

Let's Create a Kakeibo of the Earth!

# KakeiboGurashi

an exciting app to record  
your CO<sub>2</sub> emissions



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# Who are we?





Professor

# Who are we?





Professor



# Who are we?

**「気候正義」  
について考えよう**

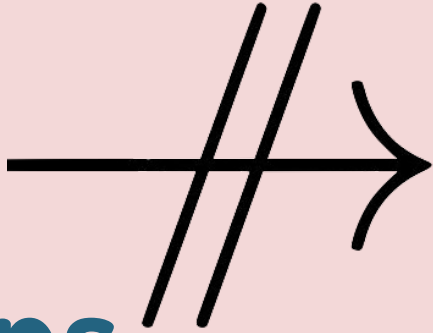
【内容】  
「気候正義」についての発表大会  
発表のテーマに基づくディスカッション  
「気候正義」についての提言の採択

参加方法：発表班を組む（先着10班）  
日時：8月17日（火）9:30～16:00 日本標準時  
協力団体：岩波書店  
ゲスト：京都大学大学院地球環境学舎

募集要項はこちらから  
<https://aoo.nage.link/v1Ug1>  
申し込みはこちらから  
<https://forms.gle/K66NP7in9GBi3TYdA>



Lectures  
Discussions  
Presentations



# Path to the app

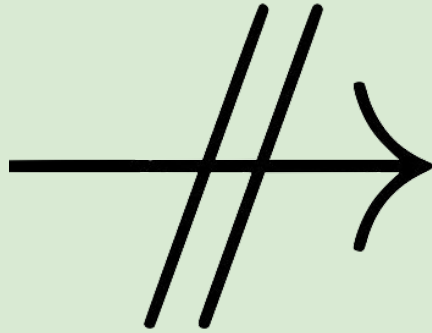


# Path to the app

Problem in status quo:  
no knowledge about the problem



## Problem

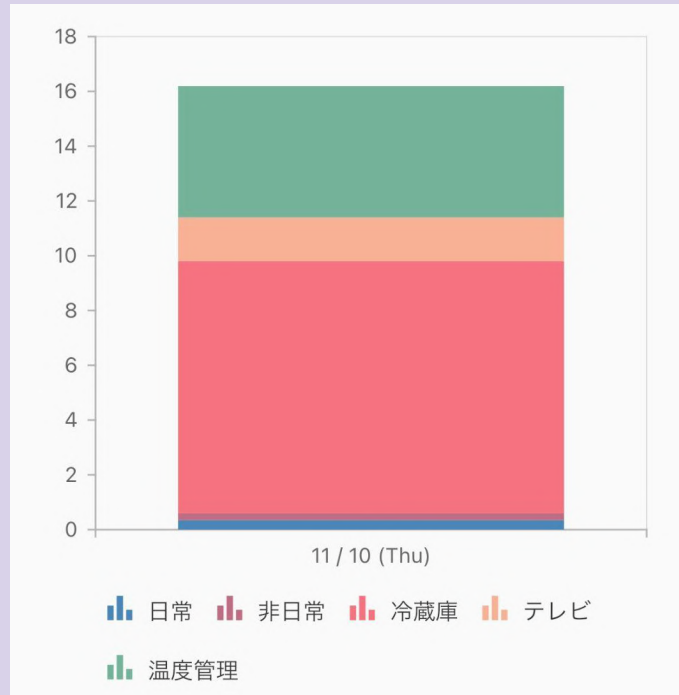
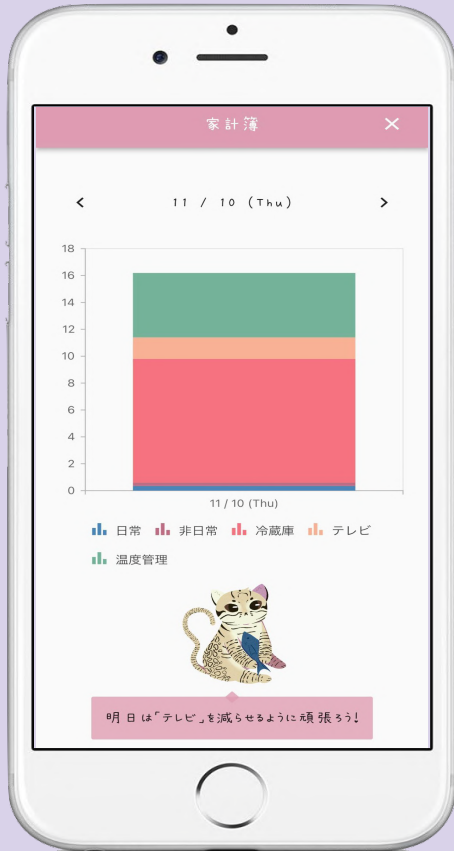


## Solution



# An app that visualizes one's CO<sub>2</sub> emissions

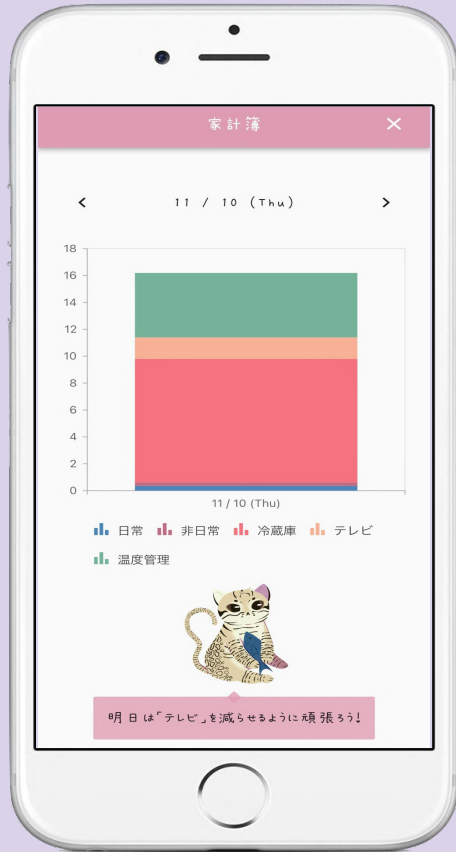
← Screenshot of our beta app





# An app that visualizes one's CO<sub>2</sub> emissions

← Screenshot of our beta app



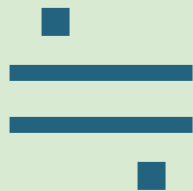
# Why Kakeibo?

CO<sub>2</sub> emissions

“costs”



Kakeibo Gurashi



Money

“expense”



# App Features



Climate action



~~Burden~~

Documenting



~~Troublesome~~

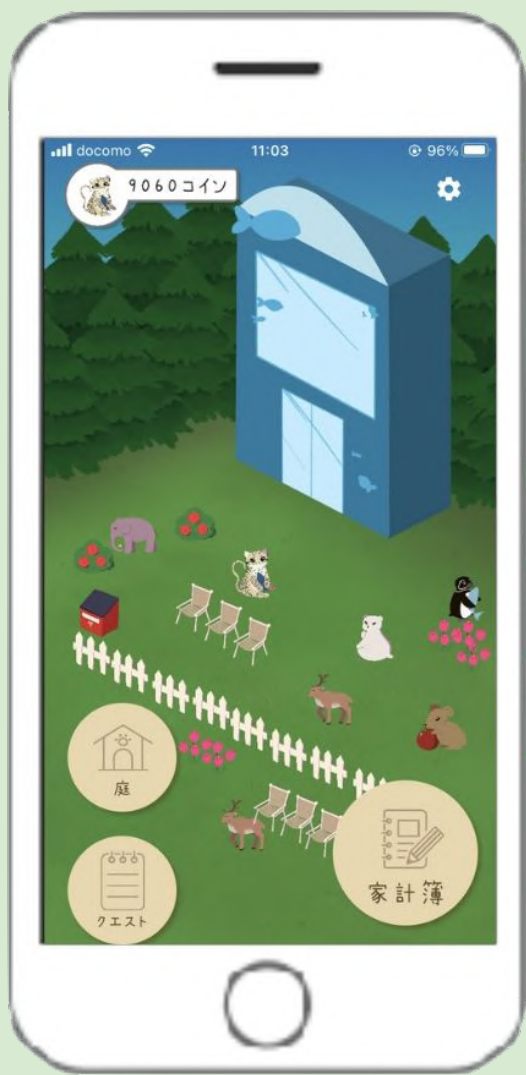
Fun! + Economical



# Fun! = Quests



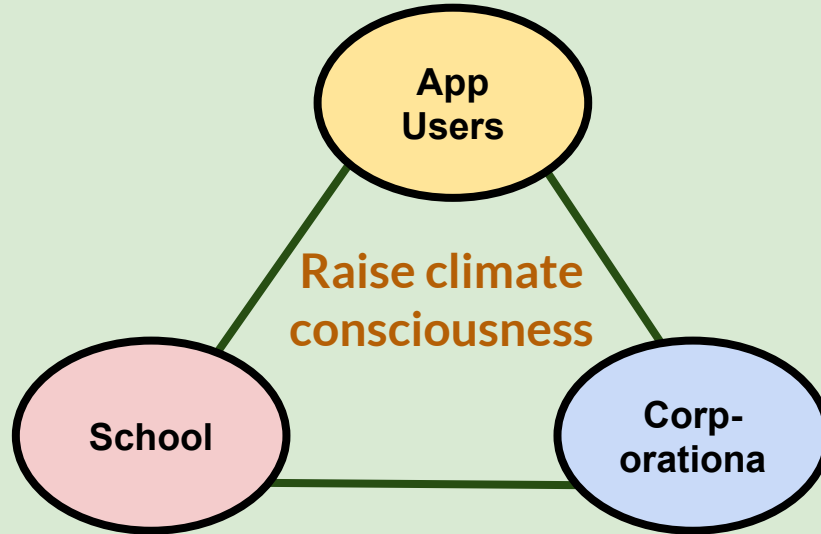
# Quests



# Economical



Coupons for eco-friendly products



Get eco-friendly equipment for free

Advertise eco-friendly products in our app

# Impacts of app





# Grand Prize

at the Fifth Nikkei Social Business Contest



## Nikkei SDGs Forum Symposium Talk Session / Discussion



## TBS Radio



## Collaboration with Patagonia



## T&D Holdings Discussion



# Our Aspirations



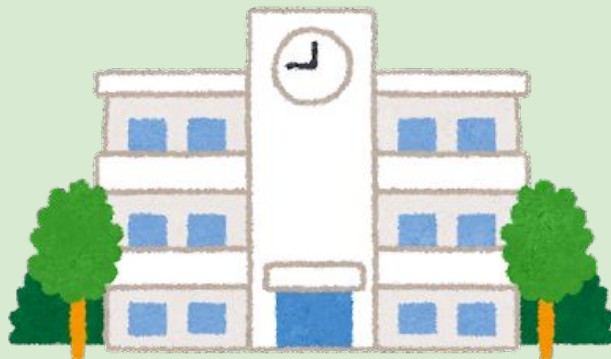
# Our Ultimate Goal

to build a system  
that compels the reduction of  
CO<sub>2</sub> emissions  
around the globe





Students



Schools



Families



Japan



World



**We, the leaders of the future,  
will cause a global movement towards  
a sustainable society,  
with the determination to  
develop climate consciousness  
within people around the world.**

<https://kakeibogurashi.wixsite.com/to-the-world>

