

Carbon Reduction Challenge Green Rewards Initiative

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Problem Statement

To reduce the carbon footprint through a client facing initiative that facilitates the investment in & protection of our environment.

Reasons to Implement

75% of Americans want to help the environment as they go about their day.
85% of Americans support funding research into renewable energy.
81% feel strongly that companies should help improve the environment.

Carbon Saved



Benefits

- Get tax deduction up to 10% of Adjusted Gross Income when donate to 501(c)(3) nonprofits
- Increased working capital through cash retention
- Increased desire for client impact on the environment
- Increased brand awareness through non-profit partnerships
- First mover advantage & a spin on typical cash back rewards

Implementation Cost

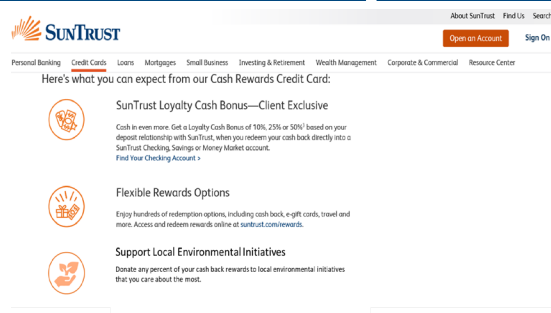
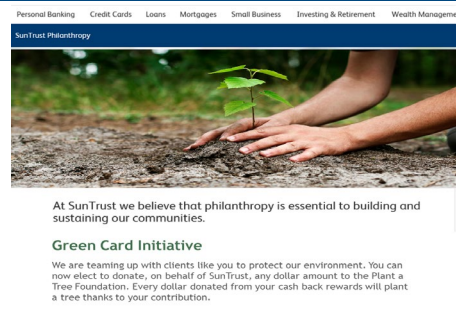
\$16,928	<ul style="list-style-type: none"> • Updating application/websites • System integration, data storage • Monitor and maintenance • 2 teammates 23 days at \$46/ hour
\$47,530	<ul style="list-style-type: none"> • Advertising cost • In-house legal counsel review cost • 6% of estimated "revenue"

Next Steps

Create Personalized Donations through Green Initiatives:

- Plant a Tree Foundation
- Chattahoochee Nature Center
- Atlanta Botanical Gardens
- Natural Resource Defense Council
- Habitat for Humanity

Project Plan



Strategic Impact

Alignment with well being initiative
Attractive to younger generations
Acts as a differentiator

Citations