

**Name** Connect Earth  
**Website** [Connect.earth](https://connect.earth)  
**Year Launched** 2021  
**Area** Climate



## Description

By 2030, every product will become a climate product. Connect Earth is building the infrastructure to build climate-conscious products. The Company consolidates and harmonises sustainability data and makes it available through APIs and toolkits.

Connect Earth is the carbon database democratising access to accurate carbon accounting data. It is a source of truth that allows consumers and companies to measure, track and reduce emissions from their consumption. Its database is aspiring to be as granular as product- and merchant-level data, a unique feature in this space mostly dominated by sector-level data.

## SDG Analysis

Connect Earth creates direct impact by promoting more sustainable consumption through greater awareness of the carbon emissions of that consumption.

The company is aligned to SDG 12.1 “Implement the 10-year framework of programmes on sustainable consumption and production (...)”.

Connect Earth’s impact metrics are centred on the estimated CO2 emissions savings from that increased consumer carbon awareness.



## Impact Management Project assessment

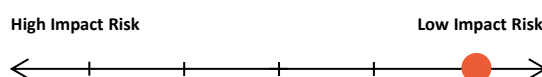
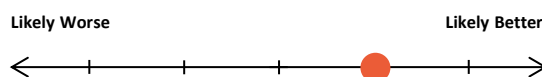
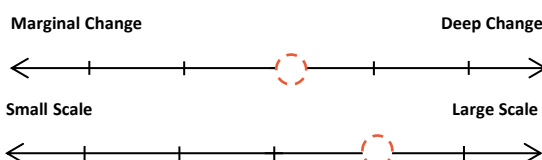
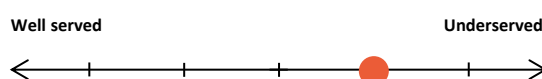
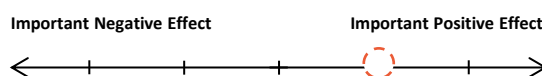
**What:** By providing more accurate and merchant-specific carbon data to consumers, Connect Earth is promoting a more informed and more responsible consumer environment.

**Who:** Connect Earth’s impact targets consumers, who are currently somewhat underserved in terms of carbon data related to their consumption and, ultimately, the environment. This community is especially underserved of accurate and merchant specific carbon data, Connect Earth’s offering.

**How much:** Although the impact of a single consumption choice is marginal in the climate crisis context, the collective behavioural change of a whole society can have a deep effect in the climate problem, by reducing CO2 emissions linked to consumer consumption.

**Contribution:** Connect Earth contributes to better consumption decisions, while also broadening the education of the community to the carbon footprint of their consumption. Alternatives only allow consumers to access sector-level data and, therefore, are less accurate.

**Impact Risk:** There is very low impact risk associated to Connect Earth. The only risk associated to the business is related to its data accuracy, which is currently mitigated by 2 levels of data authentication for each datapoint entered into their database.



■ Carry-linked ● Today (○) Projected

## Conclusion

According to the IMP framework, the impact classification of Connect Earth is a C (Contributing to solutions) given the potential for scale of the solution, and given its potential to drive mass consumer behaviour towards more sustainable consumption choices.