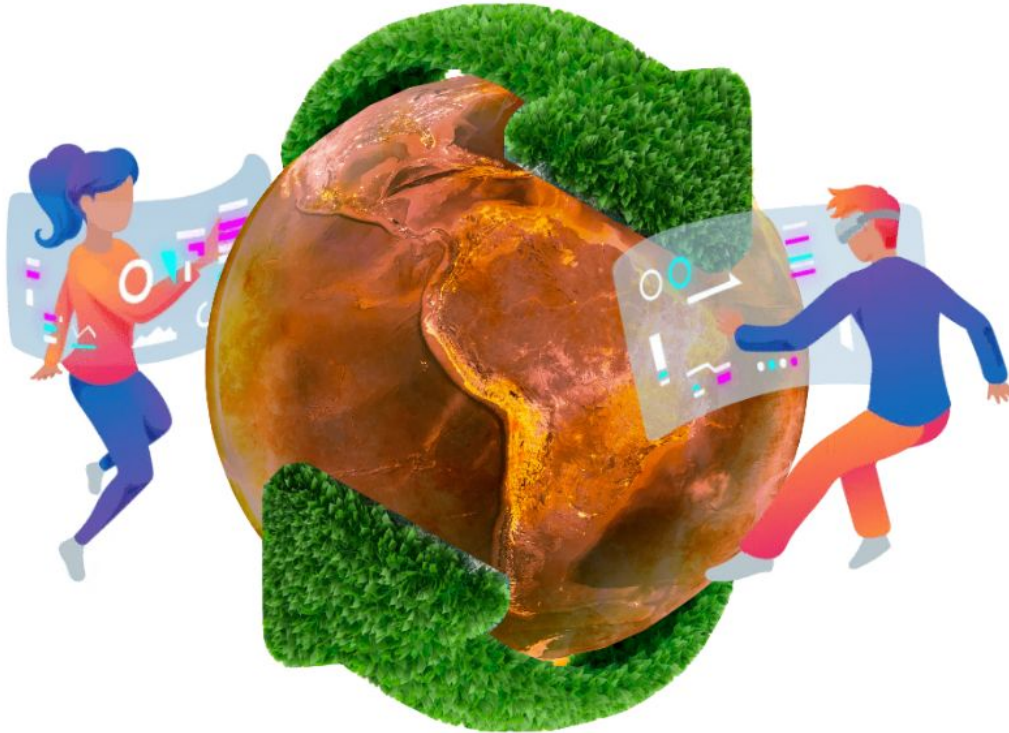


CARBON DETOX



FIGHT CLIMATE CHANGE



Paris
march 2023

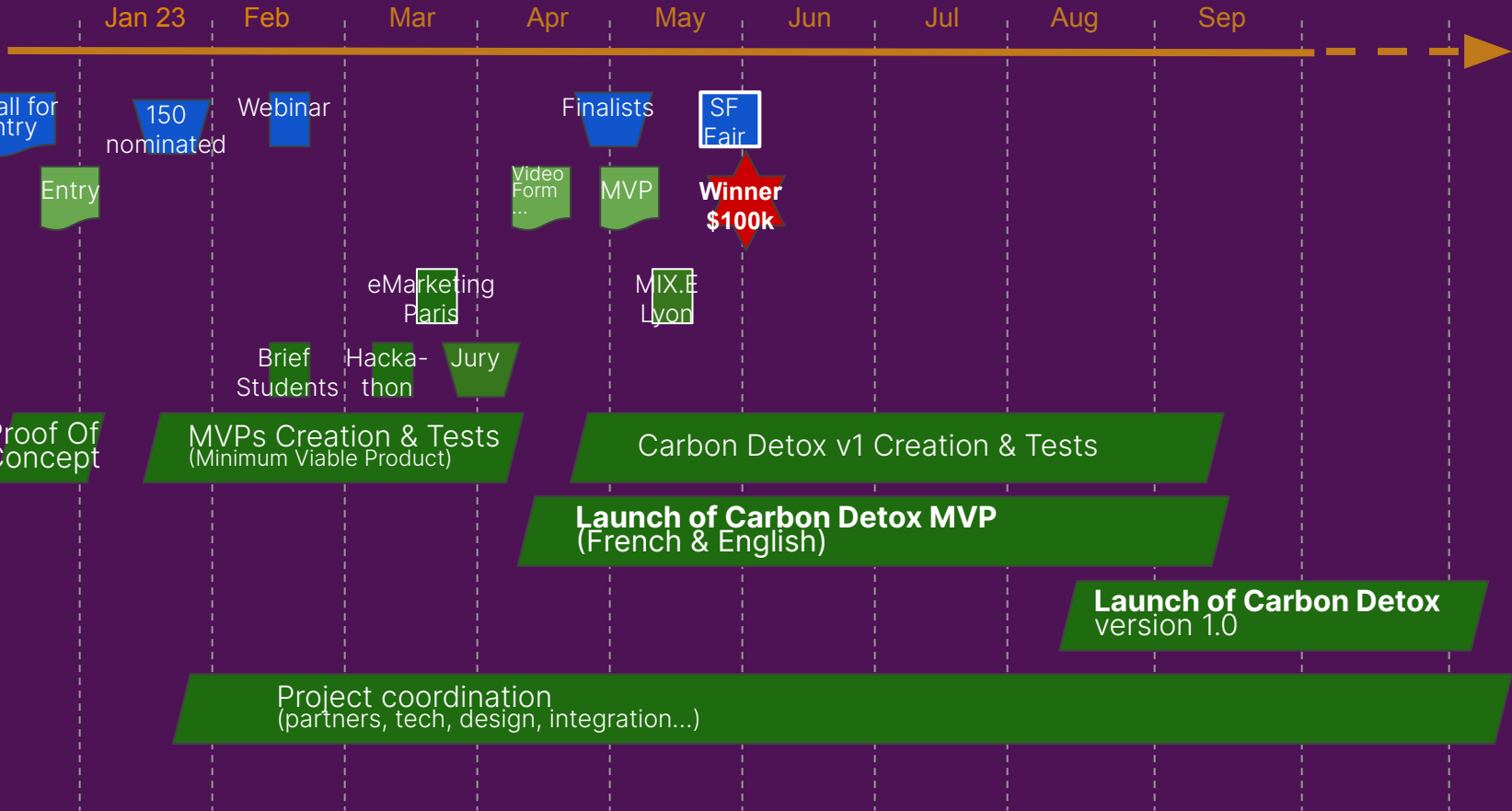
Carbon Detox

- ❑ A **social educative game to fight climate change**
- ❑ **For everyone** (individuals and professionals) to
 - ❑ **Act "Here and Now"**, individually and collectively
 - ❑ **See the invisible**, CO2 personal footprint
 - ❑ **Understand causes and effects** of climate change
- ❑ **Inclusive, eco-friendly and interactive storytelling**
- ❑ **Using cognitive and behavioral sciences and the best technologies**
- ❑ **Accessible on all devices** in a click
- ❑ **Launch May 2023:** Minimum Viable Product
- ❑ **Nominated to international competitions**
 - ❑ **Laval Virtual** and **AWE Prize**: XR to fight climate change

Why Carbon Detox

- ❑ To have a **direct impact on climate change** by targeting the only ones who can act: **human beings**
 - ❑ beliefs, behavior, lifestyle, consumption, and capability to influence politics and companies
- ❑ To reach **hundreds of millions of users worldwide** regardless of age, gender, lifestyle or country
- ❑ To reduce by **30% per year the personal carbon consumption**
- ❑ **To measure** achievements and impacts
- ❑ To encourage the **construction of a sustainable, fair and desirable future**

2023 milestones



Value for users

Carbon Detox helps people

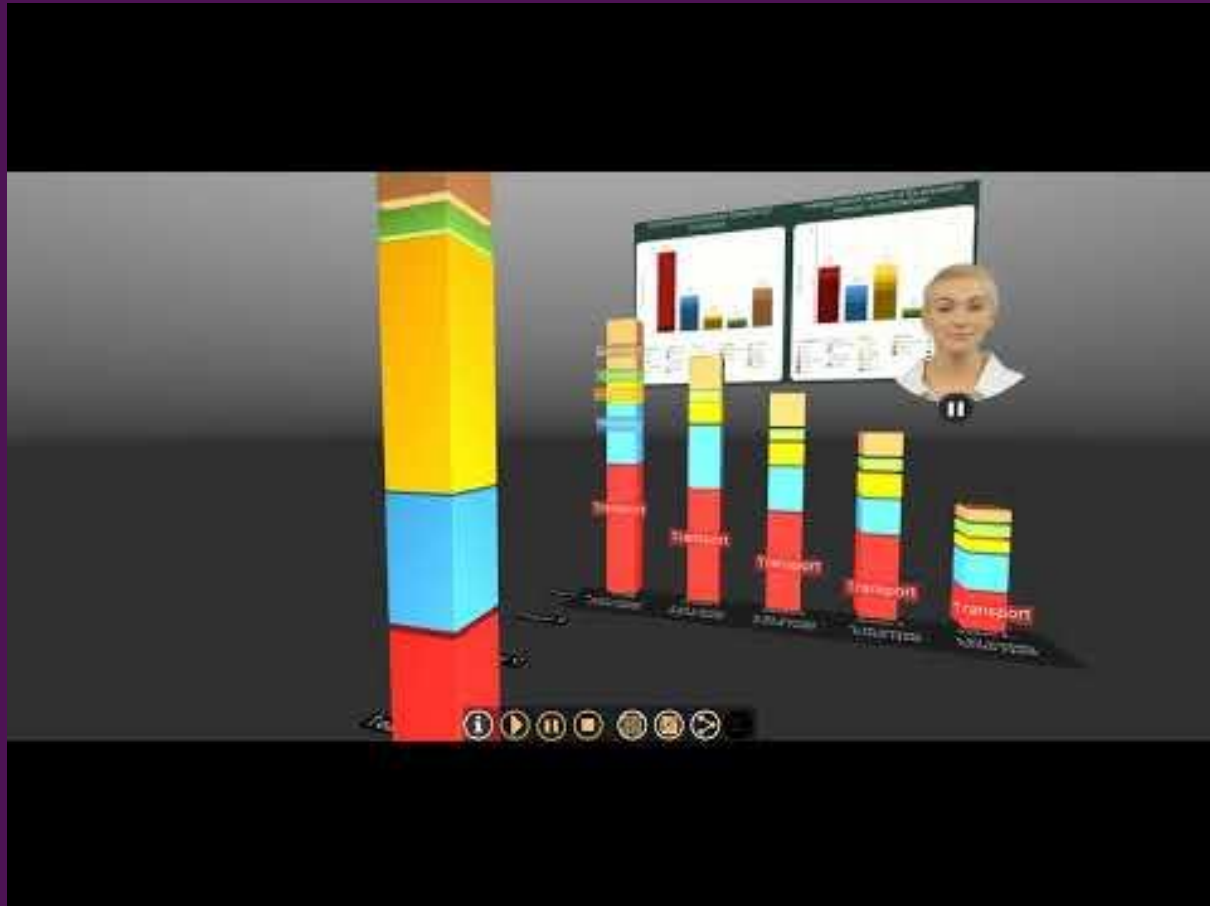
- ❑ **to perceive and understand** the causes of climate change by **seeing the invisible**, CO₂
- ❑ **to learn by playing** in an educative game where their virtual behaviors create habits in the real world
- ❑ **to adopt virtuous behaviors** day after day by adapting their lifestyle with a lower carbon footprint (or carbon compensation)
- ❑ **to share their engagements and achievements** with their communities
- ❑ **to influence** pro-environmental policies

Concept

Carbon Detox is based on:

- ❑ credible, realistic, informative and reliable **scientific informations**
- ❑ **multi sensorial experience** accessible in a click on smartphones, computers, VR headsets
- ❑ **magic of XR** (Augmented and Virtual Realities) to let users interact in their environment with representations of climate change, 3D visualization of carbon footprints and a vivarium
- ❑ power of **generative and conversational IA with photo realistic coaches** to provide personalized advices to users all through their journey
- ❑ recurrent **social interactions with gamification**

Carbon Detox POC v1.2



1 - Sensibilize

Aim: Create emotion and empathy to generate desire to know more

How

- ❑ User discovers **multiple types of invitation** to participate in Carbon Detox (join a team, social networks, PR...)
- ❑ They scan a QR code on mobile or click on a link on computer or VR headset (**no app to download**) then select their language
- ❑ An introduction of the game is presented by an animated 3D mediator
- ❑ Then, user is invited to (to adjust for the MVP phase with fun...)
 - a. **enter an earth globe** anchored on the ground in AR (VR for laptops)
 - b. **discover localized landscapes with a vivarium** before climate change and today
 - c. **watch multiple photographs** taken around the world demonstrating **impacts of climate change on flora, fauna, humanity**

2 - Educate

Aim: Explain causes & consequences of climate change to raise the user's awareness and desire to act Here and Now

How

- ❑ Videos inform on the origins & impacts of climate change while calls to action are prompted
- ❑ Coaches based on conversational IA bring dynamic answers to user
- ❑ 3D representations of carbon are presented to illustrate and make the explanations concrete



3 - Act

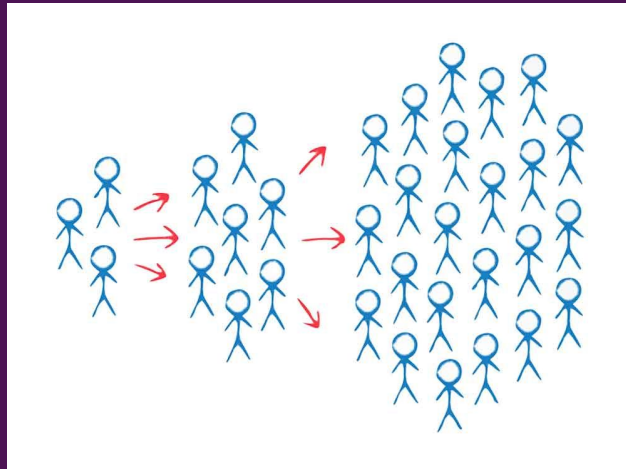
Aim: make user aware of his **own carbon consumption** and **start a diet**

How

1. User completes a quiz to **calculate their carbon footprint** based on transport, housing, food, goods, services
2. Visualize it in real time combined with a vivarium
3. They're encouraged to
 - commit to decreasing their footprint for the month to come with advice by dedicated coaches
 - organize meetings with the team to control achievements, define new commitments and visualize the results
4. Visualization is provided in real time 3D histograms based on adequate symbol and metric
 - 9Tc Carbon per year equals 25 Kg per day

4- Influence

- ❑ User is encouraged:
 - ❑ at any time, to **create a team** and invite people to join or to create their own
 - ❑ to **communicate and promote low carbon strategies defined and results obtained** on the vivarium thanks to points provided all through the game



Create a team on Carbon Detox

Carbon Detox allows you to create a team and invite people to join. From there, you can with them discover the experience, calculate carbon footprints, define commitments and do adjustments month after month.

pbornstein@gmail.com [Changer de compte](#)

*Obligatoire

Adresse e-mail *

Votre adresse e-mail

Your name

Votre réponse

Name of your team

Votre réponse

Carbon footprint

Transport

Today: 4.25 tonnes CO2e / year

Player A: 1.51 tonnes CO2e / year

Player B: 3.03 tonnes CO2e / year

Player C: 1.82 tonnes CO2e / year

Invite to Carbon Detox

Invite people around you to the experience, join your team, create their, share on social networks...

CARBON DETOX



Thank for your attention

Philippe Bornstein
pbornstein@carbondetox.earth

FIGHT CLIMATE CHANGE

