

Metro Consulting

<u>Team Member Name</u>	<u>Year</u>	<u>Major</u>
Annie Gjineci	3rd Year	Information Systems
Shreya Venkat	3rd Year	Finance
Jagger Milliard	2nd Year	Finance
Dennis Kyrychenko	1st Year	Philosophy
Kameron Lubben	1st Year	Finance

Advisor(s): Dr. Brian Ray

Topic: The Sustainable Development Away from Jakarta's Dependency on Cars.

Audience: GrabWheels Jakarta Board

Sustainable Development Goals

SDG #11: Make cities and human settlements inclusive, safe, resilient and sustainable.

SDG #9: Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.

Executive Summary

Jakarta, Indonesia is a city notorious for its environmental issues and poor infrastructure. One of this problem's biggest contributors is vehicle emissions: an estimated 70% of its air pollution comes from cars. Though these environmental issues are widespread, we at Metro Consulting believe that changing the city's perspective on car usage is a necessary step in the right direction. To do this, we must target established businesses working on such environmental initiatives, specifically e-scooter company GrabWheels Indonesia. GrabWheels is the most used e-scooter company in Jakarta that takes on initiatives in significantly decreasing traffic noise, increasing transportation efficiency for civilians, and ultimately, mitigating the high levels of emissions in the city today. In 2020, GrabWheels recorded a reduction of carbon emissions by 200,000 tons with the utilization of their services.

Metro Consulting will propose an expansion plan for GrabWheels to increase scooter parking stops near bus stops and rail stations, increase charging stations, and further invest in marketing and advertisements to increase engagement and users of GrabWheels services.

This proposal will not only bring in more users for GrabWheels but will also help solve urbanization problems caused by vehicle emissions by decreasing civilian dependency on cars.