspiring more sustainable living

- Brand and marketing
- Sustainability and sponsorships
- Cardholder experiences

Behaviours

- Urban mobility
- Sustainable travel and tourism
- Alternative fuels

Systems and movement

- Reccommerce and circular economy
- Voluntary carbon markets

Cards and accounts

- Card materials with lower environmental impact
- Fintech solutions to track and reduce carbon footprint
- Personalised education
- Carbon offsetting

Insights and trends

- Sustainable/conscious consumer insights
- Portfolio segmentation
- Sustainable living research and trends
- Visa Sustainability Practice
- Data and models



VISA Challenges

with Fiammetta Leuzzi
Visa Sustainability Solutions

Challenge Statement #1 – Groceries for Good

Overview: promote responsible shopping choices with the use of transactional data

Most people visit grocery stores weekly, if not more frequently. These stores have evolved to serve consumers beyond everyday essentials and have become integral to our lives. However, this evolution has brought forth a myriad of challenges, including food waste, excessive packaging and emissions resulting from transportation, among others. What if consumers could gain a more accurate understanding of their environmental impact associated with grocery store purchases, receive suggestions to reduce their impact, or be rewarded for making more sustainable choices? Your challenge is to explore how data can be harnessed to enhance the grocery shopping experience while reducing its environmental footprint for consumers.

In this challenge, we invite participants to harness the power of Visa and Tink to create an innovative solution that promotes **responsible shopping choices**, offers **discounts**, generates **rewards** or **builds loyalty** on brands that are both low-impact and cost-effective.

Background: We found that UK consumers switch to cheaper alternatives with unintentional sustainable benefits



Discounts & cheaper brands

Consumers are traveling for better deals and opting for more cost-effective product alternatives

48% of are paying closer attention to price rises of items they buy regularly, and buying budget or own-brand goods over branded goods

44% are buying cheaper "wonky" vegetables

26% are only buying items that are discounted or on offer¹

"I am going into 2 or 3 different shops to do my shopping. I know if I go to Lidl on a Thursday, I can get cheap items"³

– Female (77), London

Holiday at Home

Travel is a luxury which UK consumers refuse to cut down on so they find cheaper alternatives

Overall, 41% of UK adults expect to travel abroad less

58% of 18-34 year olds are reducing or stopping going on holiday

37% of over 55s are doing the same, with 24% of those considering holidaying in the UK²

"I would rather spend now. That's not getting everything and spending it all, but if you want something and it makes you feel better then just do it, I don't think you should set limits on things"³

– Male (53), Chelmsford



Challenge Statement #2 – Remixing Data and Recommerce

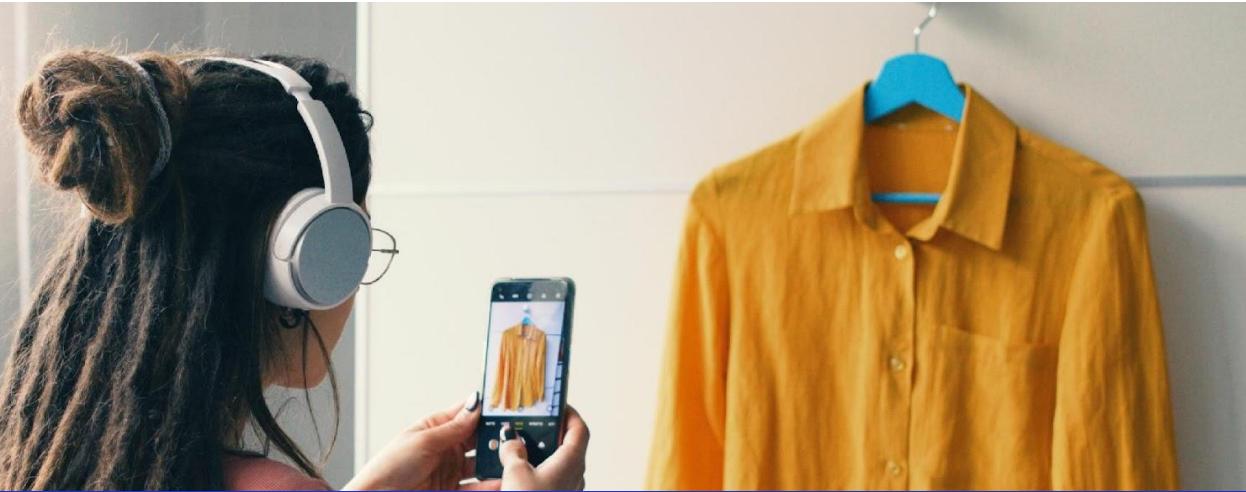
Overview: promote more attention to recommerce

Many consumers have likely engaged in some form of recommerce purchasing activity without realizing it - renting, reselling or repairing are just a few examples. There is so much more to be done to bring more focus to recommerce and establish it as part of a consumer's buying or selling experience.

- How can data be used to ensure consumers think about recommerce when making purchasing decisions?
 - What do they need or want to know?
 - How can they be incentivised to start with recommerce?
 - Why should recommerce be the de facto option?

We challenge participants to **bring more focus to recommerce** and establish it as part of a consumers' buying or selling experience. Participants goal is to create a solution that makes recommerce a **more appealing buying option** to consumers.

Background: UK consumers are increasingly interested in recommerce solutions



Second-hand

Recommerce websites are increasingly used to search for bargains or to make some extra cash

In the last year, 42% of Brits have used a peer-to-peer selling and online marketplace to buy clothing or footwear

50% of UK consumers have chosen to use a peer-to-peer marketplace to save money¹

"Before, I wouldn't wait, I would just buy something new. But now we wait, and buy second-hand. Unless it's something I need today or tomorrow"³

- Female (36), small village

Renting

Users are now considering only renting what they need rather than owning and storing items

35% of M&S customers are interested in renting clothes for a casual event such as a weekend away

The UK rental apparel market is forecast to grow by 164% until 2026²

"I'm not going to own a full scale DIY kit, so it makes sense to rent something and give it back"³

- Male (45), small town



Challenge Statement #3 – Energizing Data for Efficiency

Overview: drive energy efficiency with transactional data

Whether you own your home or rent it, the cost of maintaining and managing a household can be substantial. Homeowners require access to financial resources and energy-saving solutions to improve their homes' energy efficiency. While there are subsidies and government grants available in some cases, these may not be readily accessible to everyone. Instead, consider how data can be utilized to monitor and optimize energy consumption, providing users with deeper financial insights. Your solution should enable consumers to make more informed decisions regarding efficient energy usage within their homes.

Consider how data can be utilized to **monitor and optimize energy consumption**, providing users with deeper financial insights. Participants solutions should enable consumers to **make more informed decisions** regarding efficient energy usage within their homes.

Background: Conscious consumption is key and people consider home optimizations for the future



Reduce Energy Usage

Most of the UK are finding ways to reduce energy consumption and energy cost

66% of consumers are finding ways to save energy at home

Of these, 63% are wearing more layers at home and 56% are avoiding using central heating until absolutely necessary¹

“During the day I try not to put the heating on and then put it on for an hour and a half or two hours a day when my son gets home, and then extra blankets on the bed”³

– Female (47), West Yorkshire

Home Renovations

UK homeowners investigate options to making their homes more cost effective, often unaware of government support schemes

28% of UK homeowners are planning to replace their boiler with an energy-efficient alternative

while 27% plan to install draught-proofing and 25% is looking to upgrade to double/triple glazed¹

The UK governments research from Autumn 2022 shows 80% of people in the UK were not aware of the support scheme for heat pumps 2026²

“It’s better in the long run (solar panels) but at the start it’s quite expensive isn’t it”³

– Female (68), Stevenage





Event & Platform Overview

with Rhianna Martin, BeMyApp

VISA Event Timeline

Event Timeline & Key Dates

- **May 28** - Hackathon Kickoff Webinar
- **May 28** - Data & Resources Release - Start Hacking!
- **May 28-31** - Team Formation
- **June 21** - Project Submissions Due
- **July** - Winners Announced (Final Date TBD)

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Submission Requirements

Submission Requirements for Judging

- Create a team project page on the hackathon platform that details your solution, lists your teammates and captures your project assets.
- Incorporate data from at least one of the resources provided in your project in some way.
- One slide presentation outlining details of your solution (an unrestricted link or pdf attachment).
- 3-5 minute video detailing your use case along with your implementation.

VISA Judging Criteria

Judging Criteria

Each category will be judged on a scale from 1 - 5 with a total of 20 possible points.

- **Feasibility:** Can your project actually be completed given the limits like time, resources and technology?
- **Innovation:** Is this a unique approach or new type of solution?
- **Desirability:** Is your solution attractive to the people who will be using it? Does it meet an unmet need?
- ***For Technical Solutions Only - Viability:*** How seamlessly and efficiently could this solution be applied and utilized? Is there the ability for this idea to be brought to market?
- ***For Non-Technical Solutions Only - Scalability:*** Is your solution attractive to the people who will be using it? Does it meet an unmet need?

VISA Platform

The Hackathon Platform

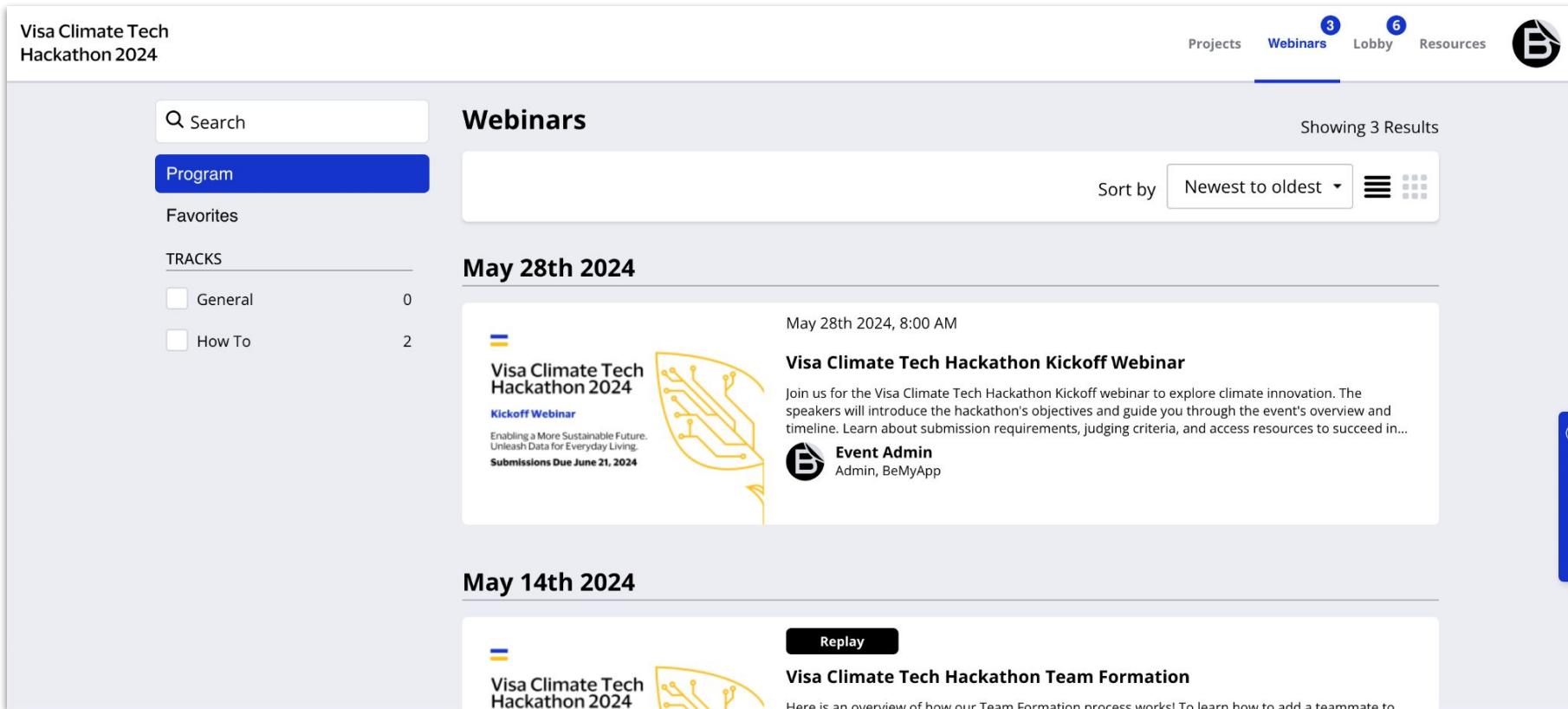
- **TIP:** The platform works best with **Google Chrome** or **Firefox** as your browser

The screenshot shows the homepage of the Visa Climate Tech Hackathon 2024. At the top left, it says "Visa Climate Tech Hackathon 2024". On the right, there are navigation tabs: Projects, Webinars, Lobby (with a blue circle containing the number 6), Resources, and a user icon. Below the tabs is a dark bar with a pink "Admin view" toggle switch. The main content area features the Visa logo, the title "Visa Climate Tech Hackathon 2024" in large bold letters, and the subtitle "Enabling a More Sustainable Future. Unleash Data for Everyday Living." Below the subtitle, it says "Submissions Due June 21, 2024". To the right of the text is a graphic of a hand holding a stylized yellow leaf with a circuit board pattern. A vertical sidebar on the far right has a blue button labeled "Chat Rooms" with a small circular icon.

The Hackathon Platform

Webinar Links -

Each Webinar and recording will be linked in the Webinars tab



The screenshot shows the 'Webinars' tab of the Visa Climate Tech Hackathon 2024 platform. The top navigation bar includes tabs for Projects, Webinars (3), Lobby (6), and Resources, along with a search bar and a user icon. The main content area displays a list of webinars under the heading 'Webinars'.

May 28th 2024

- Visa Climate Tech Hackathon 2024 Kickoff Webinar**
May 28th 2024, 8:00 AM
Join us for the Visa Climate Tech Hackathon Kickoff webinar to explore climate innovation. The speakers will introduce the hackathon's objectives and guide you through the event's overview and timeline. Learn about submission requirements, judging criteria, and access resources to succeed in...
Event Admin
Admin, BeMyApp

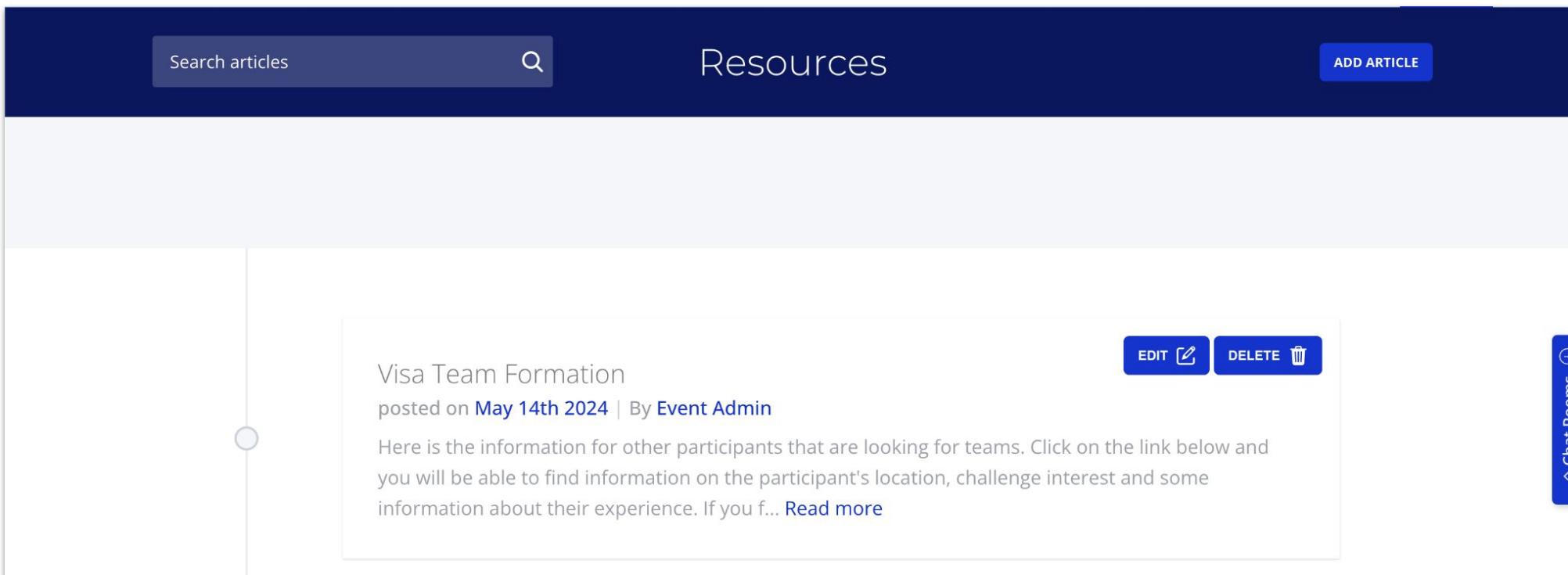
May 14th 2024

- Visa Climate Tech Hackathon Team Formation**
Replay
Here is an overview of how our Team Formation process works! To learn how to add a teammate to...

A vertical sidebar on the right features a 'Chat Rooms' section with a blue button labeled '^ Chat Rooms'.

The Hackathon Platform

Resources - Platform Walkthrough Videos



Search articles Q Resources ADD ARTICLE

Visa Team Formation
posted on May 14th 2024 | By Event Admin

Here is the information for other participants that are looking for teams. Click on the link below and you will be able to find information on the participant's location, challenge interest and some information about their experience. If you f... [Read more](#)

EDIT edit icon DELETE trash icon

Chat Rooms chat icon

VISA Resources & Links

Team Formation

If you are looking to join a team or add additional team members to your team:

- Browse this sheet - [Team Formation sheet](#)
 - Find information on a participant's location, challenge interest and experience
- If you find someone that seems like they would be a good match for your team:
 - Send them a message on the platform chat by searching for their name
- For more help with Team Formation, watch this [video](#) to learn how to use the Team Formation sheet and how to add team members to your project

Resources & Links

- **Event Platform:**
 - visaclimatetechhackathon2024-platform.bemyapp.com
- [**Terms & Conditions**](#)
- [**FAQ**](#)
- **How to Form a Team:**
 - <https://visaclimatetechhackathon2024-platform.bemyapp.com/#/news/664397bce7780ab3f7b3fffe>
- **Platform Guide**
 - <https://virtualplatformguide.bemyapp.com/>

VISA Questions & Answers



thank
you