

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

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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



Signs of fresh regeneration of vegetation in areas devastated
by forest fires due to high temperature in Lumut, Belait.

[2]

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

Introduction

The Problem

Summary

The Solution

NurtureHub

Business Canvas

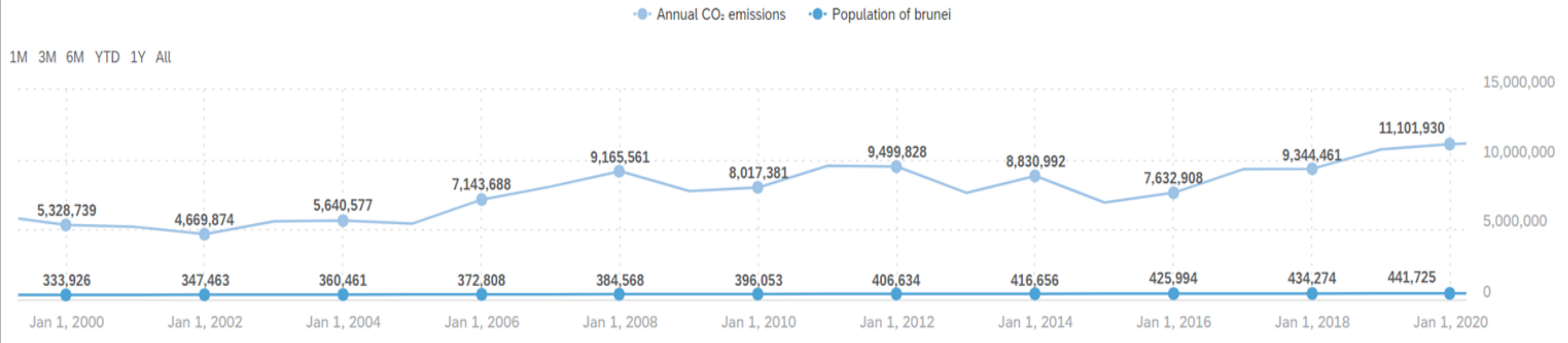
Aspirations

The Competition

Conclusion

Introduction

CO2 Emissions have increased compared to population



In two decades [11] [13]:

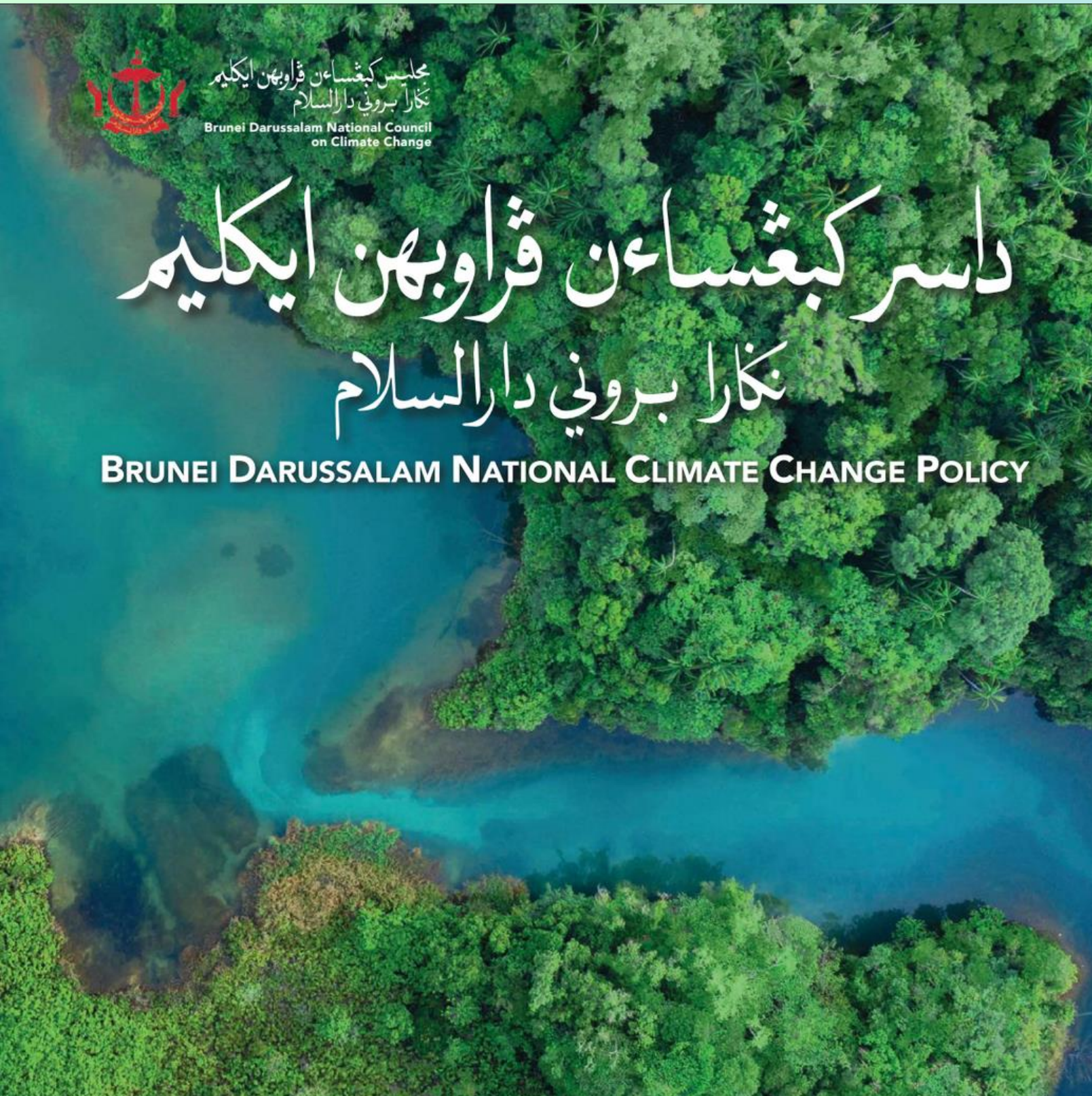
- CO₂ emission increased by 81%
- Population increased by 23%

This implies:

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

Introduction

Initiatives were established to mitigate these issues.

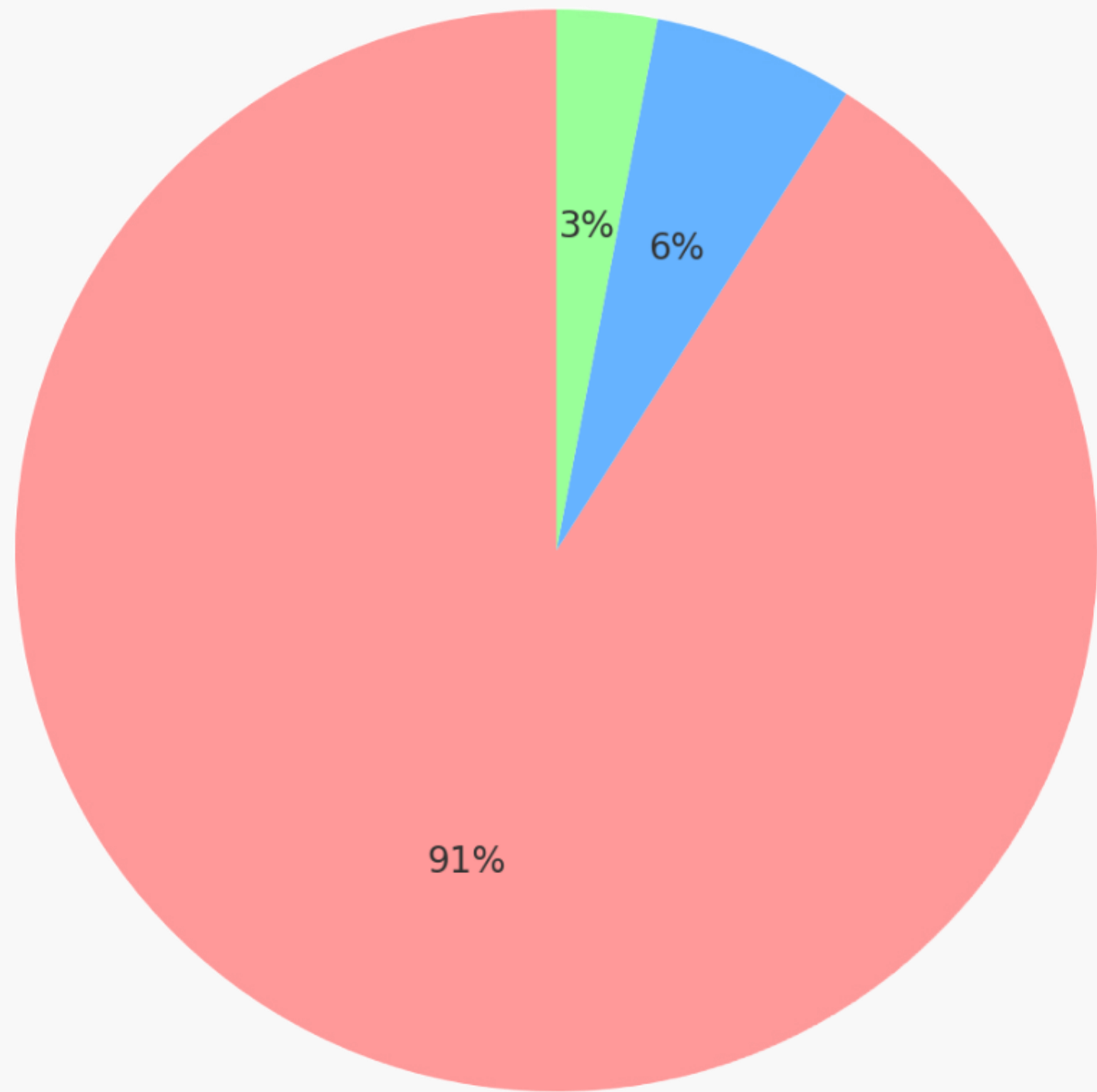


Brunei Darussalam National Climate Change Policy aims to achieve by 2035 [14]:

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

THE PROBLEM

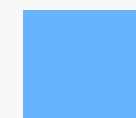
Do their citizens support or acknowledge these initiatives?



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]

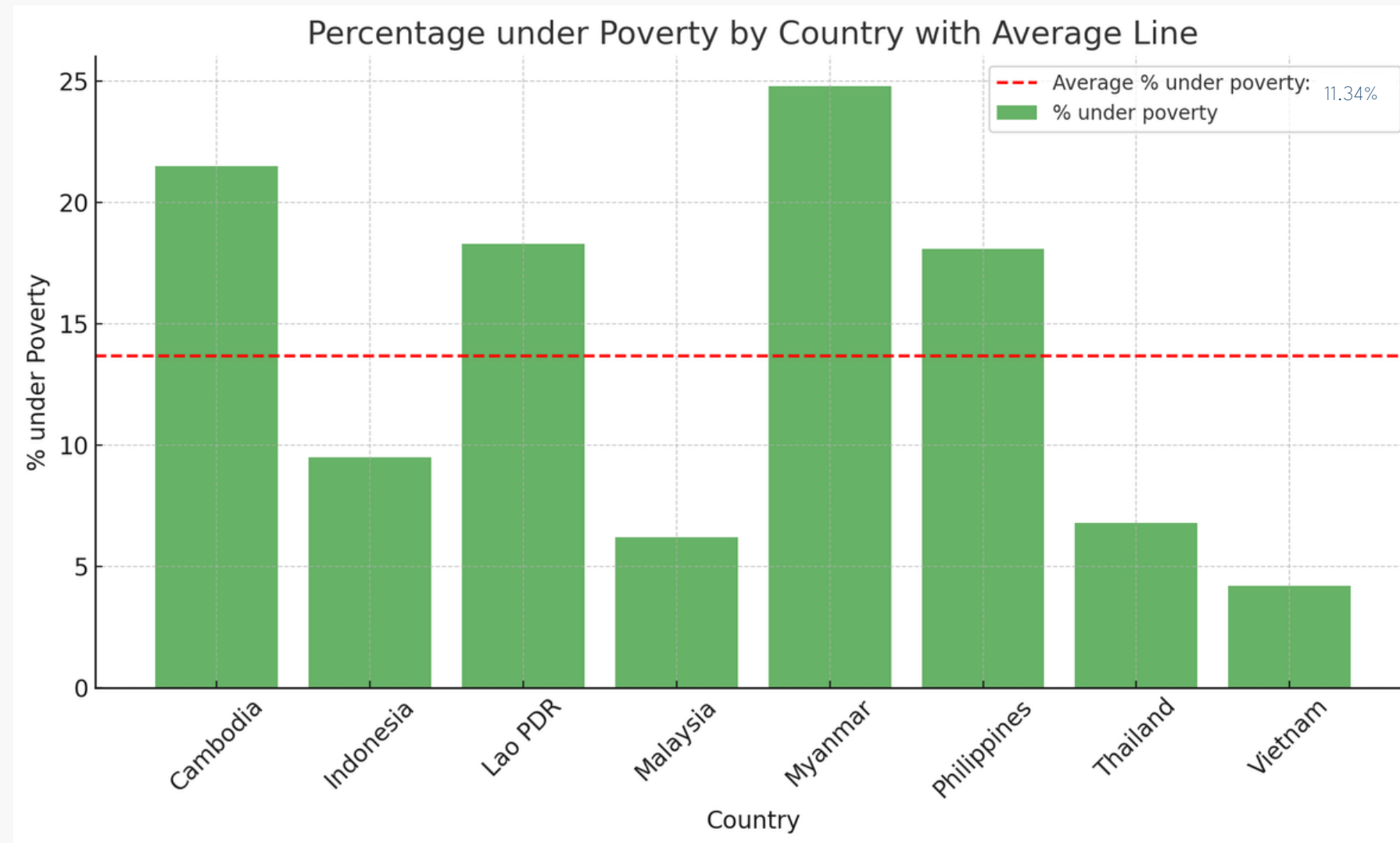
Sustainability-reliant SMEs and NGOs are poorly supported (Low ROI, High CAPEX and Lack of Exposure)

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

How do we engage
people in living more
sustainably?



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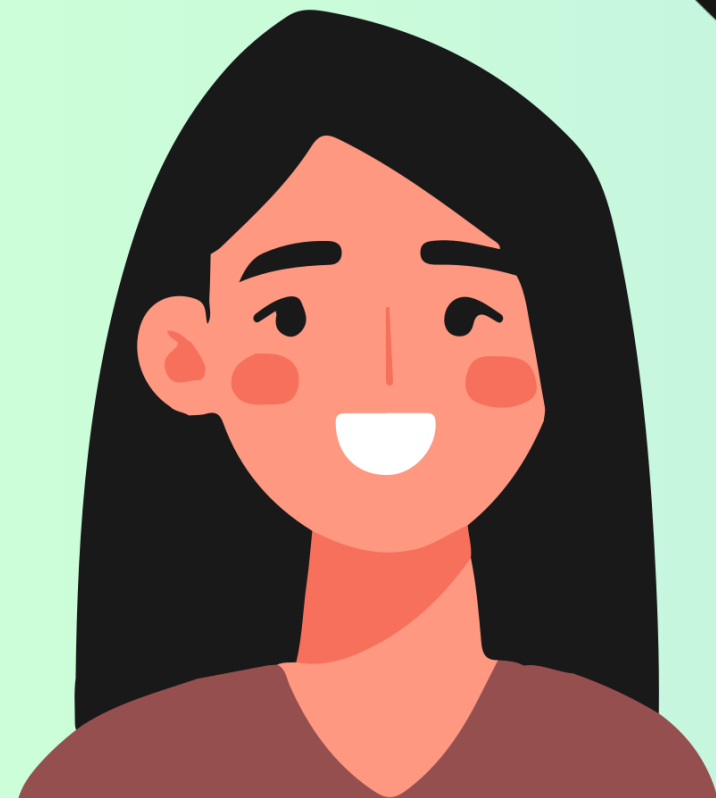
Conclusion



and solve:

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

Why not make a
sustainability app?



Introduction

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Business Canvas

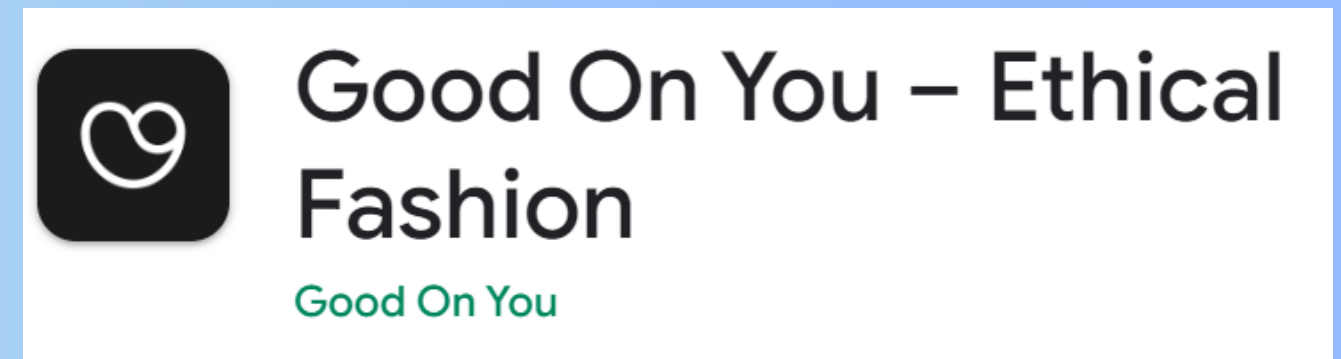
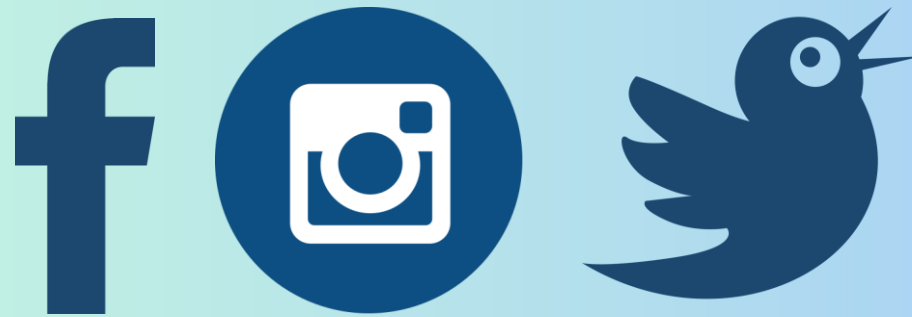
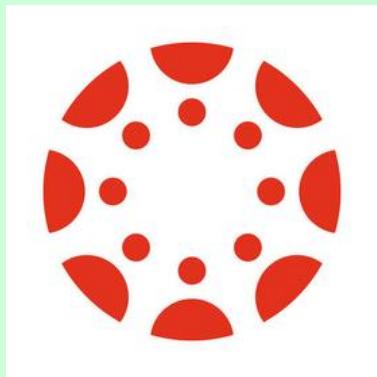
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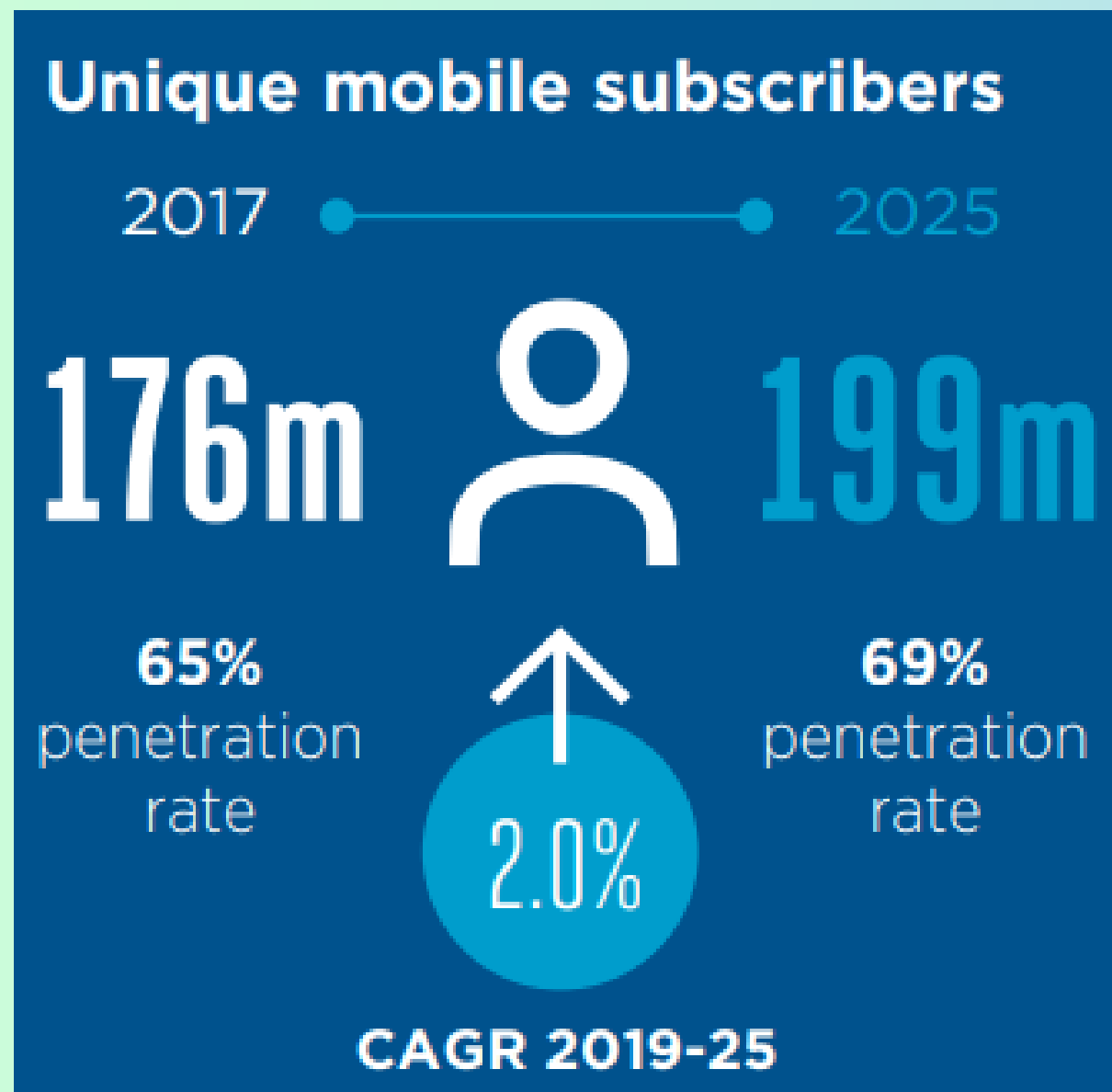
Why a Sustainability App?

Smartphone is a Necessity.

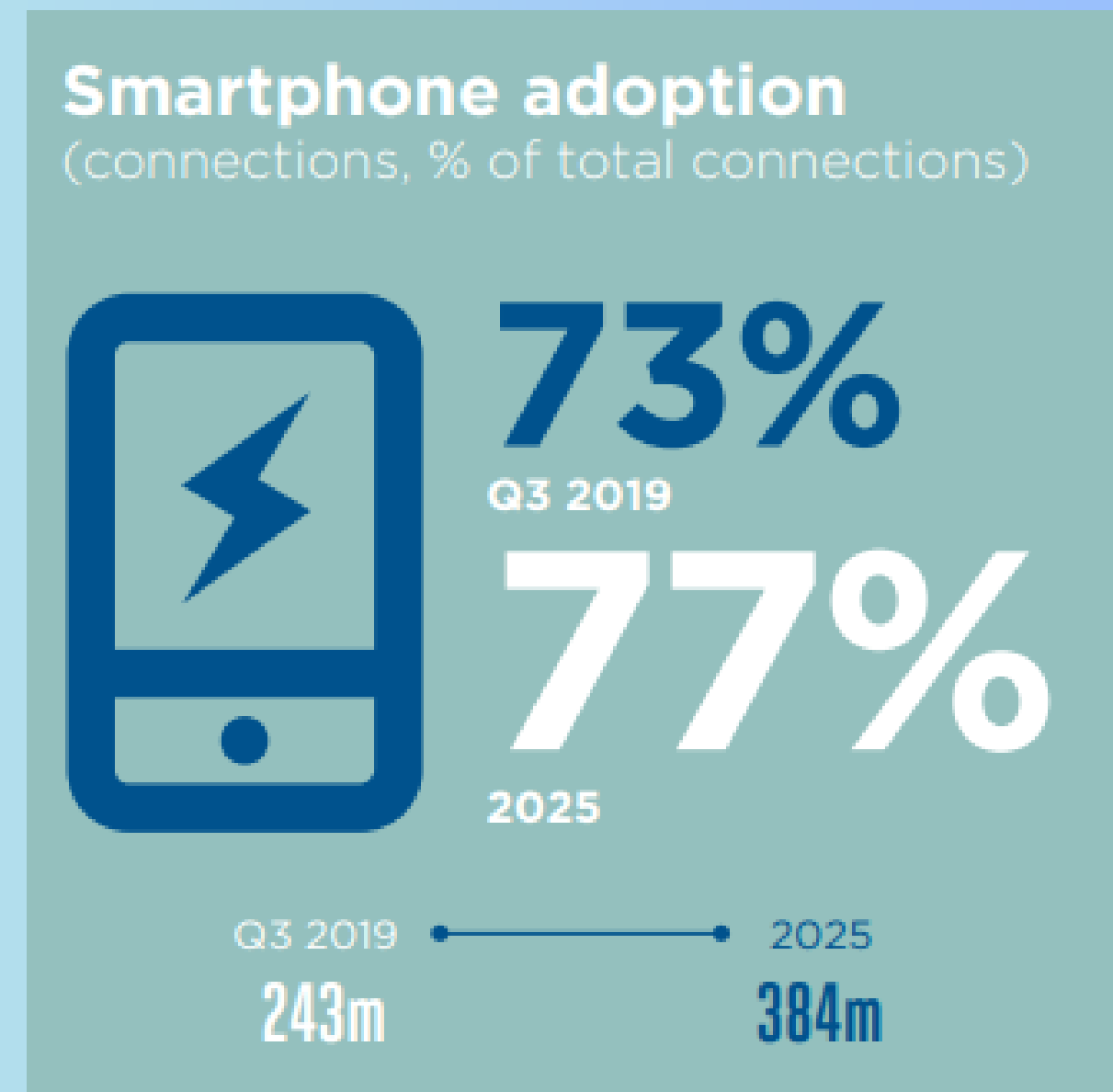


Why a Sustainability App?

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 Nurture Hub Work?

Login Page

Business accounts can promote events and services

Scan me!



Introduction

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NurtureHub

Business Canvas

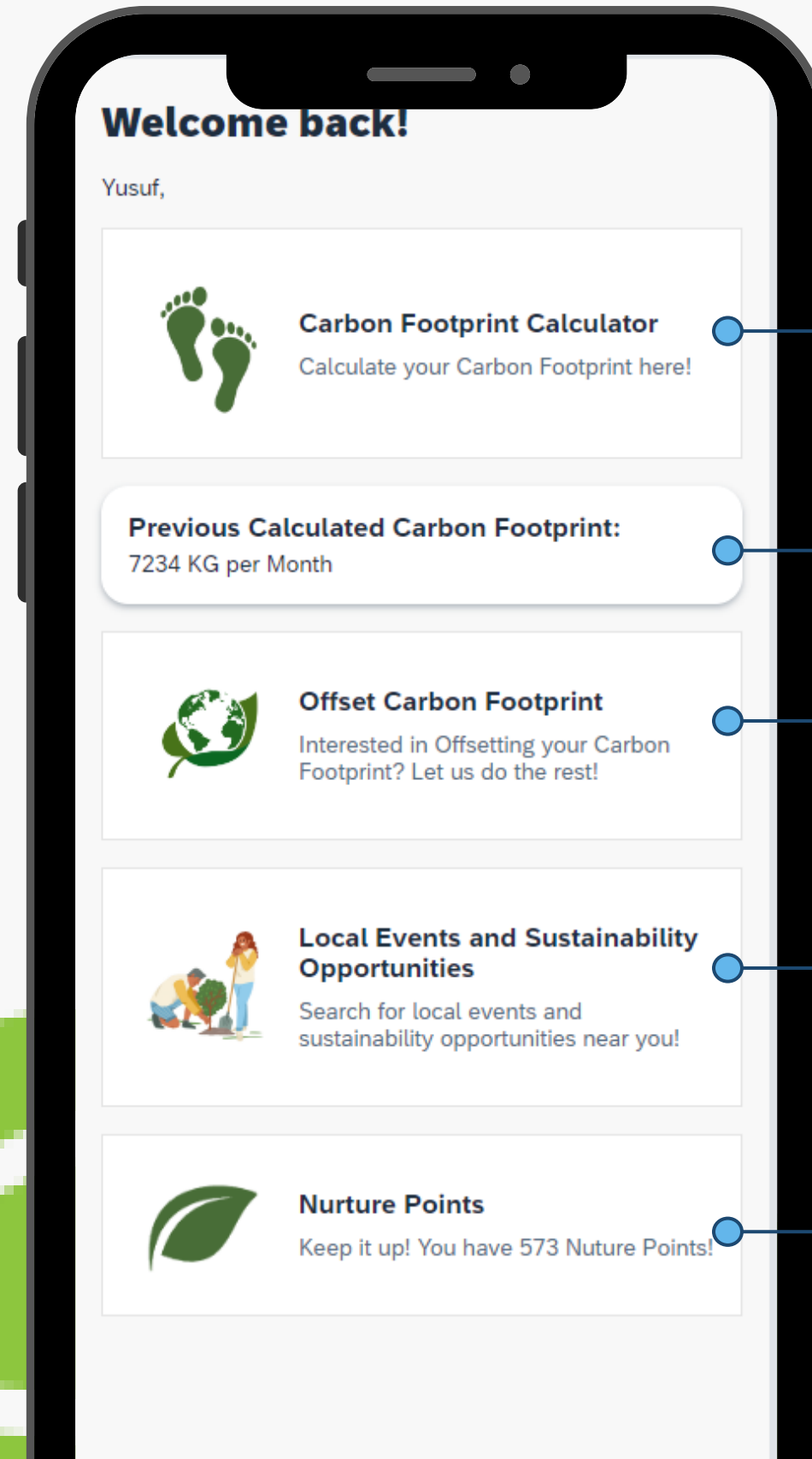
Aspirations

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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 Nurture Hub Work?

Carbon Footprint Calculator

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

Scan me!



HOW Does Nurture Hub Work?



Carbon Offsets are methods to reduce your carbon footprint indirectly, this includes from tree planting as well as investing in carbon capture

Available Carbon Offsets

Carbon Offsets may vary from region to region. Only certified companies and service providers are shown.

Sort by Region:

Malaysia



United4Trees

NGO dedicated to tree planting.
Malaysian Government Endorsed. Click
here to learn more.

Carbon Offsetting

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

Scan me!



HOW Does Nurture Hub 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

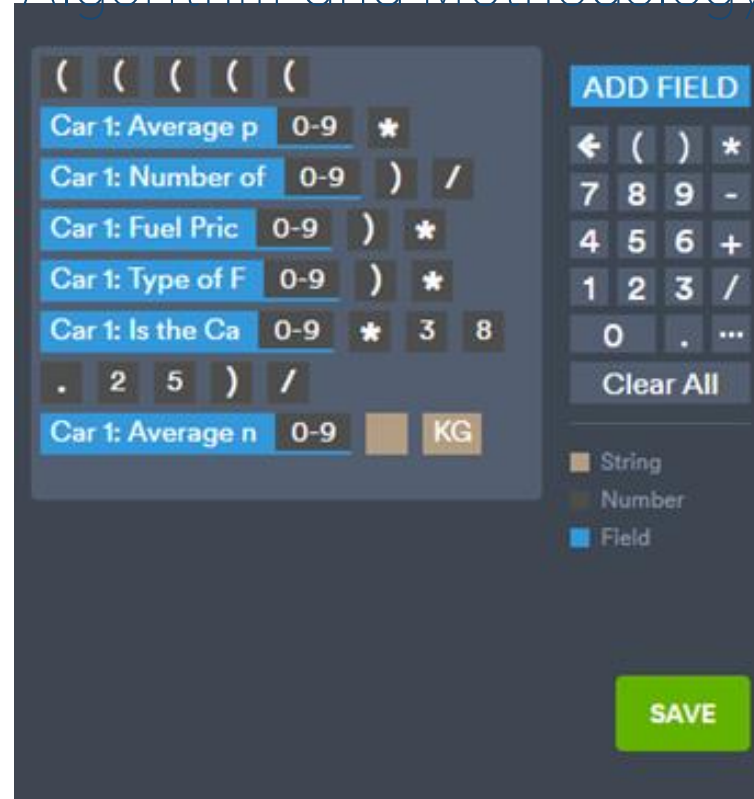
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APP Development

As Final Year Project and Business Prospect

Developed Carbon Footprint
Algorithm and Methodology

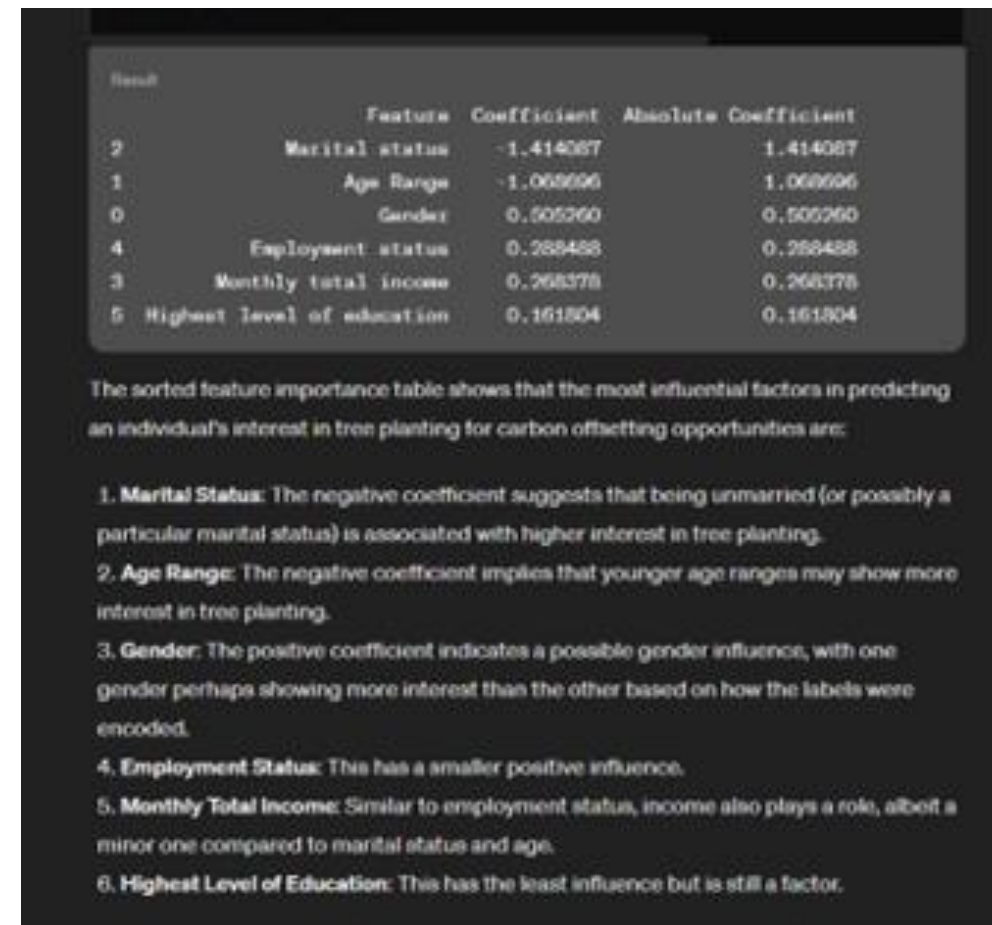


$$\text{Emissions (kg)} = \text{Fuel Consumption (TJ)} * \text{Emission Factor} \left(\frac{\text{kg}}{\text{TJ}} \right)$$

Emission Factor = 72010

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

Data Collected for User Preference
Prediction using OpenAI

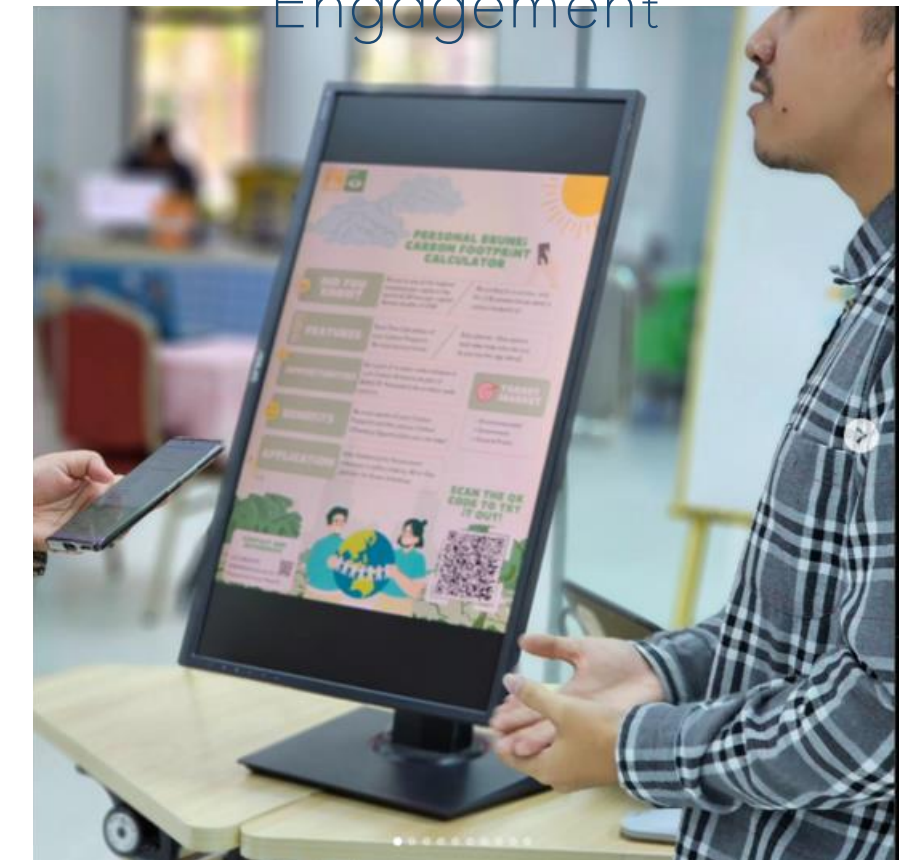


	Feature	Coefficient	Absolute Coefficient
2	Marital status	-1.414067	1.414067
1	Age Range	-1.066666	1.066666
0	Gender	0.505260	0.505260
4	Employment status	0.268488	0.268488
3	Monthly total income	0.266375	0.266375
5	Highest level of education	0.161804	0.161804

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:

- 1. Marital Status:** The negative coefficient suggests that being unmarried (or possibly a particular marital status) is associated with higher interest in tree planting.
- 2. Age Range:** The negative coefficient implies that younger age ranges may show more interest in tree planting.
- 3. 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.
- 4. Employment Status:** This has a smaller positive influence.
- 5. Monthly Total Income:** Similar to employment status, income also plays a role, albeit a minor one compared to marital status and age.
- 6. Highest Level of Education:** This has the least influence but is still a factor.

Positive Stakeholder
Engagement

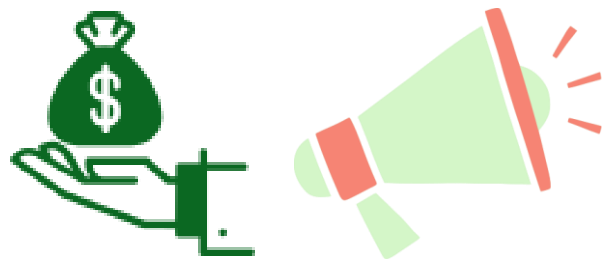


- Positive Business Prospect
- Presented to Public and SDG

Secretariat

Business Canvas

Income

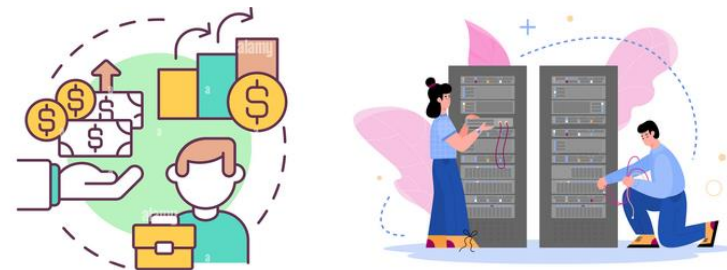


Subscription Fees



Endorsed and
Supported

Expenses



Management,
Labour, Server Costs



App Development

Target Audience



NGOs

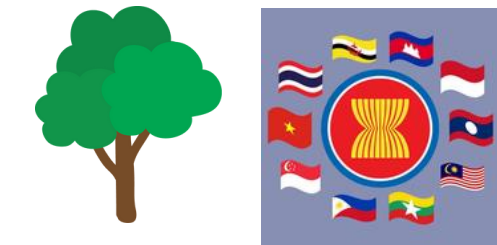


Businesses



You !

Unique Value
Proposition



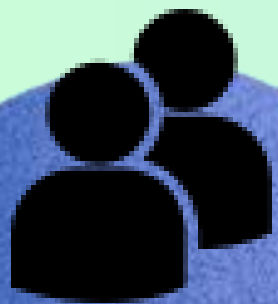
Specialised ASEAN Carbon
Footprint Calculator



AI-Powered

Moving Forward...

1
Concept Stage



2
Team
Expansion



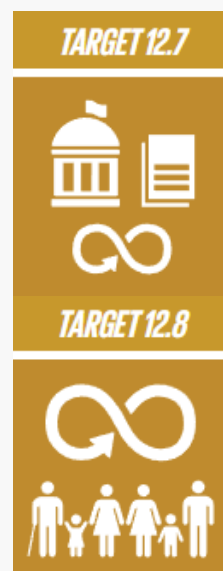
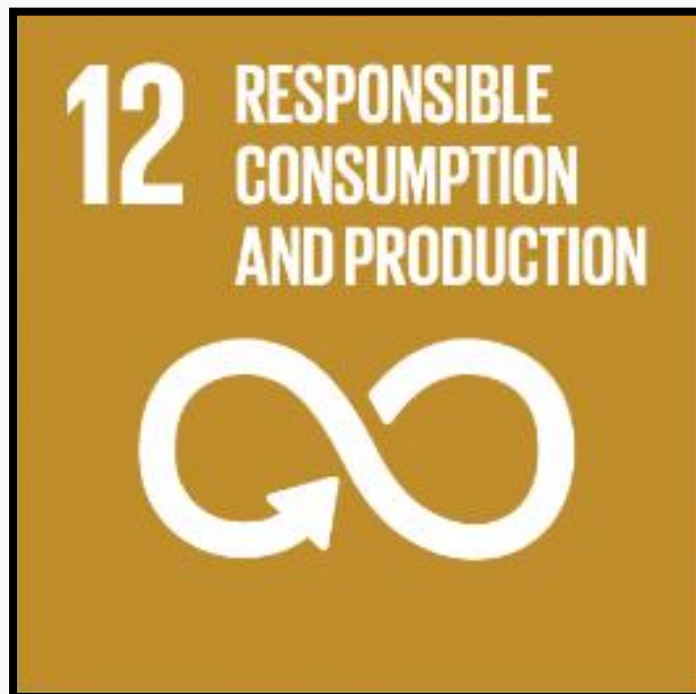
3
Launch for Brunei



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	 Atmosphere	 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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