BeeLeaf: A Greener Tomorrow

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The global climate strike of 2019 demonstrated that there is a shared awareness and desire to reverse the effects of climate change. How can technology be used to harness this desire for measureable improvements? What if there were a way to seamlessly quantify the environmental impact of our consumption? How can we incentivize people to make more sustainable choices?

BeeLeaf uses emerging and existing technology to empower users to see the impact of their everyday consumption to encourage and reward greener choices.

We understand that while people want to make and support green initiatives, it can be hard to find the time to research available options and alternatives. **BeeLeaf** analyzes the metadata from day-to-day transactions from linked banking/credit accounts, giving users information they need to make their decisions.

With the emergence of 5G technology, banking/purchase can be embedded with additional metadata such as the individual components of each transaction. **BeeLeaf**'s access to this information allows it to provide greater context for each transaction's environmental impact through analysis of pre-existing data sets on related environmental statistics such as, for instance, industrial waste by-products from the manufacture of a cotton t-shirt.

Machine learning allows **BeeLeaf** to provide its users with targeted recommendations based on their transactional record. **BeeLeaf**'s user experience was designed to be enhanced as artificial intelligence technology becomes more refined. The 5G speeds will allow Artificial Intelligence to be applied through an individualized ranking system and individualized standards in recognition of the fact that a mother of six is going to have different consumption patterns than a 20-year-old college student. AI will also allow **BeeLeaf** to anticipate its users' behaviors to make specific recommendations targeted to their interests (determined by spend history) as well as predictions based on past user behaviors, priorities, and current location.

BeeLeaf highlights the importance of using emerging technology for forward thinking solutions, such as the implementation of blockchain for logistics that allow for better tracking of materials in a production supply chain. 5G networks can allow for this extensive data to be embedded into commercial and individual transactional receipts.

We only have 24 hours in a day. Sometimes, unecological decisions seem like the only convenient and practical options. At **BeeLeaf**, we believe that by leveraging data, informing its users, and rewarding them, we can make the inconvenient convenient. A green lifestyle doesn't need to be a new lifestyle or a different lifestyle for individuals. It's about as simple as trying the recommended "greener" coffee place across the street from the wasteful one you may be routinely visiting, and getting some cashback for it! Improving our decision-making through technology-enhanced tools shouldn't necessarily demand you transform or reduce your consumption.