

CARBON FOOTPRINT TRACKER

Climate Change is one of the most alarming predicaments besetting our planet. The ballooning of the Greenhouse Effect, precipitated by excessive burning of coal, gas & oil, deforestation and livestock farming - to name a few, is dramatically altering the climate. At this rate, a plethora of species will be driven to extinction.

India is the third-largest emitter of greenhouse gases and accounts for 2.46 billion metric tonnes of carbon or 6.8% of the total global emissions. The average carbon footprint of every person in India is estimated at 0.56 tonne per year. Household expenditure data by National Sample Survey Organisation (NSSO) observed that food and electricity were two avenues of expenditure that accounted for the majority of emissions in the country across socio-economic groups.

This begs the question, 'how do we meet the needs of the present, without compromising the ability of the future generations to meet their own needs?'

Our project focuses on the role that Millennials can play in ameliorating this crisis. Fortunately, with social media being a conduit for spreading awareness and sensitising the youth about the challenges that are coming our way, we don't need to start from scratch.

We know the problem, its causes, its urgency to be resolved, we just need a practicable solution that every person can apply in their daily lives and do their part.

While ruminating on how each of us can contribute to combat this crisis, we were fixated on a simple solution which is easy to be devoted to.

In today's time you need an app for everything. Need to increase your water intake? There's an app for it. Want to meditate? There is an app to guide you with that too.

We decided to work on an application that enables a user to track their carbon footprint and make them aware about the emissions being created by their actions. Here, the user has an incentive of using the app because of the various coupons being provided to them.

"Carbon Footprint Tracker" lists out daily activities to the user in the form of simple questions and provides an option for the intensity of each relevant activity. Once the questions are answered, a graphical representation of the GreenHouse Gasses produced is depicted.

The app will also list out the suggestions customised for each user, based on their activity, to mitigate their carbon footprint.

Now where is the incentive to switch to sustainable practices? Once the user completes their daily target while working towards a green future, they can get various rewards in the form of sustainable brand vouchers. Who doesn't like a hefty discount on a purchase?

Green you, Greener Community: The app has a hyperlocal map feature that lets the users compare each other's greenhouse emissions. A good way to grow greener together!

The users can also show their progress off by sharing their activity on other Social Media Channels, thereby making this a trend.