

For Environment & Decarbonization [Earth hacks]

⊕ Earth hacks

Promoting decarbonization for consumers / Platform that contributes to reduction of CO2 from Household Consumption Sector

Businesses

Understanding the importance of the agenda but have no idea where to start with.

Consumers

Willing to take action to support decarbonization but lacking information and opportunities to take action.

Earth hacks promotes “Realization of Personal Contribution (Calculation of footprint and Carbon Labeling) and Personalization of the Issue (Relatable Communication through Social Media)

Visualize the CO2 emissions reduction of products/services as a percentage off (% off) score



A new indicator that is familiar and easily stimulates desire

Collaborate with distribution and retail businesses to create shelves introducing “Decarbo products.”



Decarbo shelves and Decarbo score quizzes at stores selling direct-from-producer products

Management of Co-creation community centered on Generation Z



Community events where you can support companies and products working on decarbonization and propose ideas.