Act2Save: Powered by GreenGoWeb: We Gamify Going Green

Crans-Montana, SwitzerlandGeneva, Switzerland
MarLa Burgener
http://vimeo.com/64786289
Year Founded:
2012
Organization type:
hybrid
Project Stage:
Growth
Budget:
$1,000 - $10,000
Website:
http://greeengoweb.com

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- Energy conservation
- Environment
- Green business
- Green consumerism
- Sustainability
- Citizen participation
- Conscious consumerism
- Ethics
- Transparency

Project Summary

Elevator Pitch

Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.

Act2Save, an innovative mobile application, engages participants in a fun and interactive way towards sustainability to help visualize the cumulated impact of small actions.

WHAT IF - Inspiration: Write one sentence that describes a way that your project dares to ask, "WHAT IF?"

What if people could take individual actions to tackle climate change while seeing the collective impact of their actions?

About Project

Problem: What problem is this project trying to address?

"Things that are good for the planet are also good for business. Organizations that commit to goals of zero waste, zero harmful emissions, and zero use of nonrenewable resources clearly outperform their competition." However, engaging employees in the long run remains a challenge and during the IMD One Planet Leaders program in 2011, Corporate Social Responsibility (CSR) Directors acknowledged that employees weren't contributing much.

Solution: What is the proposed solution? Please be specific!

Most people are confused by mixed messages about climate change. We help them realize that small actions have a big cumulative impact and how to harness the "Power of One". Act2Sve provides people and organizations with fun seasonal games to tackle climate change, monitor footprint and act for a better future. - GGW online application uses "prototypical ecological technology". This unique dynamic ecosystem comprises real actions (people), metrics (data), social media (network) and game-like features (rewards, incentive to change) which enables us to measure social, financial and environmental impact in real time.

Awards

Ashoka Impact Program Laureate

Impact: How does it Work

Example: Walk us through a specific example(s) of how this solution makes a difference; include its primary activities.

Our solution helps any organization or community that has a desire to transition towards a more sustainable culture. For instance, in a multinational in Geneva, as part of their Earth Week activities, they launched our app to help employees monitor their footprint and created a "race towards sustainability" using our metrics and fun challenges. As a result, the statistics on reduced consumption can be communicated in the Annual Report for CSR as well as externally. Participants feel they have a tool to act on their values and make a difference. If communicated accordingly this can also improve brand image and loyalty.

Impact: What is the impact of the work to date? Also describe the projected future impact for the coming years.

80 participants can save up to a ton of CO_2 in one hour. Our future impact relies in opening up the competition between organizations (private, public, academic) and create a benchmark for sutainable behaviors. In addition this leads to financial and resource savings. Participants also feel engaged and contribute for a better future willingly.

Spread Strategies: Moving forward, what are the main strategies for scaling impact?

We aim at becoming a global benchmark using the IMD network and then the WEF.

Sustainability

Financial Sustainability Plan: What is this solution's plan to ensure financial sustainability?

Sell projects to corporations and develop Big Data to create a benchmark with mappings for cities and governments.

Marketplace: Who else is addressing the problem outlined here? How does the proposed project differ from these approaches?

Our main competition comes from corporate employees' engagement programs. Large organizations like Sony, use the Intranet to promote their culture and values, while creating loyalty by rewarding employees with a point-based system. This approach is closely related to Human Resources management and people know that it can reflect on their work evaluation. Hence, contribution is strongly suggested by the way the tool is set up. In addition, it is not flexible and requires entering data on daily paper and energy consumption. GGW is stand-alone, independent and offers fun challenges.

Team

Founding Story

Moreover, in 2011, during the One Planet Leaders Program at IMD, Lausanne, CSR directors from leading companies such as Walmart, Nokia, P&G and Tetra Pak recognized that employees' engagement is crucial to embed sustainable change in the long run. When the tools and programs provided are too rigid or too corporate, employees are reluctant to participate and it impacts the environmental and social strategy. This is where GGW steps in: by monitoring and consolidating savings in an efficient and fun application that engages employees and citizens alike, while remaining impartial and processing data anonymously (hosted by SafeHost, CH). Using the "lean startup" approach.

Team

MarLa Burgener, Founder & Vision Portfolio Manager (LinkedIn Profile), ensures that the integrity and values of the company are embedded and respected in every aspect of the project development. Ellwood-Leo Spafford, Chief Creative Officer (LinkedIn Profile), directs GGW's creative output and develops the artistic design strategy that defines the brand. Hussni Ajlani, Chief Financial Officer (LinkedIn Profile), supervises the startup's cash flow to ensure smooth business roll out. Damien Concordel, Community Manager (LinkedIn Profile), provides users with updates, news and all other necessary information. Maxime Michel, Developer, HEVS

Background

Please confirm how you heard about the Unilever Awards:

Ashoka Changemakers

Please confirm your role in the initiative (eg Founder/co-Founder) and your organisational title:

Founder

Which of the 8 UN Global Goals (Sustainable Development Goals) pre-selected for this competition does your solution relate most closely to? [select all that apply]

Responsible Consumption and Production, Climate Action.

Leadership and the Unilever Awards

Please provide examples of any previous entrepreneurial initiatives you have pioneered.

http://eyebeam.org/people/ellwood-leo-spafford

Beyond your existing team, who else are you working with to achieve your objectives, eg partners, advisors, mentors?

We are coached by Smarter Start to safely grow our business in the next five years.