

Conifr: Mobile App Tracking CO2 Emissions from Campus-Related Travel

Ines Galmiche - UC Santa Cruz - Carbon Neutrality Initiative

Santa Cruz Startup Weekend

Santa Cruz Sentinel



Startup Weekend Santa Cruz: Conifr pivots to win

By: Jondi Gumz (jgumz@santacruzsentinel.com)

POSTED: Monday, Nov. 21, 2016 - 7:06 p.m.

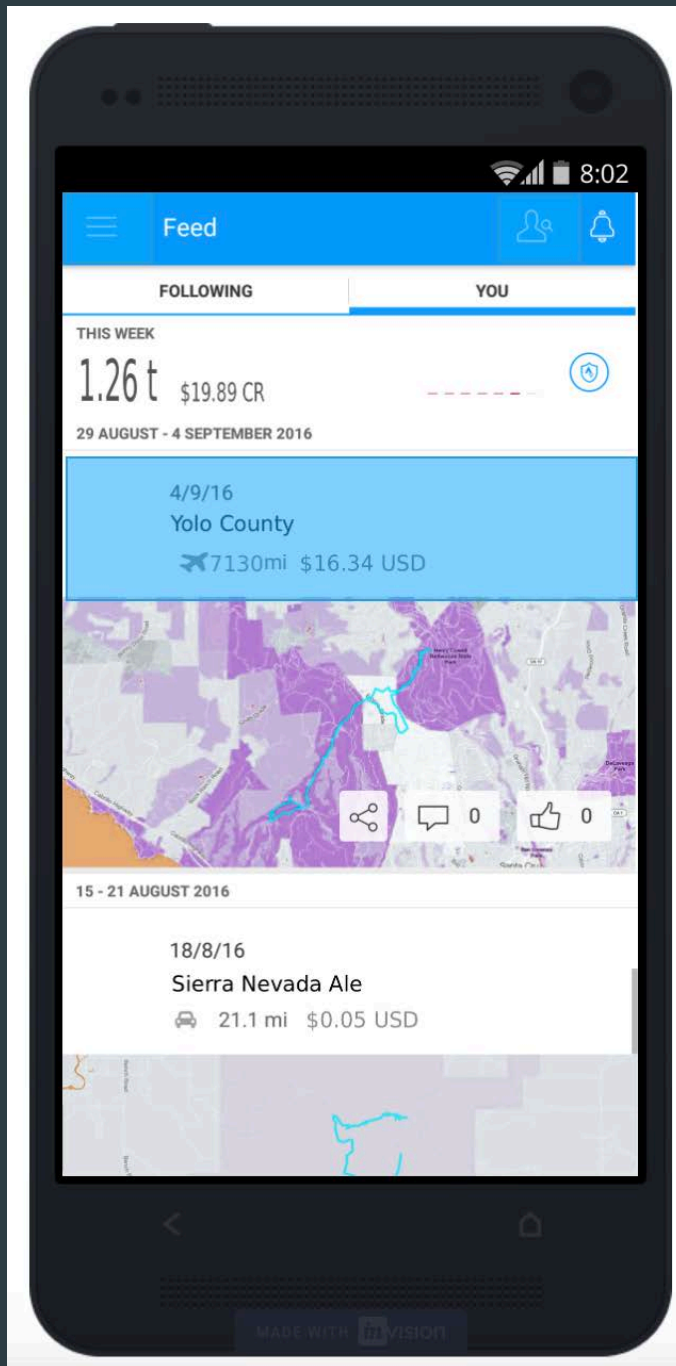
UPDATED: TODAY



Members of the Conifr team, millennials from the United States and Australia and motivated to do something about climate change, celebrate their first-place win at Startup Weekend Santa Cruz Sunday night. (Jondi Gumz -- Santa Cruz Sentinel)

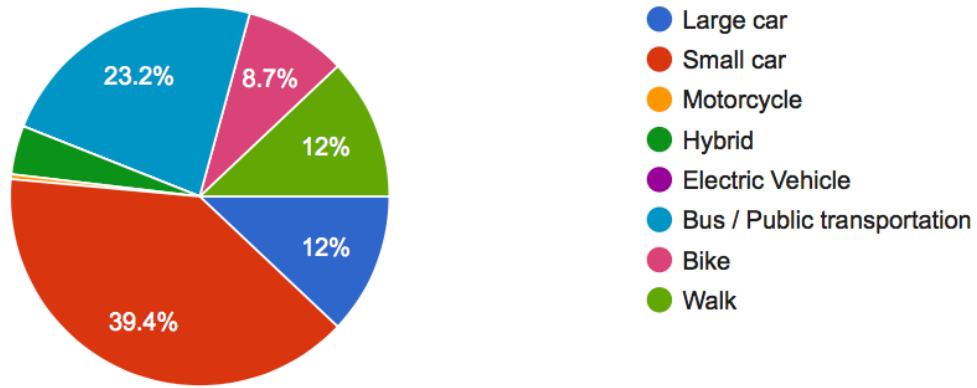


Conifr



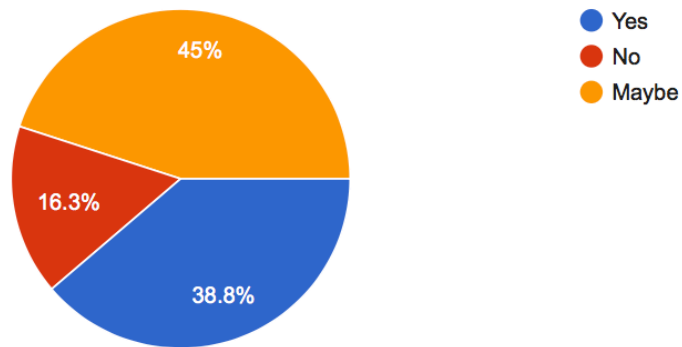
What is your most common mode of transportation?

241 responses



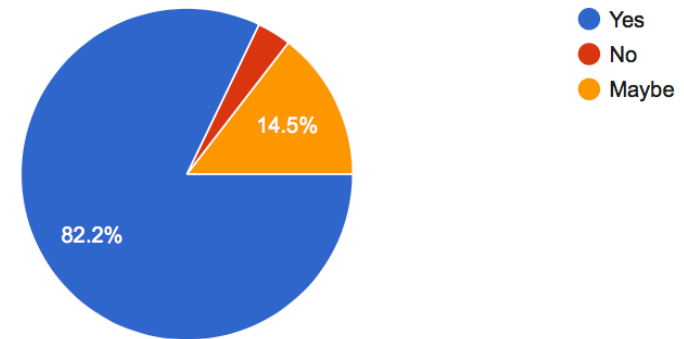
Would you be willing to pay a small, monthly fee to offset, counteract, your personal carbon emissions?

240 responses

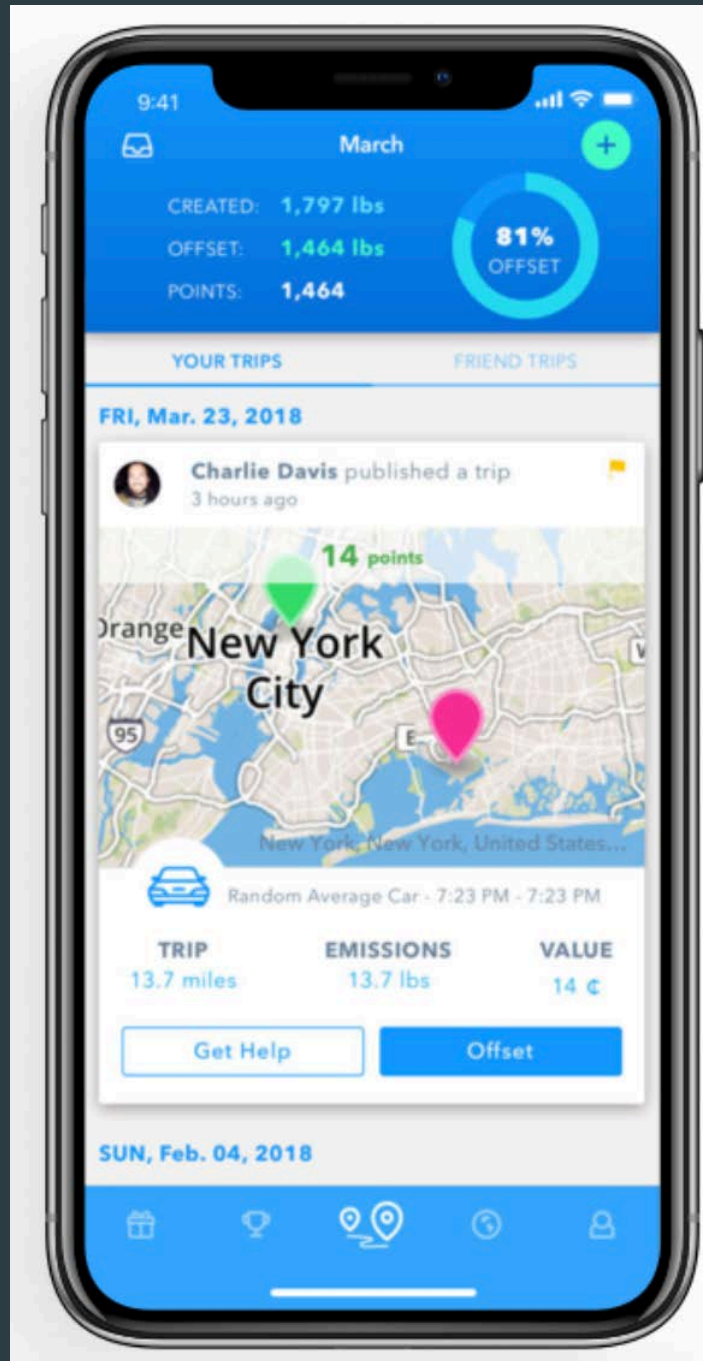


If it was easy and transparent would you choose to counteract your CO2 emissions?

241 responses

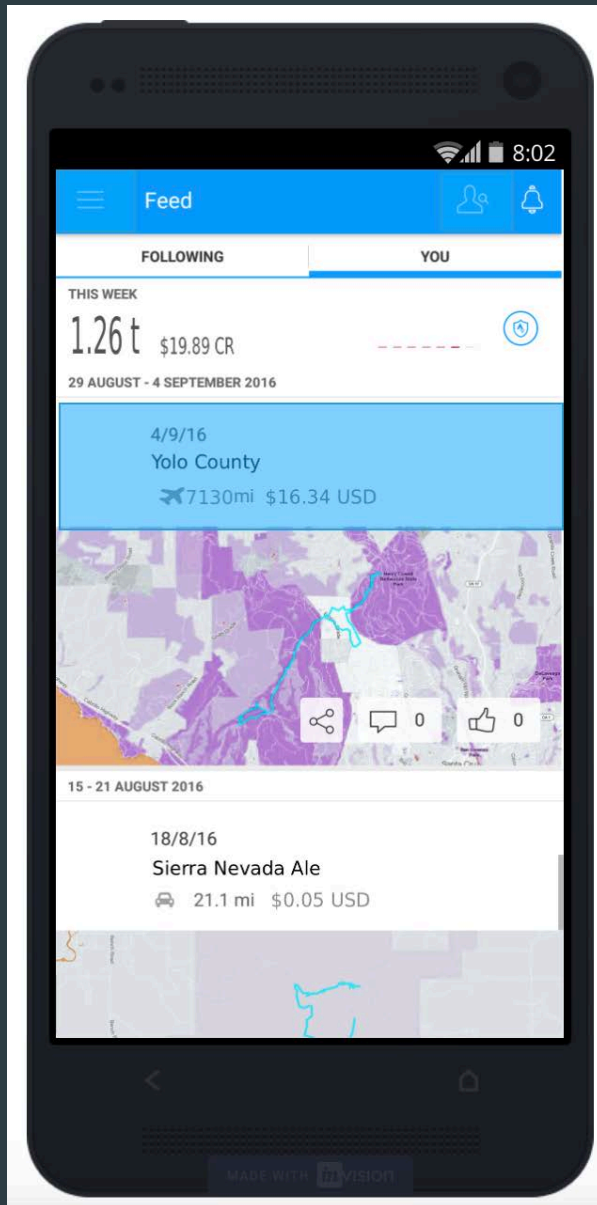


OffCents



Bonnie Reiss Carbon Neutrality Fellows Program

- ▶ 2025
 - ▶ Scope 1 emissions - direct emissions
 - ▶ Scope 2 emissions - energy indirect emissions
- ▶ 2050
 - ▶ Scope 3 emissions - other indirect emissions / the product of operations not controlled by an organization
 - ▶ Conifr's target focus - includes commuter GHG emissions



Conifr

Objectives:

- ▶ Track a user's CO2 emissions from transportation
- ▶ Allow them to compete against friends
- ▶ Offer Carbon Offset purchasing options
- ▶ Collect data on CO2 emissions and transportation modes

Goals:

- ▶ Improve commuter services
- ▶ Increase or improve sustainable transportation around campus (walking paths, bikes, scooters, etc.)
- ▶ Calculate the price it would cost to offset campus transportation emissions

Lessons Learned

- ▶ Being open minded and ready for changes / “pivots”
- ▶ Difficulties recruiting and keeping the right team
- ▶ Speed of development vs. competing apps
 - ▶ If you have an idea - someone else had it too
- ▶ There is interest in this technology

Contact

- ▶ Ines Galmiche
 - ▶ UC Irvine - Master of Urban and Regional Planning
 - ▶ inesgalmiche@yahoo.com
 - ▶ (949) 436 - 0320

- ▶ Acknowledgments:
 - ▶ CNI Fellowship
 - ▶ UCSC
 - ▶ Everett Program
 - ▶ Sustainability Office
 - ▶ TAPS