



TIME TO NET, SET, GOALS!

PROBLEM STATEMENT

Eco-tourism industries produce waste that will emit more than 250% greenhouse gases in 2050 (Obersteiner et al., 2021). Thus, they must cut such emissions by 70% to preserve ecosystems in the Asia-Pacific (Scott et al., 2015). Now, **how can we begin reducing waste by 15-20% in 2030?**

Sources
Obersteiner, G., Gollnow, S., & Eriksson, M. (2021). Carbon footprint reduction potential of waste management strategies in tourism. *Environmental Development* 39, 1-16. <https://doi.org/10.1016/j.envdev.2021.100617>.
Scott, D., Gößling, S., Hall, C. M., & Peeters, P. (2015). Can tourism be part of the decarbonized global economy? The costs and risks of alternate carbon reduction policy pathways. *Journal of Sustainable Tourism*, 1-21. <https://doi.org/10.1080/09669582.2015.1107080>.

Greenhouse Alleivation Indicator App (GAIA)

Transport

Ferry to Manila
2GO
6 AM - 6 AM (24 hrs)
12,190 PHP (one-way)
115 kg CO₂ / ride
-17.86% ave. emissions

Plane to Manila
Cebu Pacific
6 AM - 7:15 AM (1.25 hrs)
2,125 PHP (one-way)
125 kg CO₂ / flight
-11.72% ave. emissions

More...



Hotels

Sea Dreams Resort
Dauin
7,900 PHP / night
40 kg CO₂ / night
-25.92% ave. emissions

Pura Vida Beach
and Dive Resort
Dauin
7,891 PHP / night
56 kg CO₂ / night
+3.7% ave. emissions

More...



Souvenir Shops

Pinspired Art
Souvenirs
10 AM - 8 PM
8,000 kg CO₂/daily
-20% ave. emissions

So Good Shop
Robinsons
Dumaguete
10 AM - 9 PM
7,000 kg CO₂/daily
-30% ave. emissions

More...



Restaurants

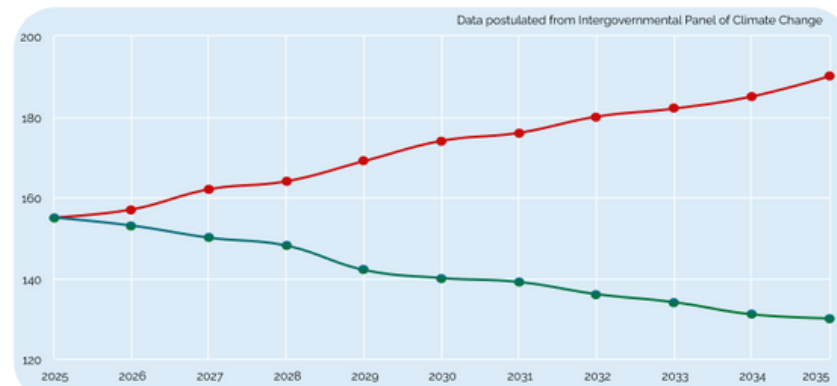
La Mensa Italian
Chophouse
6 PM - 10 PM
7.2 kg CO₂/dish
-10% ave. emissions

Jo's Chicken
by the Sea
9 AM - 9:30 PM
8.2 kg CO₂/dish
+2.5% ave. emissions

More...



Calculates the
**emissions from
waste** across
tourism packages



Ave High: 32° C
Ave Low: 24° C

Expected T kg/
CO₂ by 2035: **190**

Kg/CO₂ by 2035 with
GAIA: **130 (32% loss)**

85%

flora & fauna
species conserved

75%

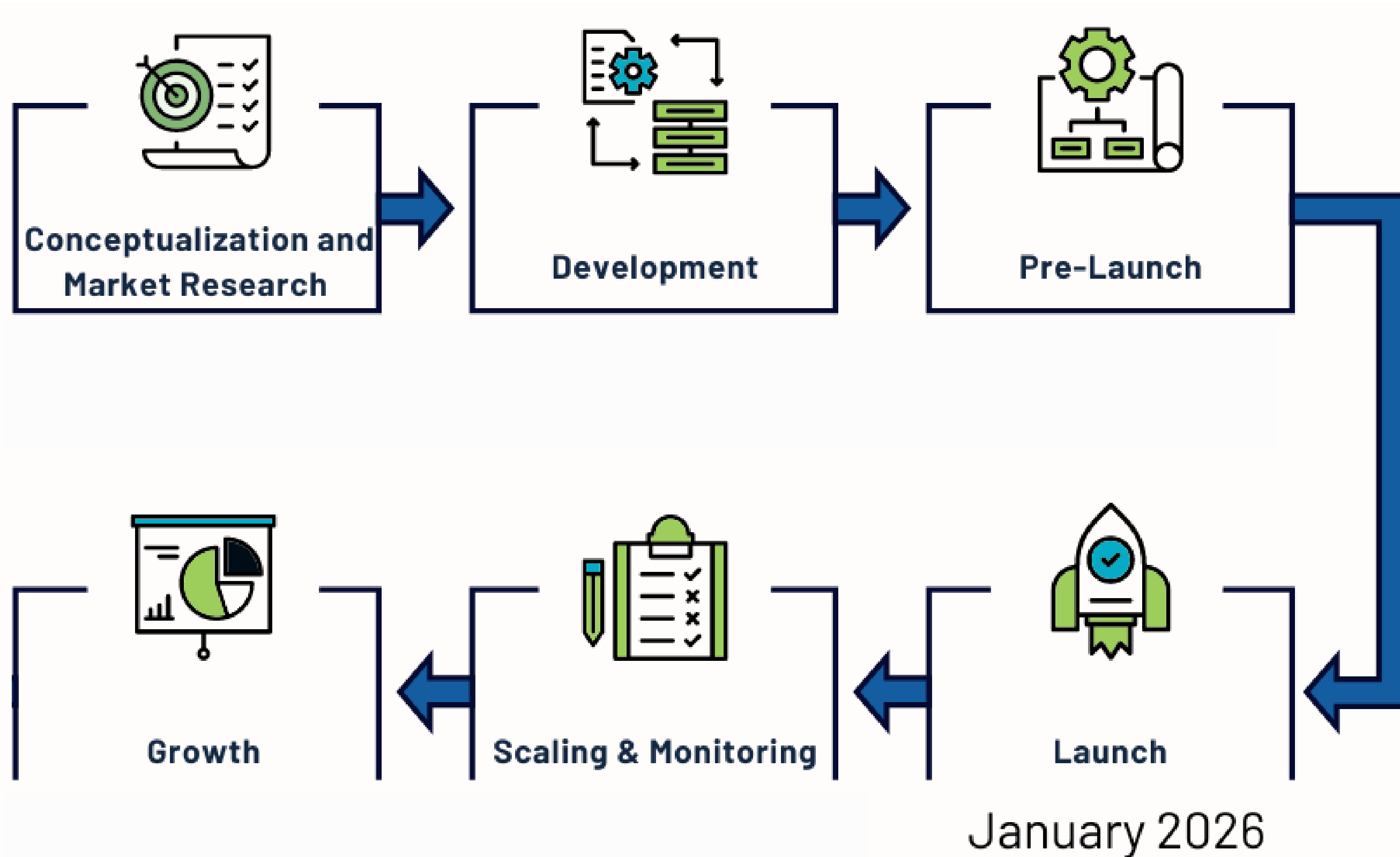
preservation
projects fulfilled

30%

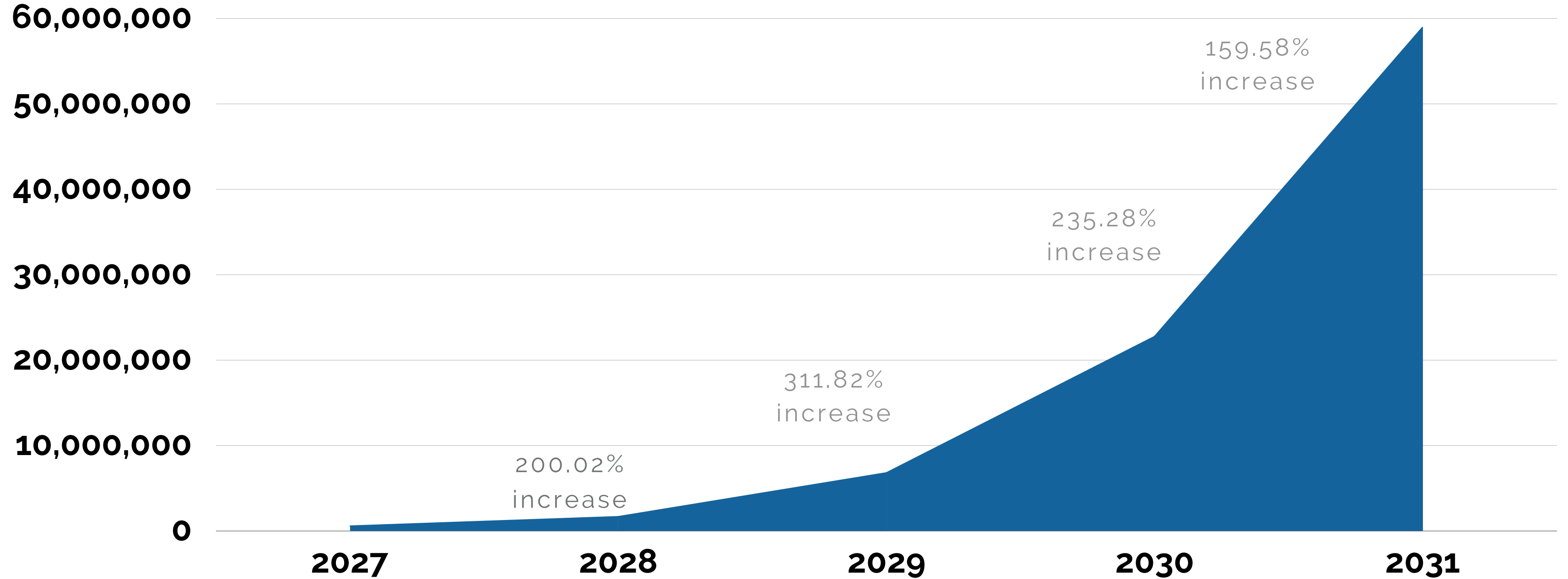
tourism waste (in
kgs) reduced

Calculates GAIA's
**impacts on ecosystem
preservation** in the
selected destination

IMPLEMENTATION PLAN



REVENUE



COSTS



Business Registration
\$10,000



App Devt
\$350,000



Admin Costs
\$50,000



Marketing Costs
\$300,000

TARGET MARKET & CONVENIENCE

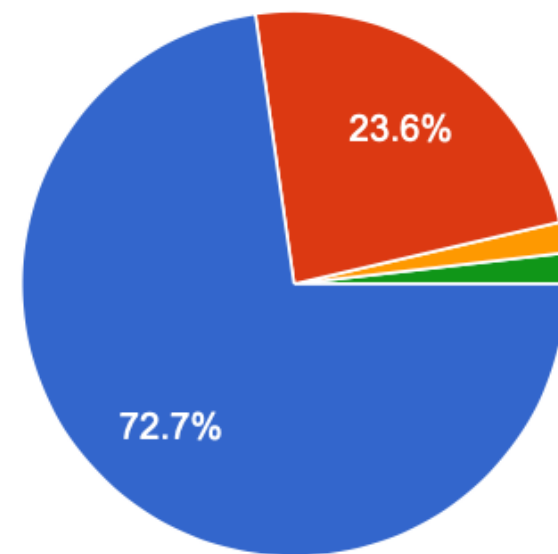


All-round packages will facilitate travel preps

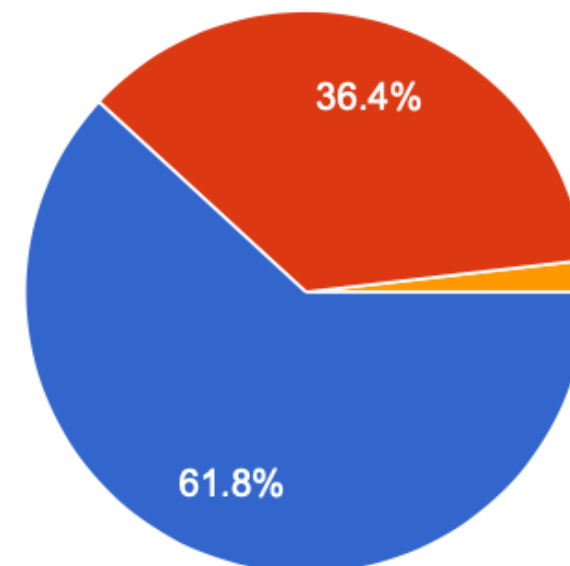


All relevant info to reduce emissions in travelling

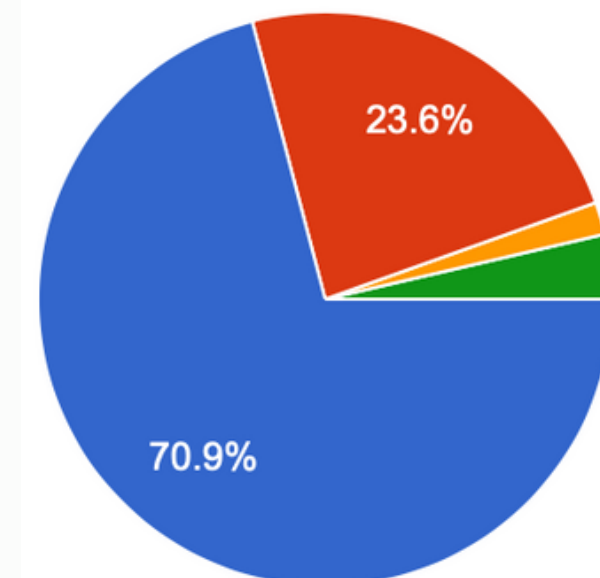
Based on our market survey with 250+ respondents:



96.3% need **guidelines** on carbon offsets



98.2% want an **app like GAIA** to centralize such info



94.5% want to be aware of eco-tourism's carbon emissions

PARTNERSHIPS

GAIA enhances **companies'** credibility by showcasing initiatives for ecosystem preservation.



GAIA subsidizes **NGOs'** initiatives that bolster ecosystem preservation in the Asia-Pacific.



GAIA coordinates with **local governments** that plan to craft & implement policies (e.g. NDCs).



HOW GAIA HELPS FULFILL THE 2022 KUNMING-MONTREAL FRAMEWORK:



7: 15-20% waste reduction via RE transitions and regulating extractions

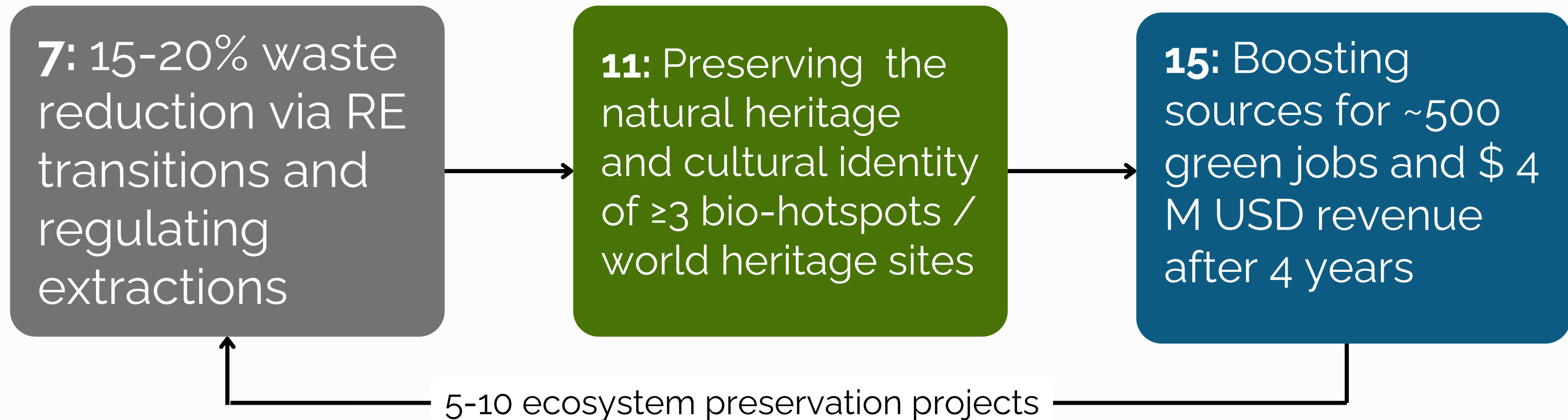


11: Preserving the natural heritage and cultural identity of ≥ 3 bio-hotspots / world heritage sites



15: Boosting sources for ~500 green jobs and \$ 4 M USD revenue after 4 years

5-10 ecosystem preservation projects





GAIA AS AN INTERNATIONAL NORM ENTREPRENEUR

Applying Finnemore & Sikkink's (1998) norm life cycle model:

EMERGENCE

Reinforcing sustainable dev't (SD) as a norm to protect the environment by 2030

Signing agreements

CASCADE

Coordinates with partners to fulfill int'l SD frameworks and boost credibility

Domes-
tic envt

INTERNALIZATION

Molding SD as a habit among GAIA users and their communities' laws

*currently in this stage

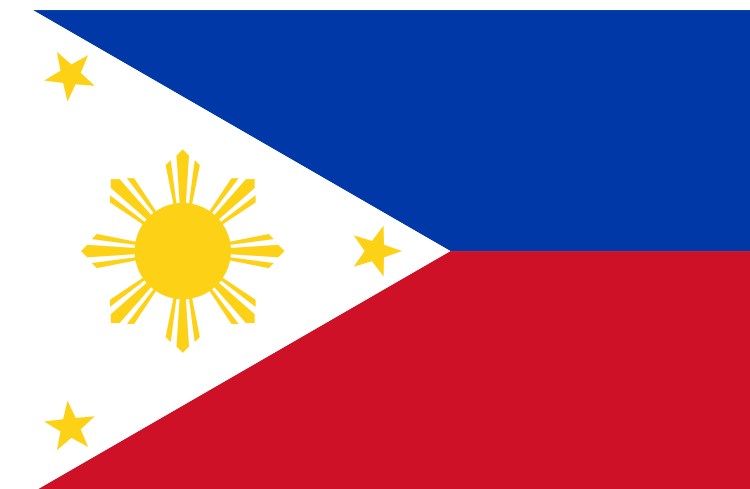
Source: Finnemore, M., & Sikkink, K. (1998). International Norm Dynamics and Political Change. *International Organization*, 52(4), 887-917. <http://www.jstor.org/stable/2601361>.



**TIME TO
NET, SET,
GOALS
WITH
GAIA!**



TEAM CARBON PHASE OUT



Pia Valencia

Role: Chief of Financial Management and Business Development

Education: AB European Studies at the Ateneo de Manila University

Experiences:

- ASEAN-China-India YLS World Grand Finalist
- ACI Philippines National Finalist 2nd Place
- YED Sustainability Challenge Grand Finalist
- IROFONIC Indonesia 2023 Panelist
- UNOCT ASEAN Regional Forum UNESCAP Philippine Youth Representative



Luke Quilantang

Role: Chief Technological and Operating Officer

Education: BS Microbiology at Cavite State University

Experiences:

- Environment Cmte. Chair of Cavite PYDC (PKP)
- Tokushima International Forum 2023 Panelist
- National Youth Parliament Committee on Environment Acting Chairperson



James Tolosa

Role: Chief Sustainability and Marketing Officer

Education: AB Political Science, Masters in Global Politics at the Ateneo de Manila University

Experiences:

- Clean Energy Youth Camp Secretariat, September 2023
- UN Sustainable Development Solutions Network Youth Junior Programs Associate, October 2023-February 2024
- Nanyang Tech University Model UN Head Chair, March 2024
- Envir-Model UN Executive Director, January 2024-present