

# A CALCULATOR TO DEMOCRATIZE IMPACT TRANSPARENCY

## IDEA

The 2030 Calculator is a tool that can be used by any product brand or manufacturer to quickly calculate the carbon footprint of their products.

The 2030 Calculator is an innovation in its ability to solve a problem by rethinking how to address the needs of the user, and by doing so, establishing accessibility that completely changes brands and manufacturers capacity to calculate their products carbon footprint and their ability to carbon label their products.

The innovation lies in the deconstruction of four barriers that have blocked brands until now from impact transparency:

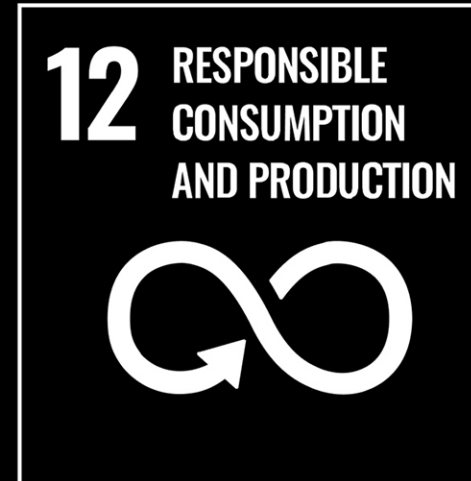
**Accessibility:** A UX design solution that maximizes usability and accessibility, making carbon footprint calculations for products understandable by all. Making sure the people that are close to manufacturing can perform calculations with no help from external consultants

**Distribution:** A collaborative model – free of charge to ensure global distribution and sharing of emissions data.

**Timesaving:** From weeks to minutes by completely redesigning the experience, method, and interaction.

**Results:** Comparable regenerative data aggregation by brands uploading their data to the platform.

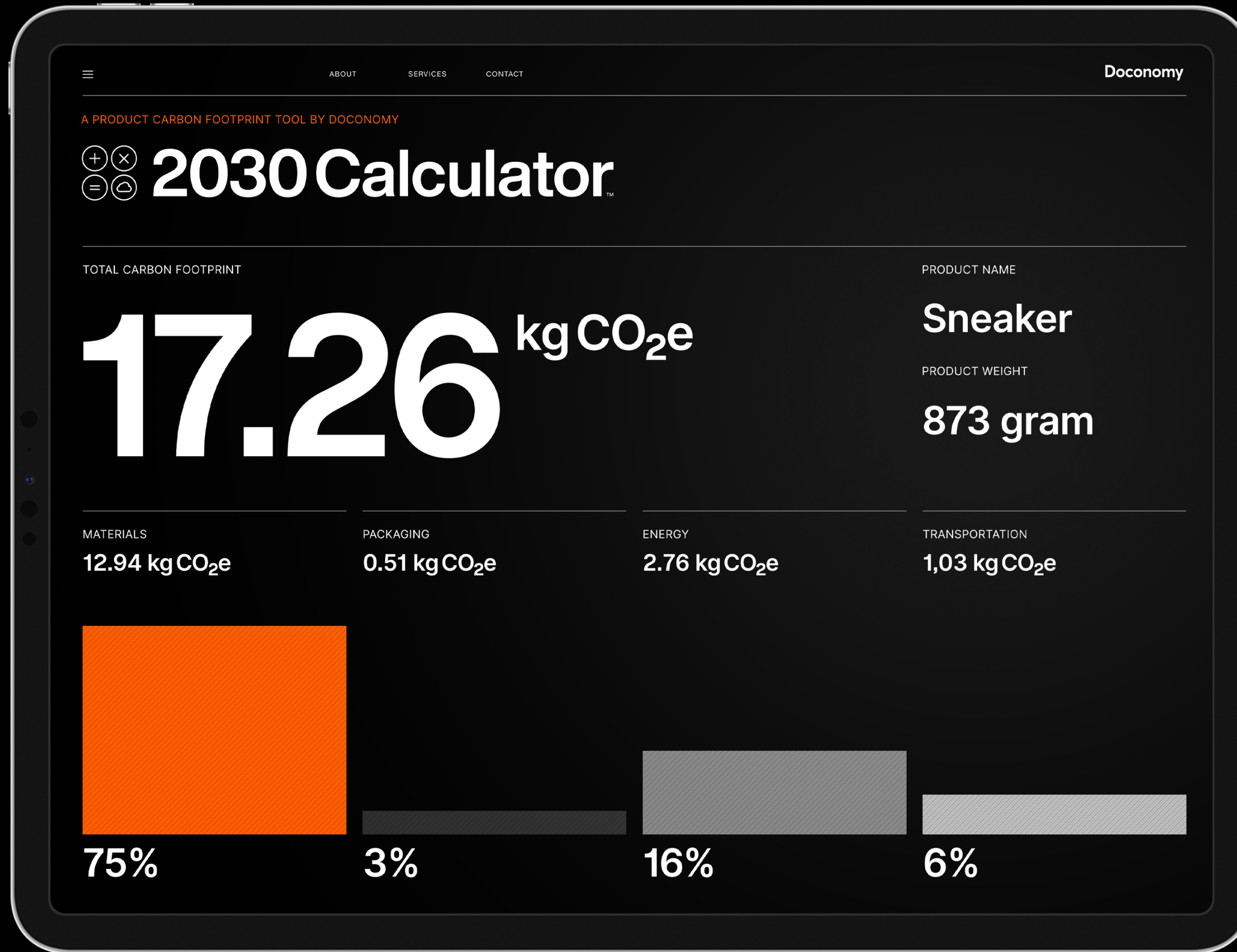
## UNITED NATION SUSTAINABLE DEVELOPMENT GOALS:



Sustainable Development Goal 12 is about "responsible consumption and production". It is one of the 17 Sustainable Development Goals established by the United Nations.



Sustainable Development Goal 13 is about climate action and is one of the 17 Sustainable Development Goals established by the United Nations in 2015. The Goal has targets to be achieved by 2030.



## QUOTES

"THE 2030 CALCULATOR HAS THE POTENTIAL TO HELP THOUSANDS OF COMPANIES WITH THEIR REQUIRED TRANSFORMATIONS TO MEET THEIR CLIMATE TARGETS AND ALIGN WITH A GLOBAL PATHWAY TO NET ZERO."



"I WARMLY WELCOME THE 2030 CALCULATOR APPLICATION. I AM HAPPY TO SEE THAT CLIMATE CONSIDERATIONS REMAIN AT THE HEART OF INNOVATION."



"THE 2030 CALCULATOR IS EXACTLY THE TYPE OF TRANSPARENCY THAT BUSINESSES NEED TO COMMUNICATE THEIR PRODUCTS' IMPACT."

Tim Brown, Allbirds CEO | *allbirds*

"WITH THE 2030 CALCULATOR, DOCONOMY LEVELS THE PLAYING FIELD AND HELPS PROMOTE A KIND OF ENVIRONMENTALISM THAT CAN BE ACCESSED BY ALL."

Gregg Buchbinder, CEO Emeco | *emeco*

## PRESS

EARNED MEDIA REACH FIRST WEEK **+53 Million**

**Forbes**

"IT'S A REAL-TIME ILLUSTRATION OF HOW EVERY ASPECT OF A GARMENT CAN MAKE BIG DIFFERENCE TO ITS ENVIRONMENTAL IMPACT."



"CONSUMERS TO THE RESCUE!"

**FAST COMPANY**

"IF CONSUMERS KNOW THE CARBON FOOTPRINTS OF THE PRODUCTS THEY WANT TO BUY, MANY WILL WANT TO CHOOSE THE LOWEST CARBON OPTIONS."

**SB SUSTAINABLE BRANDS**

"DOCONOMY'S 2030 CALCULATOR DEMOCRATIZES PRODUCT CARBON FOOTPRINT LABELING"

## CALCULATION TIME:

**Minutes**

## CALCULATION COST:

**\$0,00**

## ACCURACY COMPARED TO LCA METHODOLOGY\*:

**95%**

\*CRADLE-TO-GATE CALCULATION ONLY

## CALCULATIONS MADE AND COUNTING

**+3000**

## BRANDS USING THE CALCULATOR :

emeco TRIWA  
 iris hantverk: A DAY'S MARCH  
 Tenipi  
 MATEUS NEW BRANDS ADDED DAILY AT 2030CALCULATOR.COM

