

WOCE progresses with carbon ledger solution ahead of COP27

November 03, 2022, New Delhi: World of Circular Economy (WOCE), an India-based climate-friendly start-up, management for the corporate sector. This is its second solution on offer, in a time frame of just four months.

This time, WOCE aligns the announcement of its new product with COP 27 to address climate change. Ahead of the twenty-seventh session of the UN's Conference of the Parties, in Egypt this time, WOCE appeals to the corporate organisations in India to start capturing and calculating their carbon emissions to attain carbon neutrality as early as 2030.

Carbon Ledger provides a unified platform for organisations to create a comprehensive climate change management strategy. The platform reports, monitors, and reduces an organisation's GHG emissions. All the emission categories, which are a part of the platform are picked up based on international standards.

"Every organization wants to be a leader in the Net Zero mission. But how? No one seems to talk about it. Carefully designed for corporate organisations, Carbon Ledger, a web-based self-configurable solution, will track their neutrality journey while suggesting measures to reduce emissions through predictive analysis", said Anup Garg, Founder, and Director, WOCE.

Developing countries' MSMEs face multiple challenges such as limited access to financial resources, and low technological capabilities. Here, WOCE's SaaS-based platform (pay-as-you-go model) can be used by MSMEs to measure and reduce GHG emissions. Enterprises can take a better judicious decision to make data-driven policies to achieve their Net-Zero goals with powerful predictive analytics.

Garg added, "Any company with 20 to 1000 or more employees could easily use this self-configurable platform and improve its emissions, viz scopes 1, 2 and 3, towards their neutrality journey goals."

He added, "Carbon Ledger solution is given free for the first month as we understand that many organisations want to test the viability of any product before integrating that into their respective system."

The first solution that WOCE launched was Carbon Book App in India, in August, this year. The application is currently available for free download on both iOS and Android versions, for both individuals and corporate. With the download, a user can start capturing and monitoring his/her carbon emissions.

WOCE's Goal: It aims to cut 30 million tonnes of carbon emissions in the first two years at the individual user level; Alliance with the corporate industry will add five-six times more to this figure

For more information, please access <https://www.worldofcirculareconomy.com/>