



Carbon Footprint Tracker

Target Users: Environmental Officers, Sustainability Teams, Managers / Business Owners

Problem Statement

Organizations struggle to measure and manage their carbon emissions due to fragmented systems and manual processes:

- Difficulty tracking energy usage, travel, and logistics emissions.
 - Manual data collection and reporting leads to **errors and inefficiencies**.
 - Limited visibility for managers to **analyse emissions trends or ESG compliance**.
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Proposed Solution: Carbon Footprint Tracker CRM

A Salesforce-based Carbon Footprint Tracker addresses these issues by:

- Centralizing all emissions data from multiple sources.
 - Automating data collection, alerts, and reporting.
 - Updating carbon footprint metrics in real-time.
 - Providing dashboards for total emissions, trends, and compliance tracking.
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Phase 1: Problem Understanding & Industry Analysis

Requirement Gathering

- Centralize emissions data (energy, travel, logistics) in Salesforce.
- Automate notifications for anomalies or required actions.
- Provide dashboards for total emissions, trends, and compliance.
- Track progress against ESG goals and benchmarks.
- Scalable, secure, and user-friendly platform.

Stakeholder Analysis

Primary Stakeholders (Direct Users):

- Environmental / Sustainability Officers
 - Operations Teams
 - Managers / Business Owners
 - Compliance / Regulatory Teams
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Business Process Mapping

- Organization data (Account/Location) is created in Salesforce.
- Carbon emission sources (energy, travel, logistics) are recorded and linked.
- System calculates total emissions and updates dashboards automatically.
- Alerts/notifications are sent for anomalies or thresholds exceeded.

- Managers review dashboards to plan sustainability initiatives.
 - Compliance teams monitor ESG reporting and regulatory metrics.
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Use Cases

1. Data Collection & Management

- Capture emission data from multiple sources (IoT, ERP, manual entry).
- Link data to organizational units or departments.

2. Emission Calculations & Monitoring

- Maintain records of energy consumption, travel distances, logistics emissions.
- Automatically calculate total carbon footprint based on data.

3. Alerts & Notifications

- Send automated notifications for threshold exceedances.
- Assign follow-ups to sustainability officers for corrective action.

4. Reporting & Dashboards

- Display total emissions, trends, and benchmarks.
- Track ESG compliance and progress toward sustainability goals.
- Show department-wise contribution to carbon footprint.

5. Integration & Automation

- Integrate with IoT devices, ERP systems, or external datasets.
 - Automate regular updates, reports, and alerts via Salesforce Flows.
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AppExchange Exploration

- Salesforce Labs Apps** – Free sample apps useful for learning and prototyping emissions tracking.
 - Sustainability Cloud** – Salesforce's official solution for environmental data tracking and ESG reporting, deployable in Developer Edition for demos.
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