

Ceres Group

<u>Team Member Name</u>	<u>Year</u>	<u>Major</u>
Alec Studnik	2023	Classics, History, Philosophy
Carina Landgraf	2023	History, Poli. Science, Int'l Studies
Lauren Colaco	2022	Biology, Psychology
Ali Mirza	2021	Classics, Biochemistry

Advisor(s): Dr. Joan Martinez Evora

Topic: Carbon Carma: Plant it Forward

Division: Undergraduate

Audience: Amazon Board of Directors

Sustainable Development Goal

SDG #12: Ensure sustainable consumption and production patterns

SDG #13: Take urgent action to combat climate change and its impacts

SDG #17: Strengthen the means of implementation and revitalize the global partnership for sustainable development

Executive Summary

The global push for environmentally friendly business practices has generated an enormous untapped potential for public-private sector collaboration. In fact, a CGS 2019 U.S. Consumer Sustainability Survey showed that more than two-thirds of Americans consider sustainability in their purchase decisions, with 47% of respondents willing to pay more for a “green” product. Moreover, 80% of respondents look for external certification to substantiate claims of eco-friendliness. Thus, Ceres Group, inspired by many similar studies, proposes that Amazon embrace its position as an environmentally conscious market-leader, and allow consumers the opportunity to express their activism by using Carbon Carma.

This novel checkout-page option, built on Amazon’s existing infrastructure and in conjunction with the United Nations Environmental Program (UNEP), allows for consumers to opt-in to donate 3% of their checkout costs towards the Carbon Carma program. All donated funds will be earmarked and go towards the United Nations’ Voluntary Contributions Fund and be put towards neutralizing the consumer’s carbon footprint via existing UNEP programs. The consumer would build Carbon Carma points for each transaction and would become eligible for program-specific discounts on the Amazon platform, including transactions from their Whole Foods subsidiary. This would not only encourage existing customers to spend more time on Amazon– thereby leading to engagement-based profits– but would also tap into a previously inaccessible consumer base aspiring towards a greener online marketplace. Most importantly, this puts Amazon at the forefront of collaborating with eco-friendly third-party retailers, poised to eventually expand the program beyond its own online platforms.