

Nurture Hub

Bridging Sustainability and Climate Action

A platform for ASEAN countries on sustainability and climate action to solve lack of public engagement and awareness providing SMEs and NGOs to highlight their sustainability

[x] <- Reference Number



Introduction

Global Warming and Climate Change are pressing issues for BRUNEI

1M 3M 6M YTD 1Y All



In two decades [1][2] :

- Average temperature has increased by 0.3 °C
- Expected to increase by a further 0.8 °C

Introduction

Global Warming is linked to Climate Change causing natural disasters and damage



[2][3]

Rainfall has been increasing by 10mm annually, causing more frequent floods



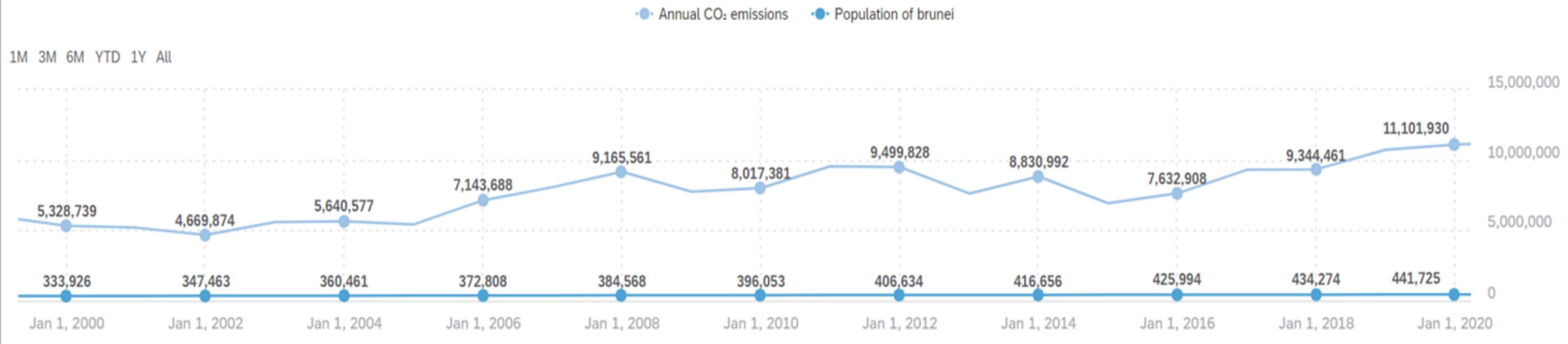
[2]

Forest fires and degradation have caused a 40% loss in wildlife biodiversity

Introduction	The Problem	Summary	The Solution	NurtureHub	Business Canvas	Aspirations	The Competition	Conclusion
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Introduction

CO2 Emissions have increased compared to population



In two decades [11] [13]:

- CO₂ emission increased by 81%
- Population increased by 23%

This implies:

- Increasing per capita emissions and energy consumption
- Unsustainable for future generations

Introduction

Initiatives were established to mitigate these issues.

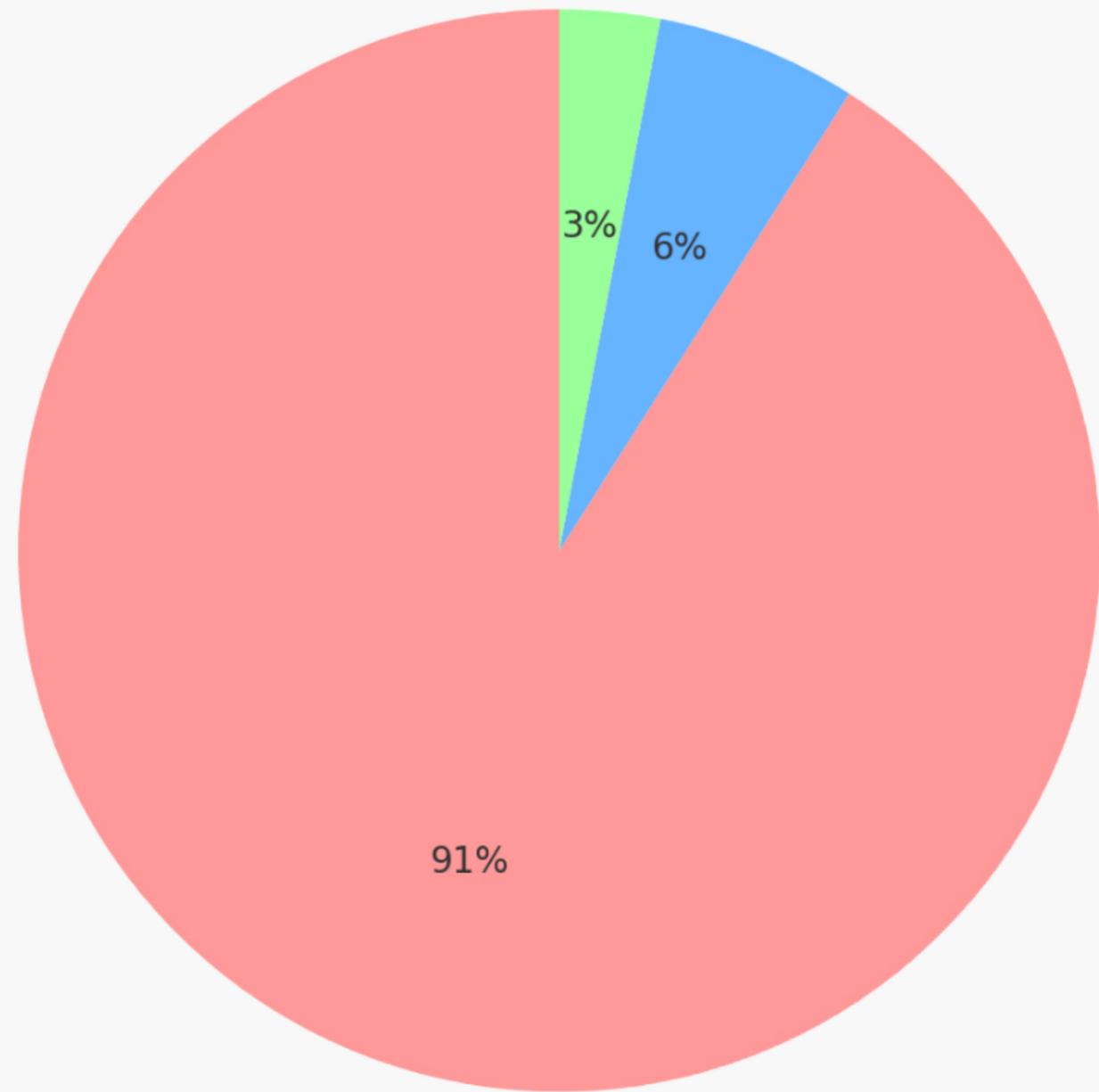


Brunei Darussalam National Climate Change Policy aims to achieve by 2035 [14]:

- 60% Sales of EV
- 30% Renewable Energy Mix
- Reducing CO Emissions by 10%

THE PROBLEM

Do their citizens support or acknowledge these initiatives?



Bruneians are:

- 91% Unaware
- 6% Aware
- 3% Care

of climate issues and initiatives [12]

THE PROBLEM

Financial limitation hinder sustainability efforts

GREEN BRUNEI

Youth-led platform for environmental sustainability.

NGOS FACE FINANCING ISSUES

“Funding problems ... hinder NGOs in Brunei from carrying out programmes ” [9]

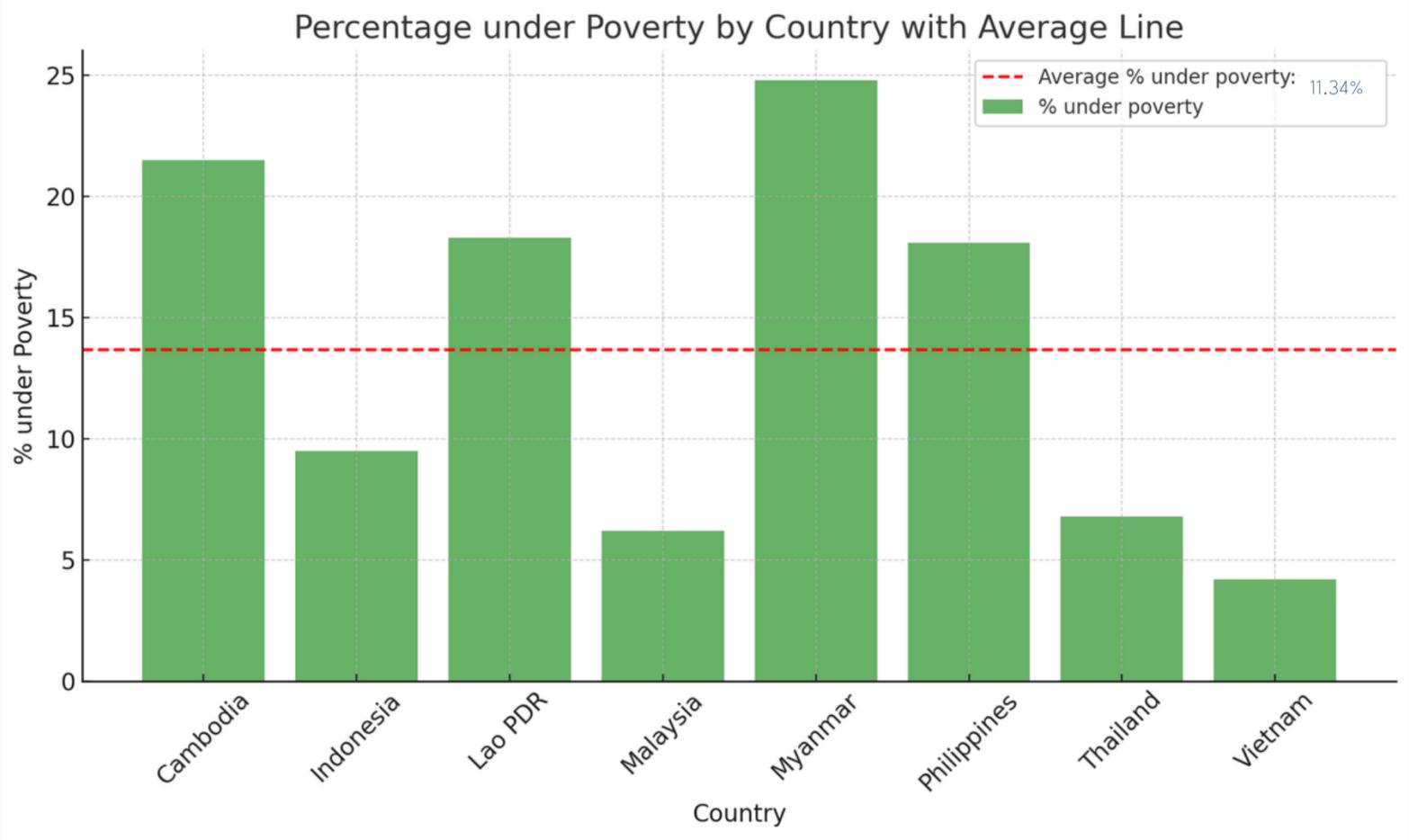
Sustainability-reliant SMEs and NGOs are poorly supported (Low ROI, High CAPEX and Lack of Exposure)

THE PROBLEM

Sustainability is costly (Greenflation)



The rich afford sustainable lifestyle



11% of ASEAN's population are poor [16][17]



The poor cannot afford Eco-Friendly alternatives

An illustration featuring a woman on the left and a man on the right, both with orange skin and smiling. A large white speech bubble with a black outline is positioned between them, containing the text 'How do we engage people in living more sustainably?'. The background is a gradient of light green on the left and light blue on the right.

How do we engage
people in living more
sustainably?

Introduction

The Problem

Summary

The Solution

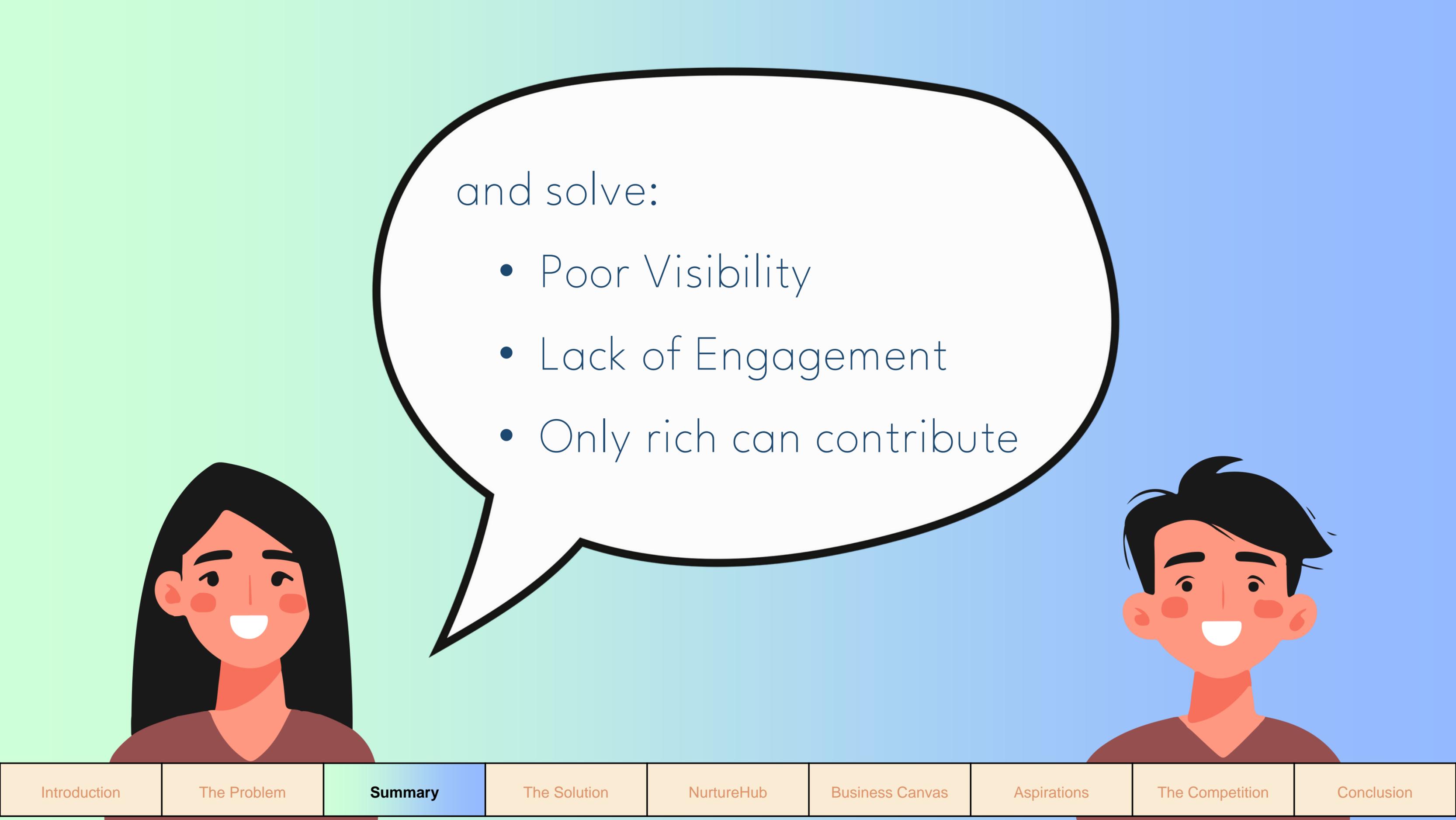
NurtureHub

Business Canvas

Aspirations

The Competition

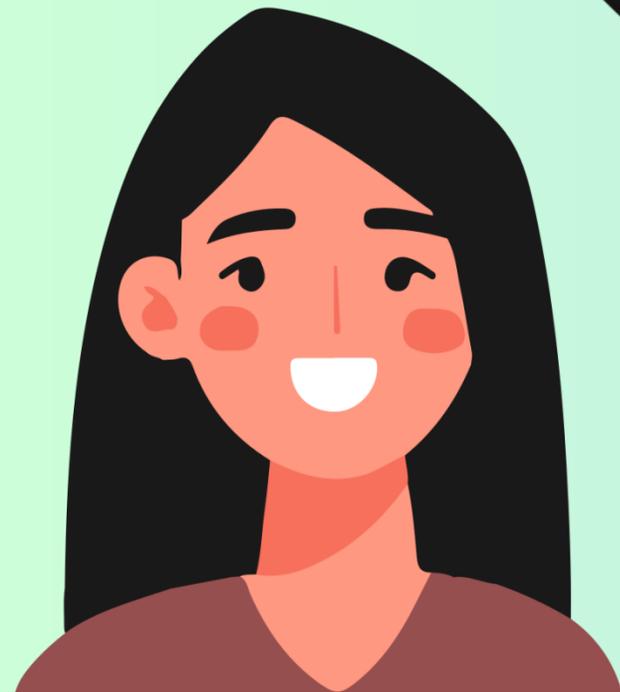
Conclusion

A stylized illustration featuring a woman on the left and a man on the right, both with orange skin and dark hair, wearing brown shirts. A large white speech bubble with a black outline is positioned between them, containing text. The background is a gradient from light green on the left to light blue on the right.

and solve:

- Poor Visibility
- Lack of Engagement
- Only rich can contribute

Why not make a
sustainability app?



Introduction

The Problem

Summary

The Solution

NurtureHub

Business Canvas

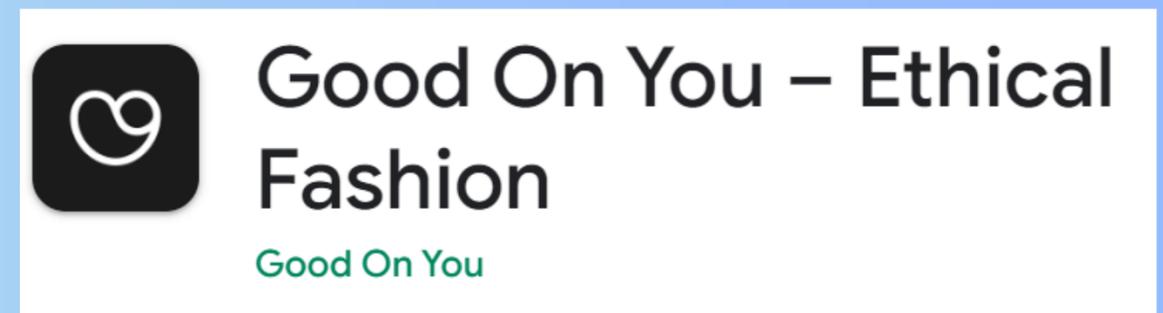
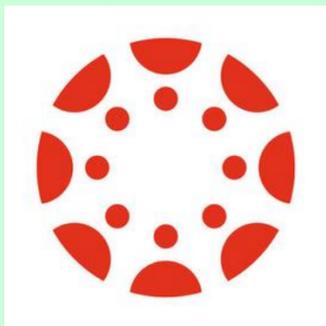
Aspirations

The Competition

Conclusion

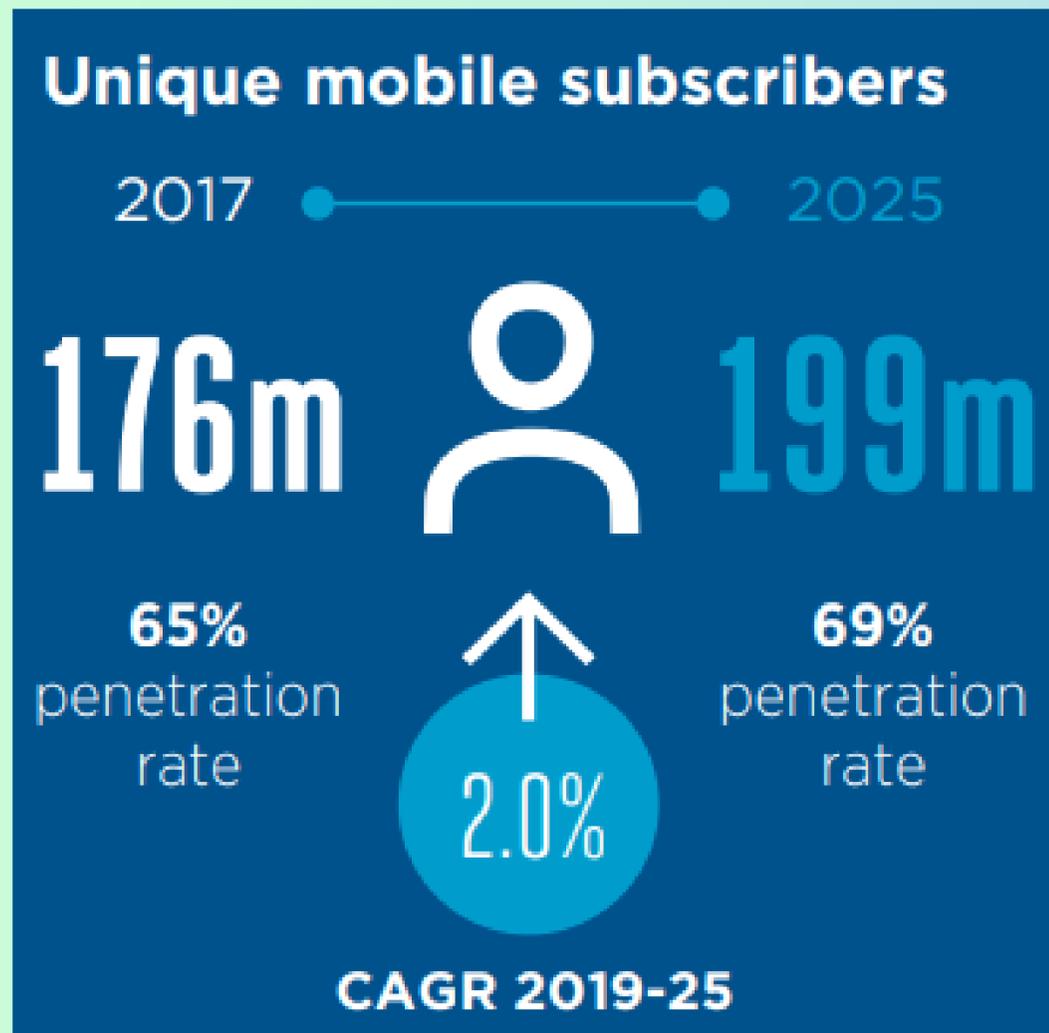
Why a Sustainability App?

Smartphone is a Necessity.

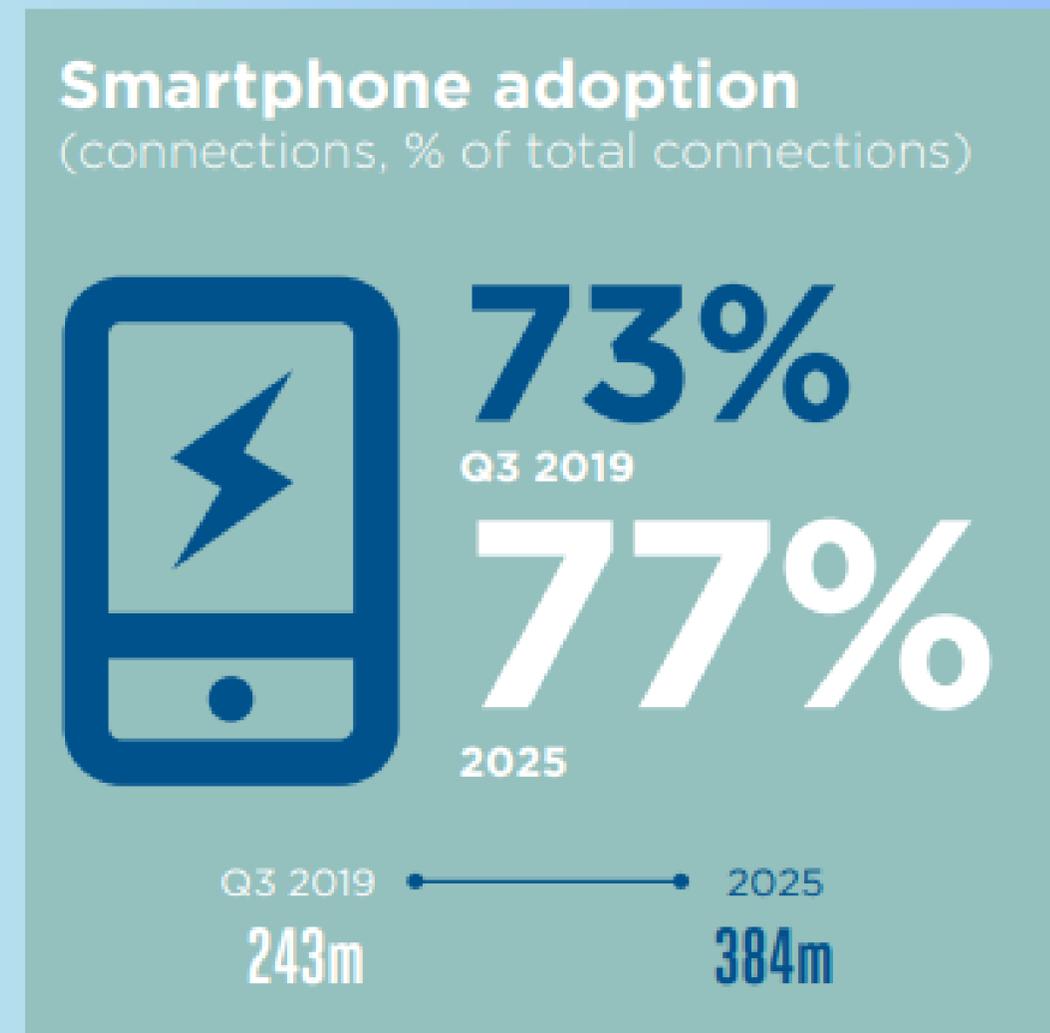


Why a Sustainability App?

Mobile Penetration Soars in ASEAN.



[15]



[15]



**Nurture
Hub**

ASEAN's Hub for Sustainability &
Climate Action

Scan me!



The SOLUTION

ASEAN's Hub

for Sustainability

&

Climate Action

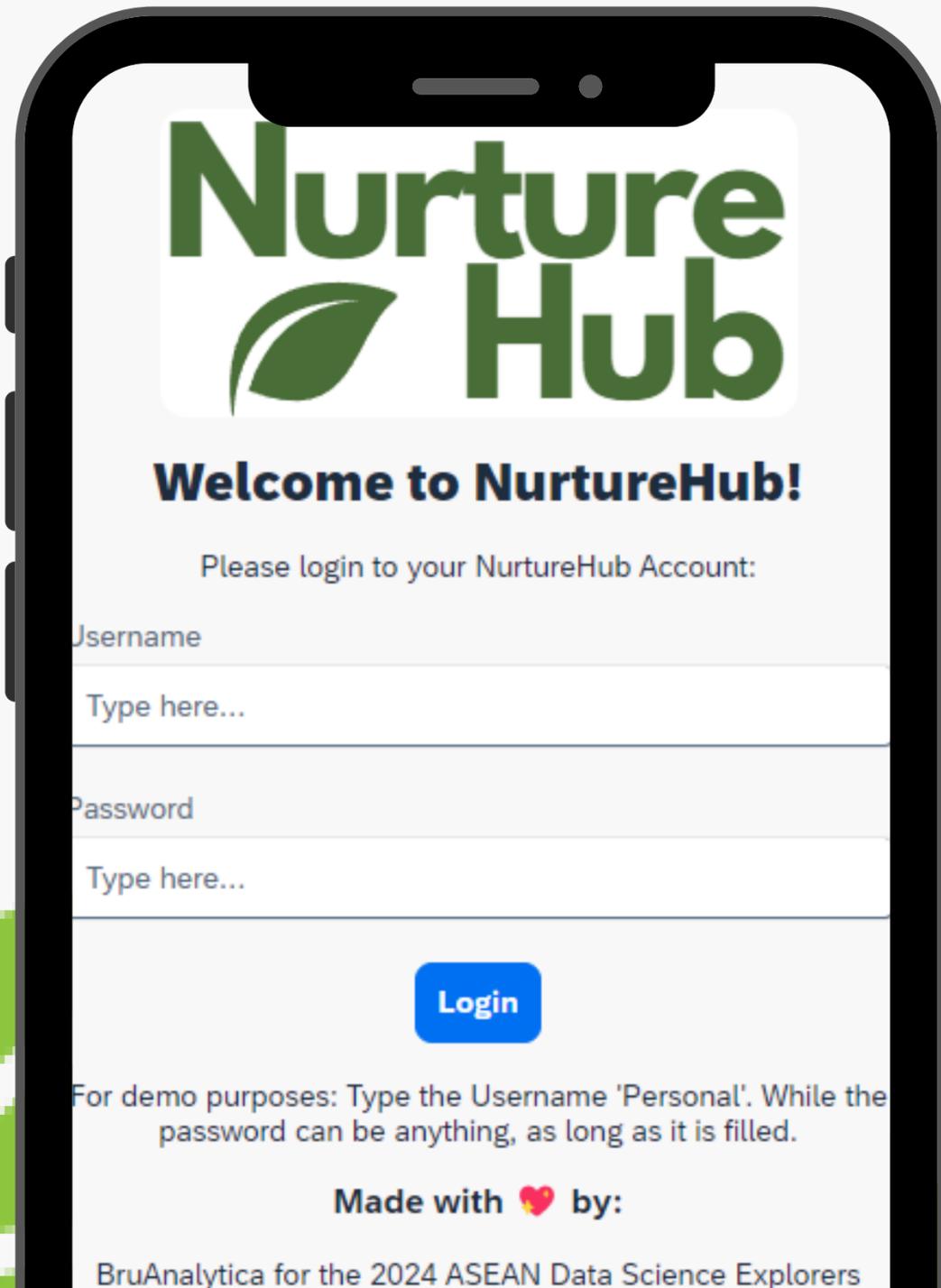
HOW Does



Work?

Login Page

Business accounts can promote events and services



Scan me!



Introduction

The Problem

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The Solution

NurtureHub

Business Canvas

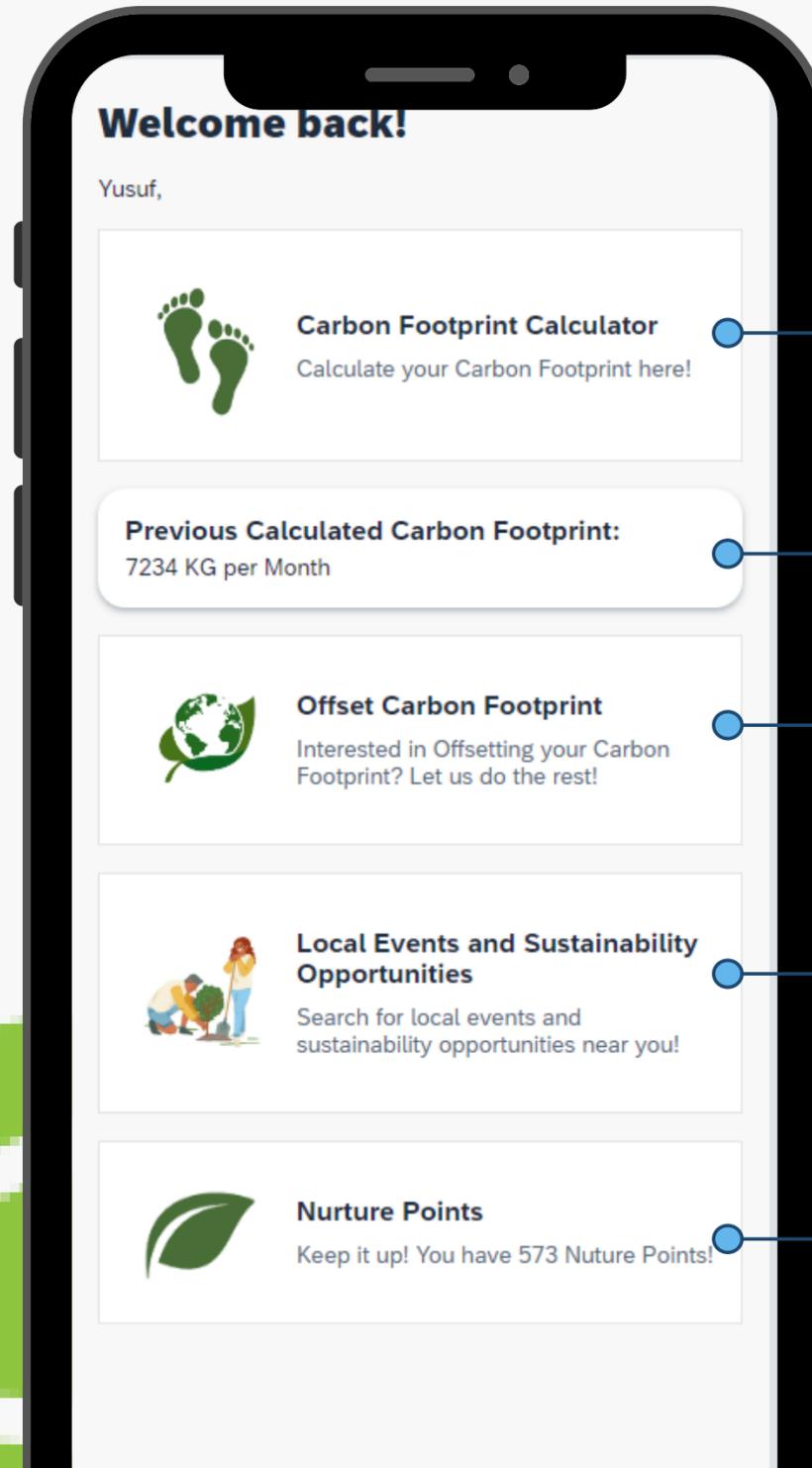
Aspirations

The Competition

Conclusion

HOW Does Nurture Hub Work?

Home Page



Carbon Footprint Calculator

Previous Calculation

Offset carbon footprint

Local Events and Sustainability Opportunities

Nurture Points

Scan me!



HOW Does



Work?

Carbon Footprint Calculator

- Foster responsibility
- Country-specific
- Developed through scientific research

Scan me!



Carbon Footprint Calculator

Fill in the required details to obtain your total monthly Carbon Footprint:

Transportation

Type of Vehicle
Car

Type of Fuel
Diesel

Fuel Price in \$ per Litre
Type here...

Amount of Fuel Purchased in a Month

Introduction

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HOW Does

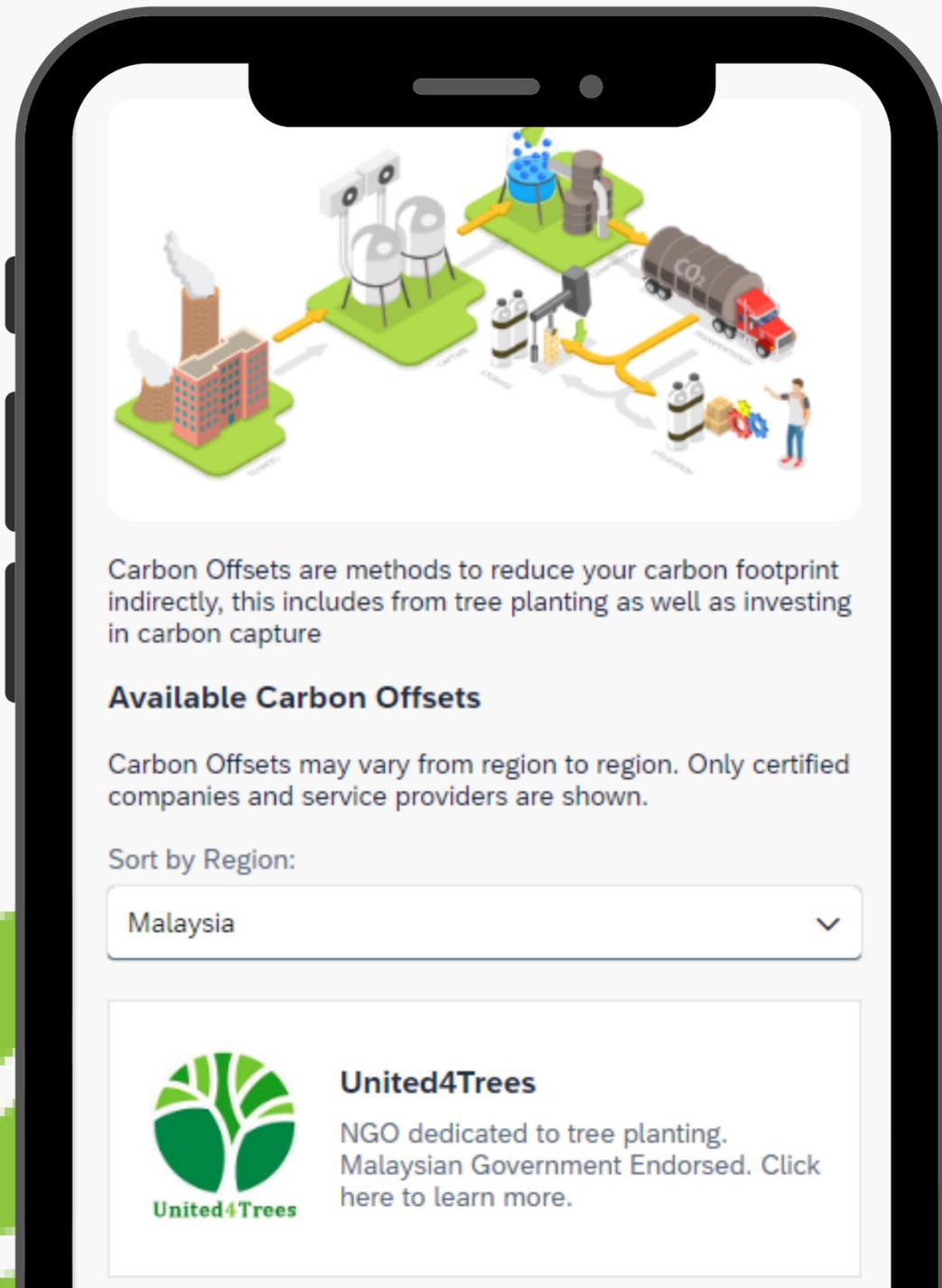


Work?

Carbon Offsetting

- Offsetting-services and businesses
- Facilitating certification and transaction
- AI-Powered

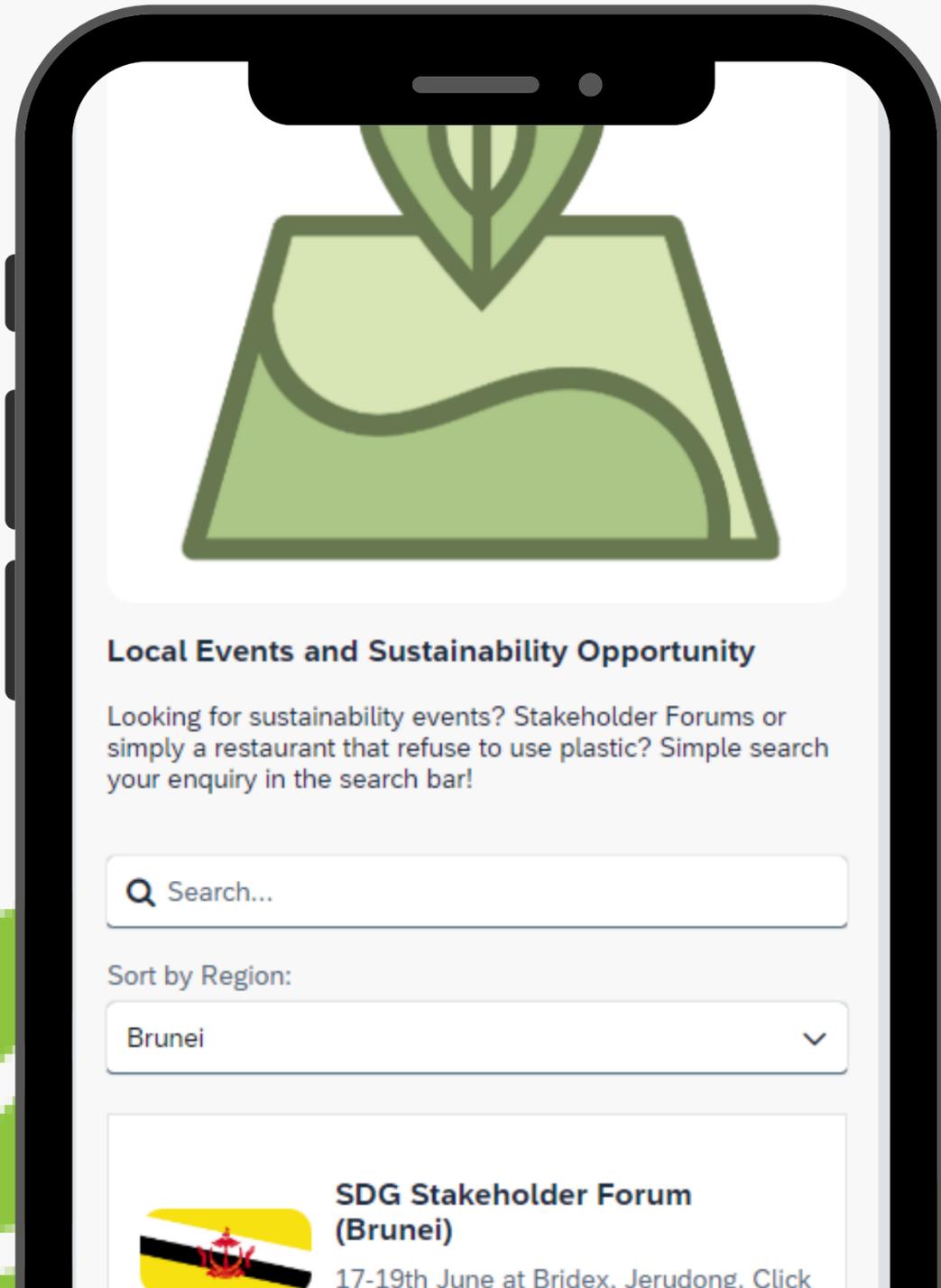
Scan me!



HOW Does



Work?



Sustainability Opportunity (Gov,NGO,SMEs)

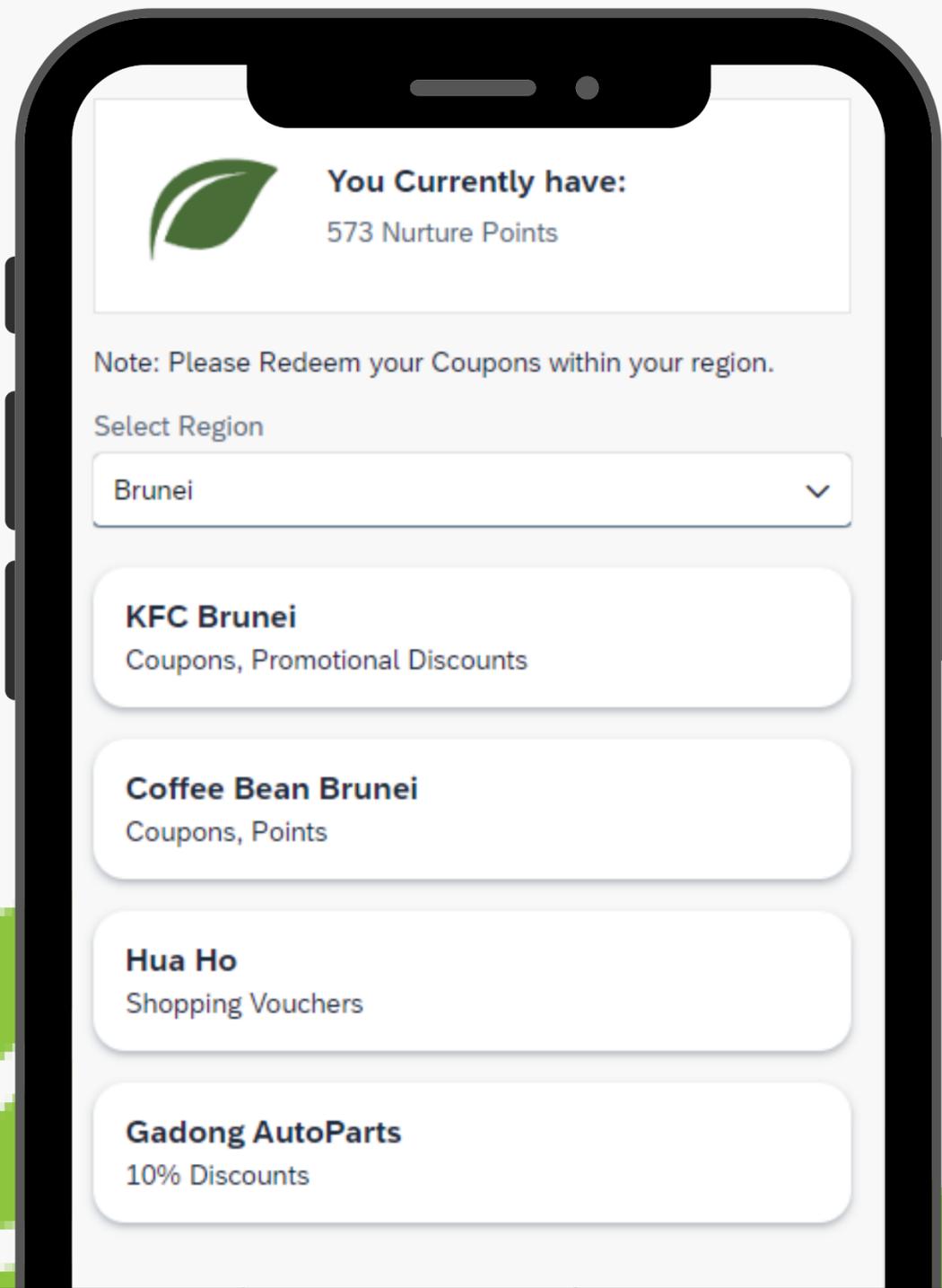
Promote:

- Event
- Education
- Fundraising

Scan me!



HOW Does Nurture Hub Work?



Nurture Points

- Earned when joining, hosting events and offsetting
- Discounts
- Coupons

Scan me!



APP Development

As Final Year Project and Business Prospect

Developed Carbon Footprint Algorithm and Methodology

Car 1: Average p 0-9 *
Car 1: Number of 0-9) /
Car 1: Fuel Pric 0-9) *
Car 1: Type of F 0-9) *
Car 1: Is the Ca 0-9 * 3 8
Car 1: Average n 0-9 KG

ADD FIELD
← () *
7 8 9 -
4 5 6 +
1 2 3 /
0
Clear All

String
Number
Field

SAVE

$$\text{Emissions (kg)} = \text{Fuel Consumption (TJ)} * \text{Emission Factor} \left(\frac{\text{kg}}{\text{TJ}}\right)$$

Emission Factor = 72010

$$\text{Emissions (kg)} = 583785070$$

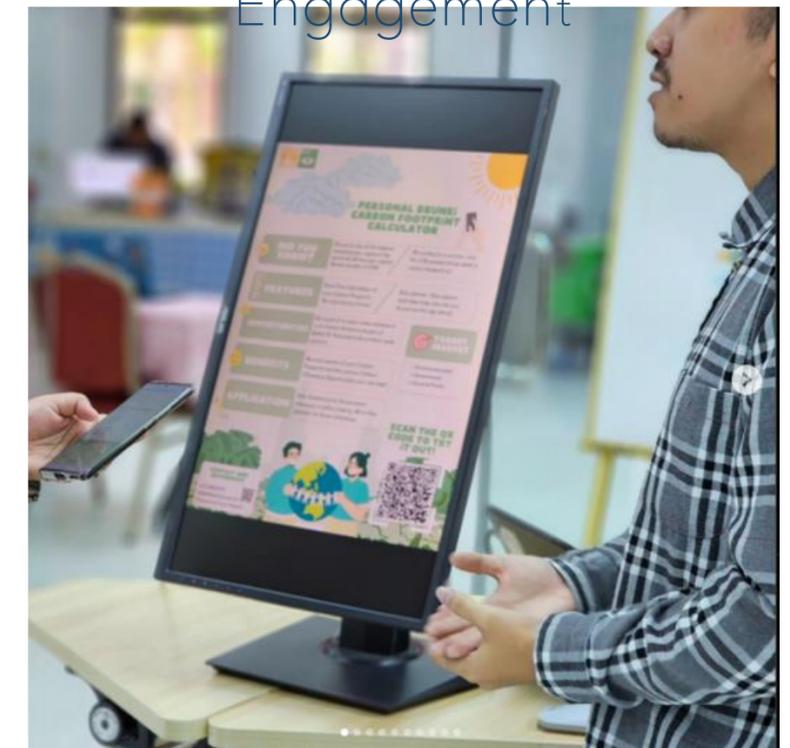
Data Collected for User Preference Prediction using OpenAI

Rank	Feature	Coefficient	Absolute Coefficient
2	Marital status	-1.414067	1.414067
1	Age Range	-1.068696	1.068696
0	Gender	0.505260	0.505260
4	Employment status	0.268458	0.268458
3	Monthly total income	0.268378	0.268378
5	Highest level of education	0.161804	0.161804

The sorted feature importance table shows that the most influential factors in predicting an individual's interest in tree planting for carbon offsetting opportunities are:

- Marital Status:** The negative coefficient suggests that being unmarried (or possibly a particular marital status) is associated with higher interest in tree planting.
- Age Range:** The negative coefficient implies that younger age ranges may show more interest in tree planting.
- Gender:** The positive coefficient indicates a possible gender influence, with one gender perhaps showing more interest than the other based on how the labels were encoded.
- Employment Status:** This has a smaller positive influence.
- Monthly Total Income:** Similar to employment status, income also plays a role, albeit a minor one compared to marital status and age.
- Highest Level of Education:** This has the least influence but is still a factor.

Positive Stakeholder Engagement

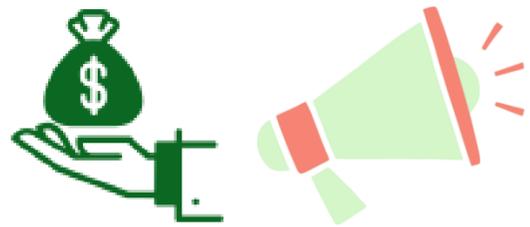


- Positive Business Prospect
- Presented to Public and SDG

Secretariat

Business Canvas

Income

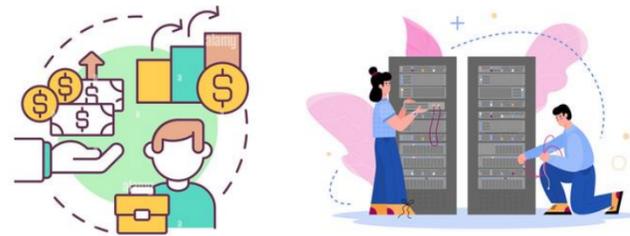


Subscription Fees



Endorsed and Supported

Expenses



Management, Labour, Server Costs



App Development

Target Audience



NGOs



Businesses



You !

Unique Value Proposition



Specialised ASEAN Carbon Footprint Calculator



AI-Powered

Moving Forward...

1

Concept Stage



2

Team
Expansion



3

Launch for Brunei



4

Launch for ASEAN



UN's SDGs [7] [10]:



12.7: Promote Sustainable Public Practices

12.8: People have relevant information and awareness on Sustainable Development



13.3: Improve Education and awareness on Climate Change Mitigation

ASEAN's EC & SCC Blueprint 2025 [5][6]



B.8: Sustainable Economic Development

D.1: Strengthening MSME

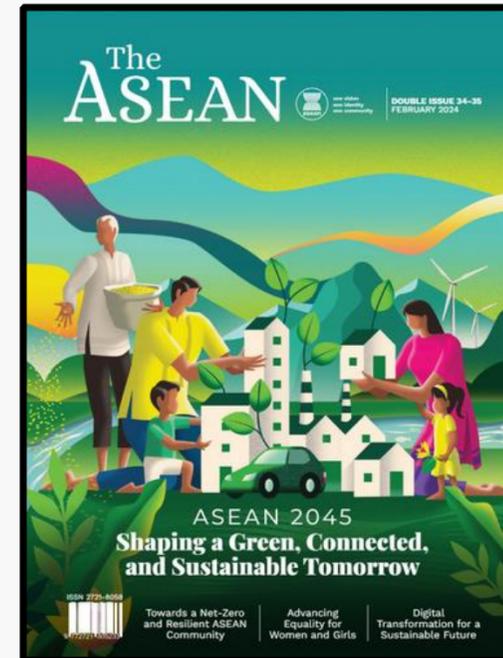
D.4 Narrowing Development Gap

C.2. Sustainable Climate

D.3: Climate Adaptive ASEAN

E.1: Open and Adaptive ASEAN

ASEAN Vision 2045 [18]



Pioneers for a Green, Connected and Sustainable Tomorrow

Wawasan 2035 [8]:



Goal 2: High Quality of Life

- Fostering sustainability on a citizen level
- Promotes a nation-wide platform for sustainability

Competitors

NurtureHub base and cater ASEAN

	 NurtureHub	 Tadamon	 Atmosphiere	 Social Media
Platform for Sustainability and Climate Action	✓	✓	✓	✓
Connect with Businesses and NGOs	✓	✓		
ASEAN Catered	✓			
Application	✓		✓	✓

LOG OUT

Bridging Sustainability and
Climate Action to the People

**Problem
Statement** →

Solution →

**Business Canvas
& Competition** →

- **Lack of engagement & exposure**
- **Negative loop cycle in wealth disparity**

- **Measured revenue and expenses, located target audience and UVP**
- **Several competitors were compared.**

- **Self-Sufficient (Enterprise)**
- **Calculates carbon footprint**
- **Suggest offsetting with AI**
- **Promote services and events**
- **Support SMEs and NGOs**

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Thank you for listening!

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