

Abstract

Climate change due to global warming has become a worldwide concern. Nowadays, people are starting to wake up and realize that changes need to be made in their lifestyles in order to preserve this earth and provide a better planet for future generations. Finding a concrete solution to global warming and climate change has proven to be a very challenging task. Governments have tried implementing solutions and as a result, corporations have been forced to absorb or transfer the cost of unsuccessful environmental regulations. Meanwhile, individuals remain frustrated, wishing they could find a way to help.

The motivation behind this project was to find ways where individual consumers and industry could connect and together build the path towards sustainability. The brainstorming process started with the focus on carbon emissions, and the damage they create in the atmosphere and how there are some alternatives that can be used to reduce and eventually mitigate the carbon footprint. Through the brainstorming process the team realized that the internet was a very useful tool, not only to gather information and spread awareness on the idea behind carbon neutrality, but also connect consumers and industry interested in such idea.

After the brainstorming process the team came up with the specific purpose of creating a website that will connect consumers interested in carbon neutral products and companies that offer carbon neutral products or are interested in the subject. The website will serve as an information platform for consumers and industry on carbon offset projects, carbon credits and the overall idea of a carbon neutral product or service.

Throughout the project the team researched on topics related to carbon neutrality and also on how to build a website, and which platform to use. The design step used the DMAIC process to develop the website according to the goals set for the project. The project also involves an economic analysis on the cost and possible revenue from advertisement and other features of the website.

Through the project the team successfully developed the website, and planned the next 12 months of the website to ensure that it is economically feasible. The domain for the website is “www.carbonneutralplatform.com”.