

Earth Protector

THE GREEN TITANS

Group 12



WORLD TECHNOLOGY
UNIVERSITIES NETWORK



“Climate change is a huge challenge, but it can be brought in line if governments, businesses and individuals work together.”

Sir Richard Branson, Founder of Virgin Group

Household consumption contributes to 72% of global greenhouse gas (GHG) emission.

Hertwich, E.G. and Peters, G.P. (2008) 'Carbon Footprint of Nations: A Global, Trade-Linked Analysis'



„Earth Protector is not only for Single users but for
People who need a real Challenge.
We are not only trying to reduce our own carbon
footprint
but also increase our Carbon Handprint and inspire
other people to do so as well!“



Putting the responsibility of ensuring a safer world back in the hands of individuals:

- A. Energy Usage Efficiency
- B. Mobility
- C. Carbon Offsetting Habits
- D. Support for Circular Economy



You got a 7
day Streak!



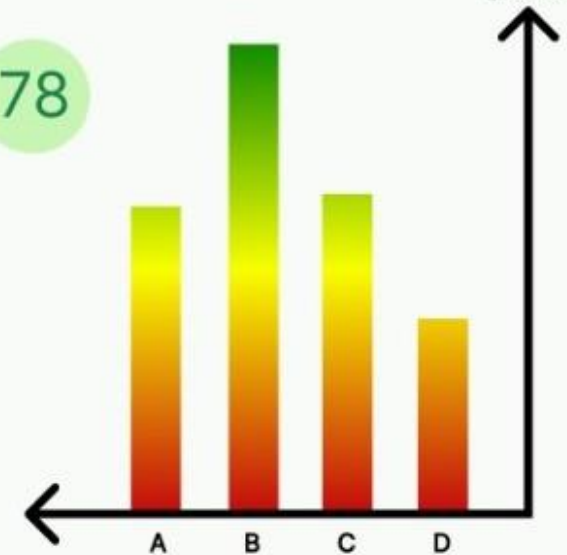
Your sustainability
points

78



Mira Sorrengail

[tCO₂e/p]



Current Market Situation

- Green Technology and Sustainability Market at 14,3 billion USD
 - Rise of 19,5% until 2032

Green Apes
KLIMA
GreenChoice



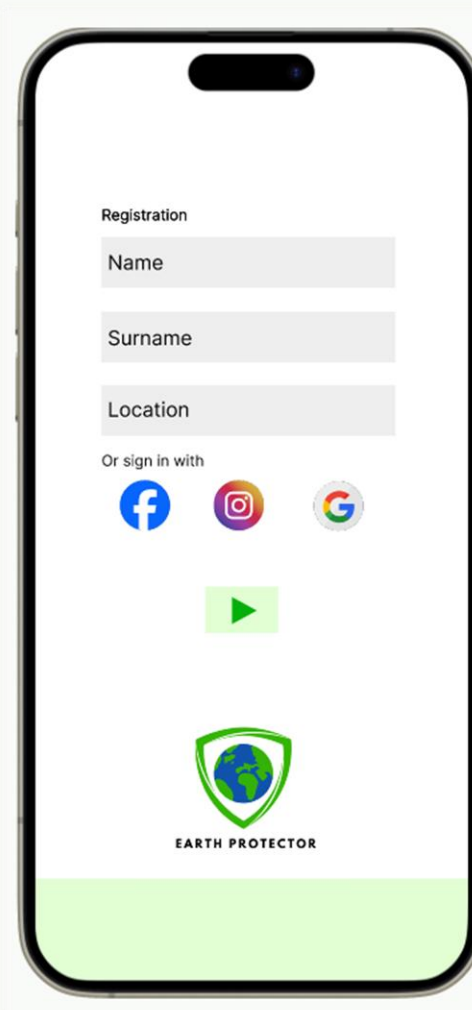
Who we want to reach

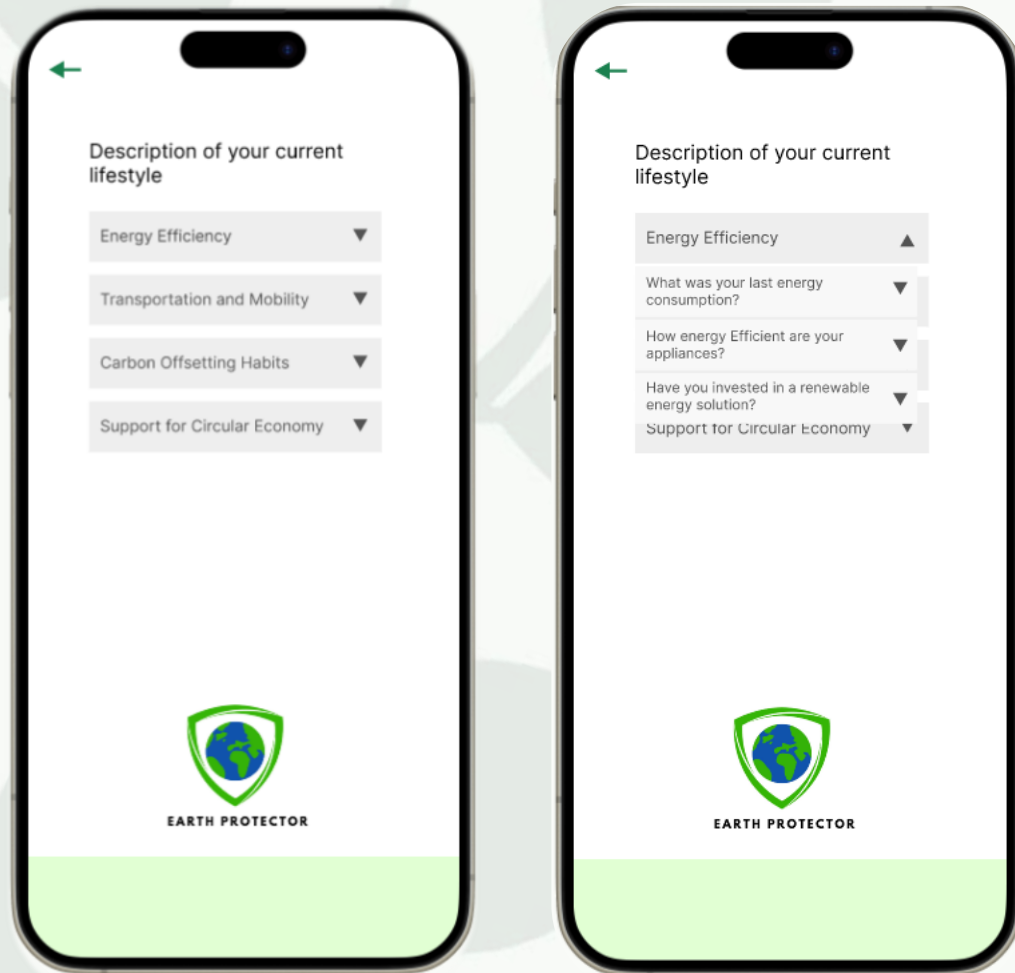
All Genders
Age from 15- 40
Middle Class Workers &
Students

People who are interested in
Topics like Climate Change,
Sustainability, Ecofriendly
living and leaving an impact
on others



Welcome, Earth Protector!

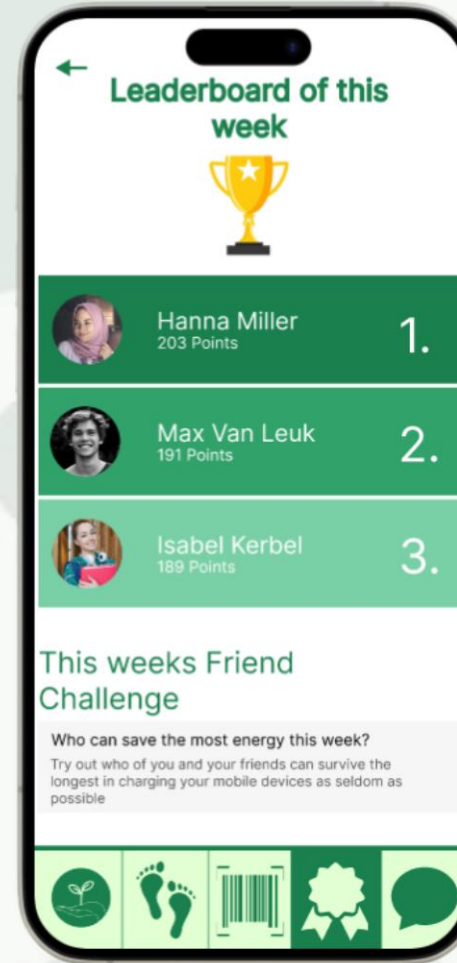
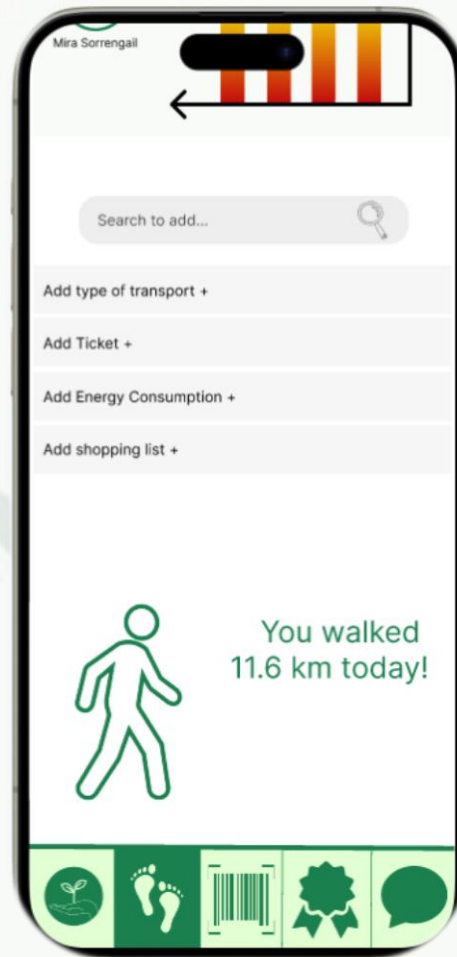
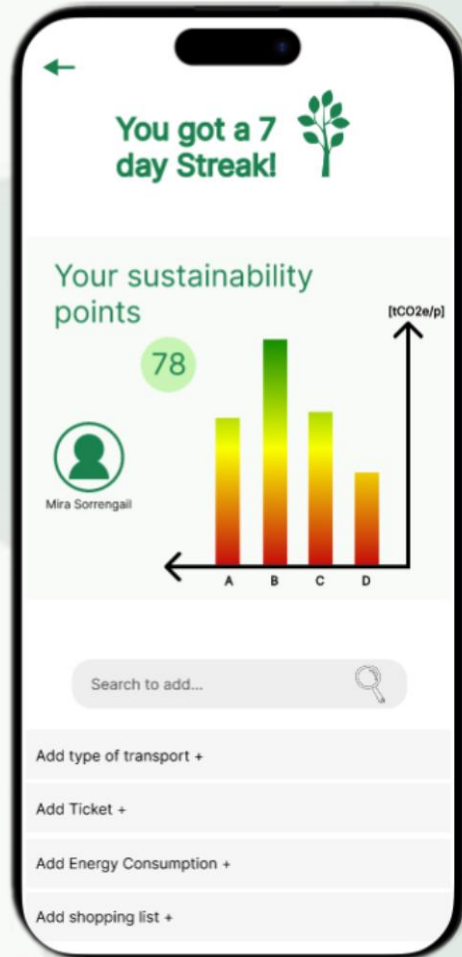




Analysis of current level of sustainability

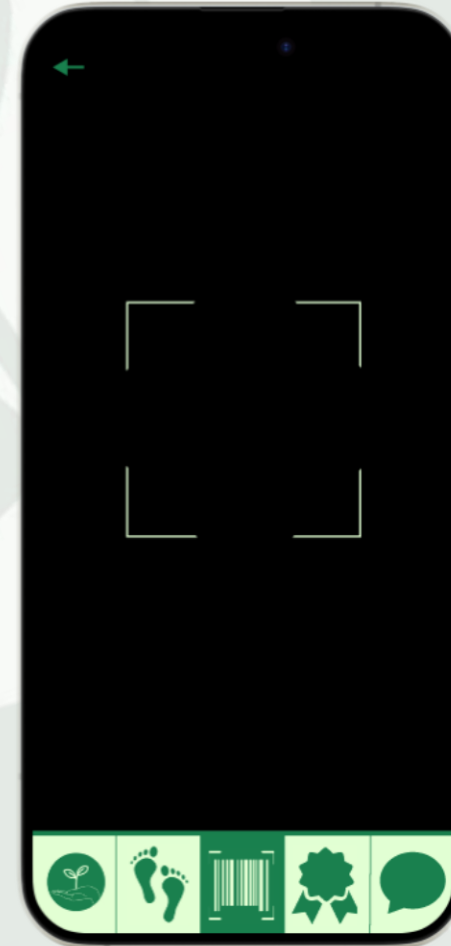
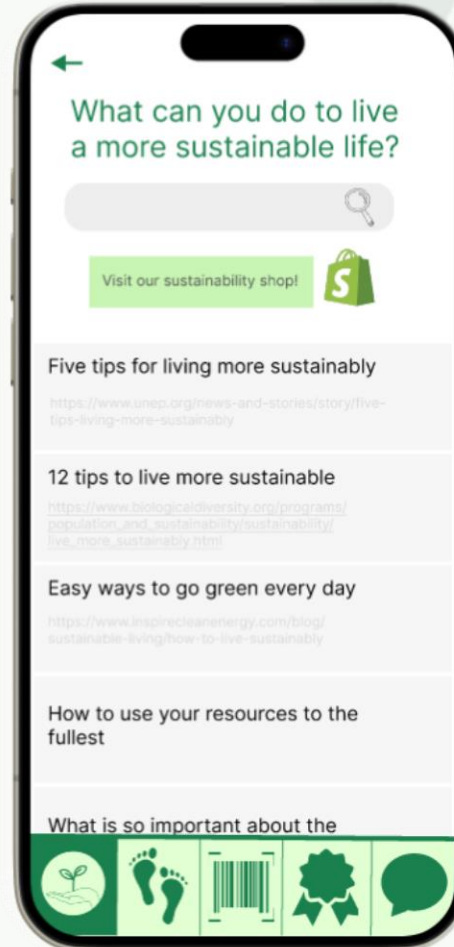


Tracker & Leadership Board



Tools and Gadgets

- Sustainability Guide
- QR- Scanner
- Chatbot
- Streak Widget






ECO_GT-4

Operated by  @bhumishaars

1 follower

Eco Bot, affectionately known as Eco, is a friendly and cute virtual assistant dedicated to environmental awareness and sustainable living. As a member of the Earth Protector team, Eco's mission is to engage users in eco-friendly practices, provide information on environmental topics, and inspire a greener lifestyle.



ECO_GT-4 

Greetings, Earthling! 🌍 I'm Eco, Earth's trusty friend.
How can I assist you today?




Talk to ECO_GT-4 on Poe



eco tell me the moto of your app "earth protector"



ECO_GT-4 


ECO! The motto of our Earth Protector app is to inspire, educate, and empower individuals to become guardians of our planet. Through this app, we aim to foster environmental awareness, encourage sustainable practices, and motivate users to take action towards a greener future. Together, we can protect the Earth and make a positive impact on our environment. ECO!

[View sources](#) >



eco how can i be a responsible citizen



ECO_GT-4 

Being a responsible citizen means taking actions that contribute to the well-being of our planet and society. Here are some ways you can be a responsible citizen and make a positive impact:

1. **Reduce, Reuse, Recycle:** Practice waste reduction by recycling paper, plastics, glass, and other materials. Opt for reusable items like bags, containers, and water bottles [4].
2. **Conserve Energy:** Use energy-efficient appliances and light bulbs.



ECO_GT-4

Operated by  @bhumishaars

1 follower

+ New chat



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Introduction to Earth Protector's Mission

Create a Sustainable Future

Empower Individuals

Preserve Our Planet

Make a Difference



EARTH PROTECTOR

Bamboo travel kit

£20.00 GBP

Quantity

Add to cart

Buy it now

Look no further if you're seeking for eco-friendly presents for men and women who value their well-being and that of the environment. The Bamboo Bae offers Zero Waste Personal Care Gifts that are not only classy and appropriate as sustainable gifts but also encourage your loved one to adopt a more

EARTH PROTECTOR

Handbags for women

£70.00 GBP

Quantity

Add to cart

Buy it now

A handbag made from pineapple fibre, durable and strong and is just like leather.

A handy stylish bag with three compartments to carry all your essentials.

These are certified vegan products, which are

Plantable Recycled Paper Pens

£4.50 GBP

Color

☐ Black ☒ Blue ☐ Multicolor

Quantity

Add to cart

Buy it now

Plantable Recycled Paper Pens: The pens come in pack of 10 and are made from 100% recycled handcrafted paper. The pen used the it can be

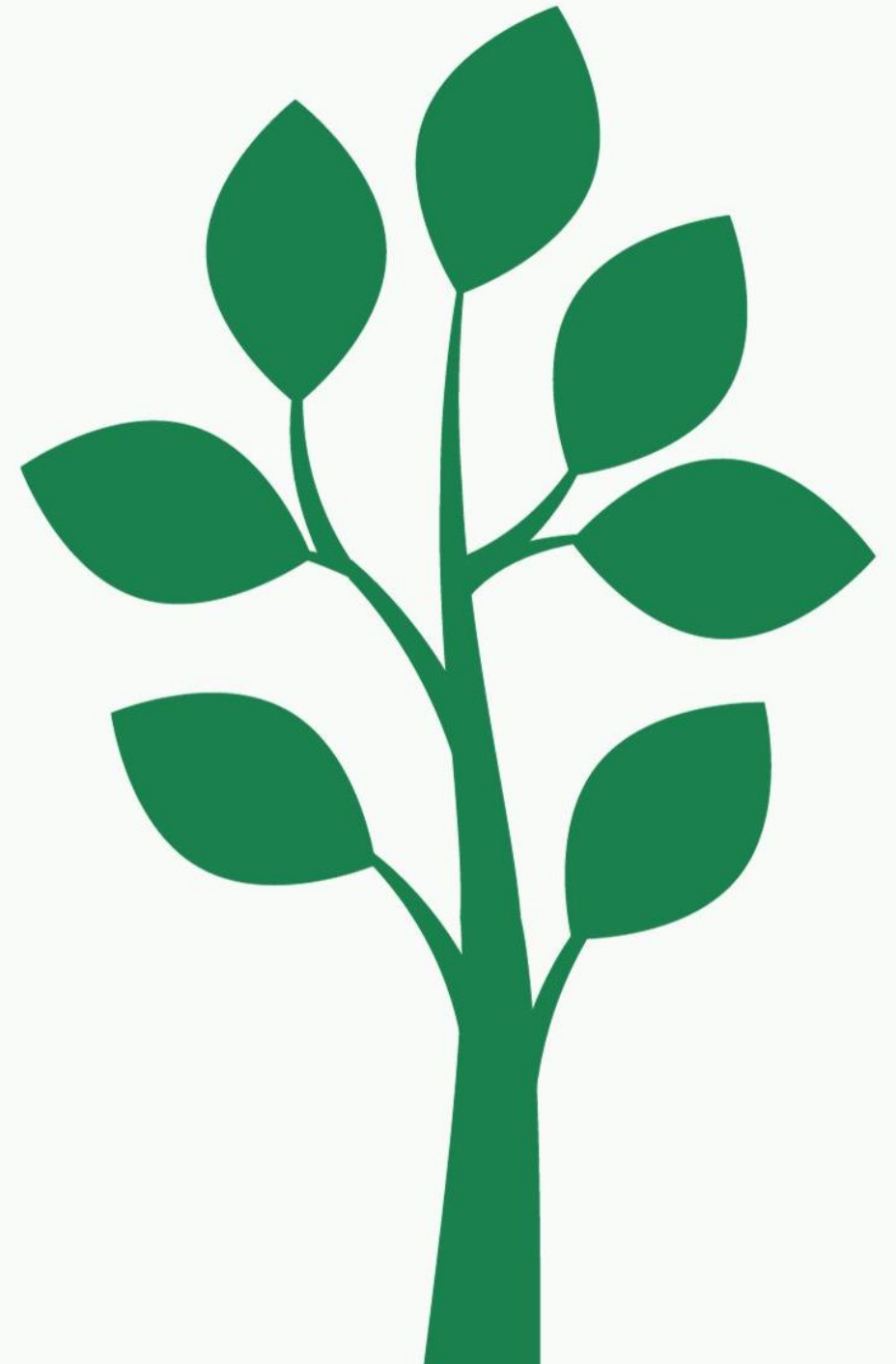




Projected Financial Requirement

Start Up Cost	Description (as required)	Monthly Cash Requirement (£)	Annual Cash Requirement (£)
App and Web Development & Maintenance		£1,000	£12,000
Facebook Target Advertisement	\$12.07 per 1k impression = 82,850 impressions per month and 994,200 impressions annually	£1,000	£12,000
Instagram Advertisement	Avg. CPM as \$6.5. monthly reach will be estimated to be 154,000 and annual reach will be 1,848,000	£1,000	£12,000
Twitter Advertisement	Avg. CPM as \$6.5. monthly reach will be estimated to be 154,000 and annual reach will be 1,848,000	£1,000	£12,000
Google Pay Per Click	Avg. CPM as \$6.5. monthly reach will be estimated to be 154,000 and annual reach will be 1,848,000	£1,000	£12,000
Social Media Manager (Optimization and Management)	Part time working 10 hours per week @ £12.50 per hour	£500	£6,000
Content Management & Research	Bootstrapped	£0	£0
Finance Management	Bootstrapped	£0	£0
Domain Hosting		£0	£0
Cloud Storage	1 TB can hold 250,000 photos of 12MB. 50TB will hold approximately 12,500.000 quality images. \$5 per TB	£250	£3,000
Compliance	Bootstrapped	£0	£0
Eco_GT-4 License	AI Chatbot developed by the team	£20	£240
Total expenses across all areas:		£5,770	£69,240

Thank you!



The Power of Affiliate Marketing

- **Driving Eco-Friendly Sales**
- **Influencer Partnerships**
- **Increased Product Awareness**
- **Cost-Effective Advertising**
- **Targeted Audience Reach**
- **Boosted Brand Credibility**



CO2 Calculation for the Tracker

- Info from Statistics of each country
 - Depending on the Energy mix of the country and the own contract
 - For example 434 Gramm per kwh in Germany in the Year 2022
- Data Sheets of cars
 - Having a look on the CO2 emissions