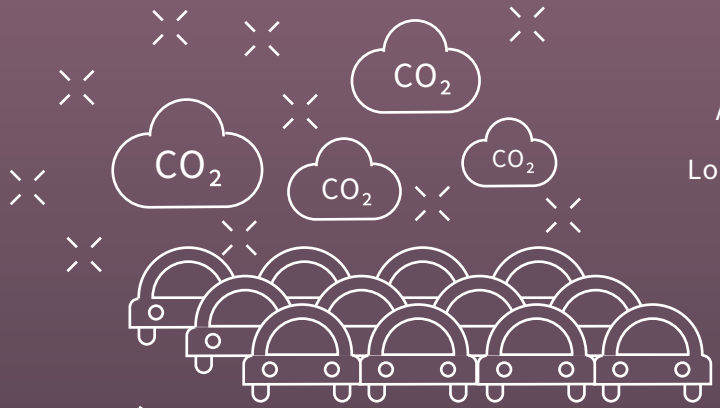
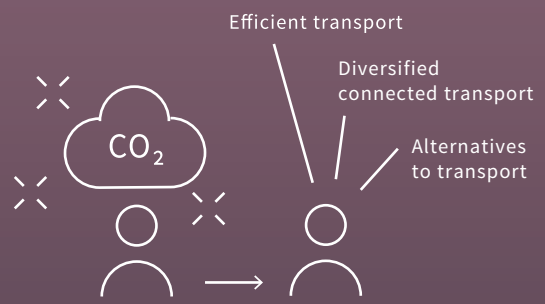


Anna
Ann Arbor, US
Logistics Manager
Mother of 2



Anna wants to reduce her CO_2 footprint

The Problem

Too many cars, too much CO_2

The Solution

Reduce car use and CO_2 with SMARTer 2030 solutions

Orders her suits online instead of driving to the outlet store and pays with her e-wallet

E- Commerce
15 Bn
litres saved from E-Commerce in the USA

E- Banking
1.3 Bn
litres saved from E-Banking globally

Uses her computer to work 3 days a week from home

E- Work
25 Bn
litres saved from E-Work in the USA

E- Work
12 Bn
hours time saved from E-Work in the USA

Uses her ride share APP to visit her mother once a week

Connected Private Transport
135 Mn
cars reduced traffic circulation globally

by 2030...

Learn more!

SMARTer2030
Solutions for Sustainable Living:
Mobility

smarter2030.gesi.org

CO_2 = CO_2 equivalent

An initiative by: GeSI Global e-Sustainability Initiative

In partnership with: cscp accenturestrategy