Socially-Inclusive Low-Carbon Motivation Mechanism
社会包容的低碳激励机制

Every little contribution counts.
每一点贡献都很重要

SinoCarbon

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1. About SinoCarbon
1. 关于中创碳投

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SinoCarbon

(1)What We're Doing
（1）关于我们

SinoCarbon is committed to promoting social awareness of green and low-carbon development through technology innovations. Providing socially-inclusive low-carbon advisory services for small and micro organizations such as enterprises, institutions and communities, SinoCarbon motivates the realization of innovative business and management, popularization of low-carbon consciousness, as well as the enhancement of brand value and social responsibility.

中创碳投致力于通过技术创新提升绿色和低碳发展的社会意识。中创碳投通过为企业、机构和社区等小型和微型组织提供具有社会包容性的低碳咨询服务，推动创新业务和管理的实现、低碳意识的普及，以及品牌价值和社会责任的提升。

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(2) Our Vision
（2）我们的愿景

Technology Enabler
技术推动者

SinoCarbon drives green and low-carbon businesses that everyone can participate in through enabling technologies.

中创碳投通过推动技术的提升，促进人人都可以参与的绿色和低碳业务的发展。

Awareness Promoter
意识提升者

SinoCarbon arouses the public awareness of green development in an enjoyable and interactive way, advocates the low-carbon concept, and practices a green lifestyle.

中创碳投以愉快和互动的方式唤起公众对绿色发展的认识，倡导低碳概念，践行绿色生活方式。

Units Mobilizer
单位动员者

SinoCarbon mobilizes every and each small and micro organizations for the improvement of environment

中创碳投动员每个小型和微型机构改善环境.

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(3) Our Approaches
(3) 我们的方法

Small and micro organization's low carbon management tool
小型和微型组织的低碳管理工具
- Calculation of organizational/ individual emission reductions
- 计算机构/个人的减排量
- Emission reductions-carbon credits conversion
- 减排量和碳积分间的转换
- Credits appreciation services
- 积分增值服务

Scenario and resources development
场景和资源开发
- Scenario and service customization
- 定制化场景和服务
- Up- and down- stream resource development
- 上下游资源开发
- Business landscape building
- 商业景观建设

Socially-inclusive low-carbon motivate mechanism platform
社会包容的低碳激励机制平台
- Tool-platform transfer
- 工具平台转移
- Extensive participation of companies
- 鼓励公司的广泛参与
- Enrichment of upstream and downstream resources
- 丰富上游和下游资源
- Realization of business landscape
- 实现商业景观

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2. Our Services
2. 我们提供的服务

Socially-Inclusive Low-Carbon
Motivation Mechanism
社会包容的低碳激励机制

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(1) Briefing on Our Services
(1)服务概述

SinoCarbon provides customized services on internet-inclusive motivation mechanism, data analysis, and a coordinated process of product operation, for small and micro enterprises, organizations or local governments with low-carbon concept informing, green brand building, and green business innovation needs.

中创碳投为具有低碳信息需求、绿色品牌建设需求和绿色商业创新需求的小型和微型企业、机构或地方政府**提供互联网包容的激励机制、数据分析和产品运营协调等定制服务**。
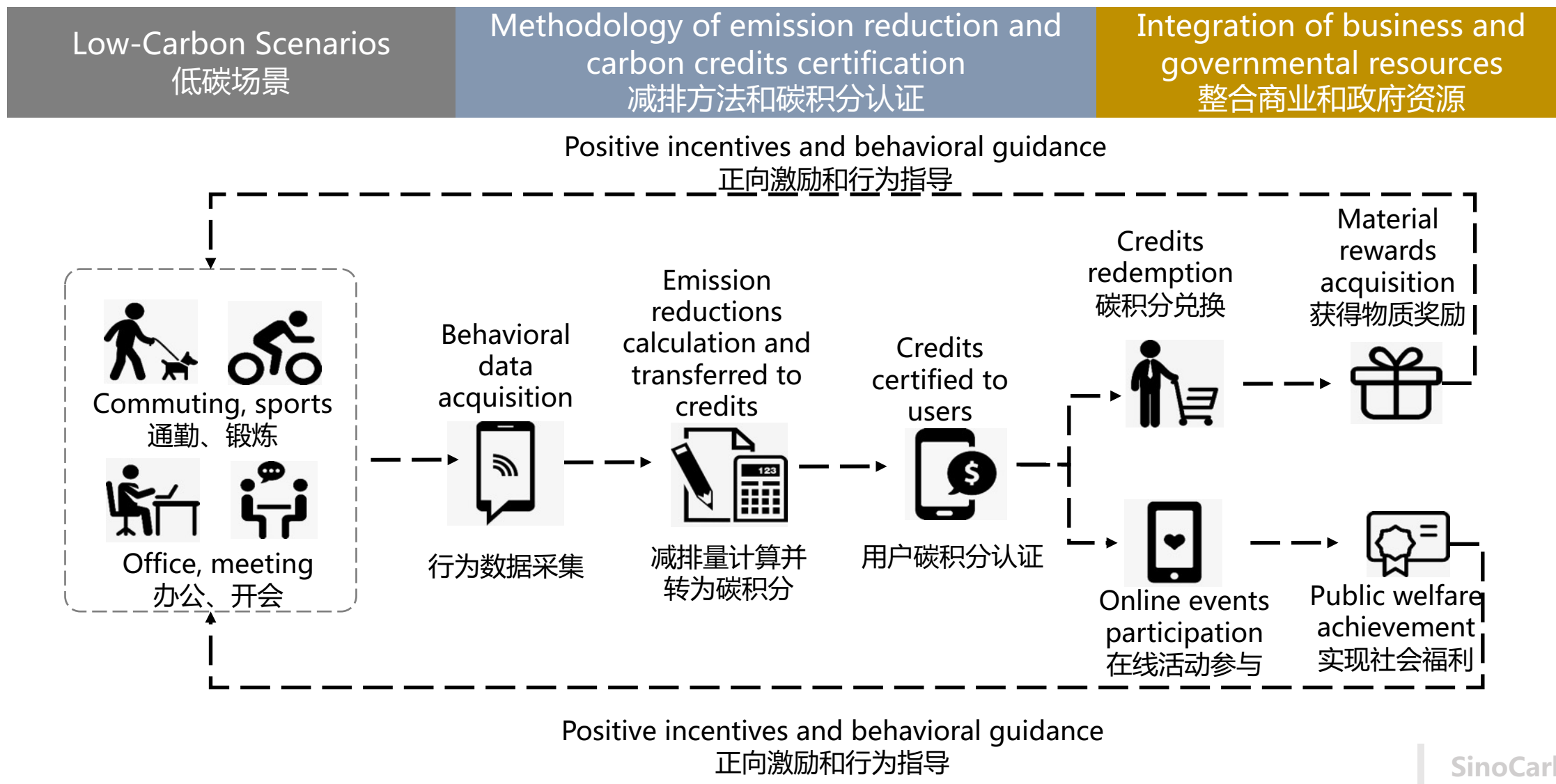
- **Enterprise-Level**: Green Business Solutions
  企业层面：绿色商业解决方案

- **Community-Level**: Green Campus/Community Solutions
  社区层面：绿色校园/社区解决方案

- **City-Level**: urban new energy vehicle solutions, carbon sink poverty reduction solutions
  城市层面：城市新能源汽车解决方案，碳汇减贫解决方案

(2) Core Service Logic
(2) 核心服务逻辑

Low-Carbon Scenarios 低碳场景	Methodology of emission reduction and carbon credits certification 减排方法和碳积分认证	Integration of business and governmental resources 整合商业和政府资源

Positive incentives and behavioral guidance
正向激励和行为指导

Commuting, sports
通勤、锻炼

Office, meeting
办公、开会

Behavioral data acquisition
行为数据采集

Emission reductions calculation and transferred to credits
减排量计算并转为碳积分

Credits certified to users
用户碳积分认证

Credits redemption
碳积分兑换

Material rewards acquisition
获得物质奖励

Online events participation
在线活动参与

Public welfare achievement
实现社会福利

Positive incentives and behavioral guidance
正向激励和行为指导

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(3)Design Rationale
(3)设计原理

Core Service Logic **核心服务逻辑**	Green scenario establishment 绿色情景建立	→ Green behavior quantification 绿色行为量化	→ Green credits redemption 绿色积分兑换

User interface
用户界面

Green transportation
绿色交通
Green meeting
绿色会议
Green education
绿色教育
Green games
绿色游戏
......

← → Methodology of emission reduction calculation in different scenarios

不同情景下的减排计算方法

← →

Green markets
绿色市场

Green public welfare
绿色公益事业

......

Operating platform
操作平台

Front end process management
前端流程管理

Data management
数据管理

Methodology management
方法管理

Interface management
界面管理

Credits appreciation management
积分增值管理

User management
用户管理

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(4) Service Display
(4) 服务展示

- **"Green Avic Trust" "绿色中航信托"**

"Green Avic Trust" is a tailored service for Avic Trust to promote low-carbon behavior of employees, create a green corporate culture, and enhance the efficiency of unions and employee satisfaction through the form of green benefits.

"绿色中航信托"是中航信托的一项定制服务，旨在通过为绿色行为提供利益的形式促进员工的低碳行为、创造企业绿色文化，以及提高工会效率和员工满意度。

- **"Green Guanshang District" "绿色关上"**

"Green Guanshang District" is a specialized interactive product for residents of Zhongxin Community, Guanshang District, Kunming City, which encourages users to practice the green lifestyle and drive local businesses to participate jointly in the socially-inclusive low-carbon motivate mechanism

"绿色关上"是为昆明市官渡区关上中心社区居民专门设计的互动产品，旨在鼓励居民实践绿色生活方式，带动当地企业共同参与社会包容的低碳激励机制。

(4) Service Display
(4) 服务展示

- **"socially-inclusive low-carbon motivate mechanism in Chengdu City"**
  "成都市社会包容的低碳激励机制"

The mini program is a tailored service for Chengdu City, based on the new energy vehicle scenario, with the characteristics and advantages of mobile Internet products, providing incentives for users of Chengdu to use new energy vehicles. Through the enjoyable and interactive way, the mini program increases the public willingness to use new energy vehicles, promotes low-carbon life, and contributes to the popularization of green and low-carbon awareness of the whole society.

这个项目是针对成都市定制的服务，基于新能源汽车场景和移动互联网产品的特点和优势，为成都居民提供使用新能源汽车的激励。通过愉快的互动方式，项目增加了居民使用新能源汽车的意愿，促进居民进行低碳生活，并有助于全社会绿色和低碳意识的普及。

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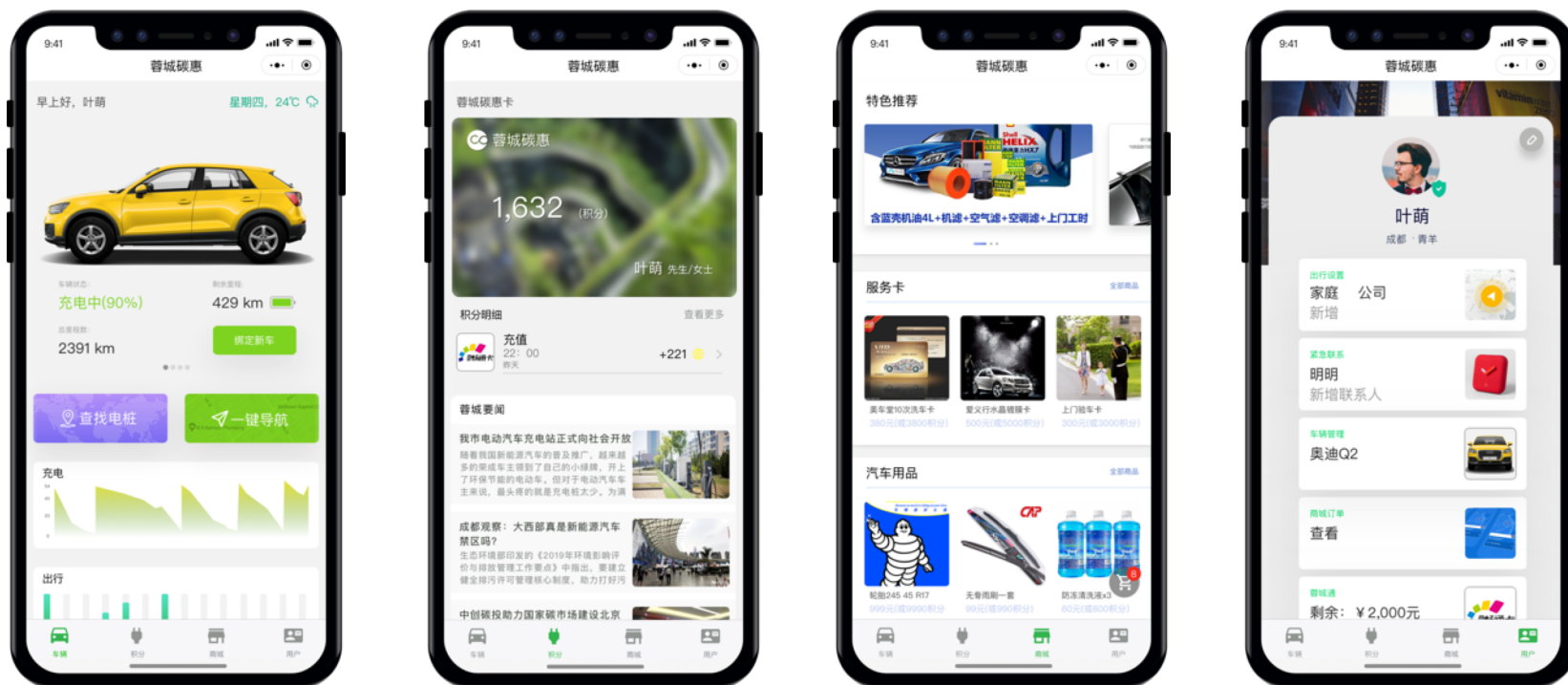
(5) Our Achievements
(5) 我们的成就

Socially-inclusive low-carbon motivate mechanism is a pilot of the green and low-carbon field in the era of Internet technology, driven by technology, enhanced by everyone's action and enterprise joint participation to promote the popularization of green environmental awareness.

社会包容的低碳激励机制是在互联网技术时代中的一次绿色低碳领域的尝试，在技术的驱动下，通过推动大众的行动和企业共同参与，普及绿色环保意识。

3. Solutions
3. 解决方案
Take the Chengdu pilot project
as an example
以成都试点项目为例

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(1) Main Problems in Local Pilots
(1) 试点项目存在的主要问题

◆ From the consequences, the mechanism plays a significant role in encouraging the public to perform low-carbon behaviors, and has achieved positive social response and emission reduction benefits. But the mechanism is unsustainable. Reflected in three aspects ：

从结果来看，该机制在鼓励公众低碳生活方面发挥了重要作用，并获得了积极的社会反应和减排效益。但这种机制是不可持续的，主要体现在三个方面：

Unsustainable Design 设计不可持续 *1*
Major demands come from government departments, therefore unable to form a mutually beneficial situation.
主要需求来自政府部门，因此无法形成互利的局面

Unsustainable Funds 资金不可持续 *2*
Government funds are the only financial source. No operational mechanism for self-sustaining.
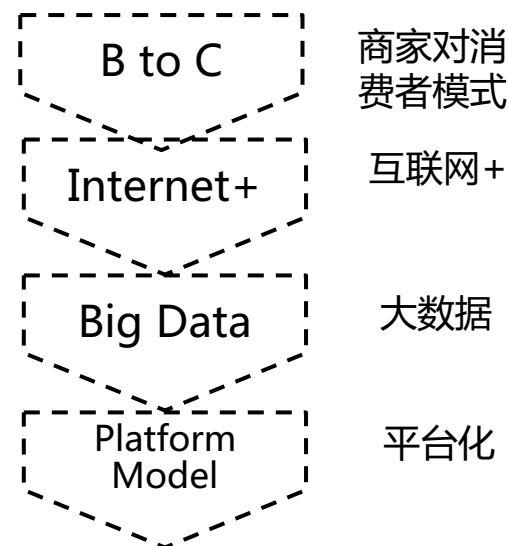政府资金是唯一的资金来源，没有自我维持的运作机制

Unsustainable Implementation 实施不可持续 *3*
Promote by project management, lack of professional and systematic product operation team.
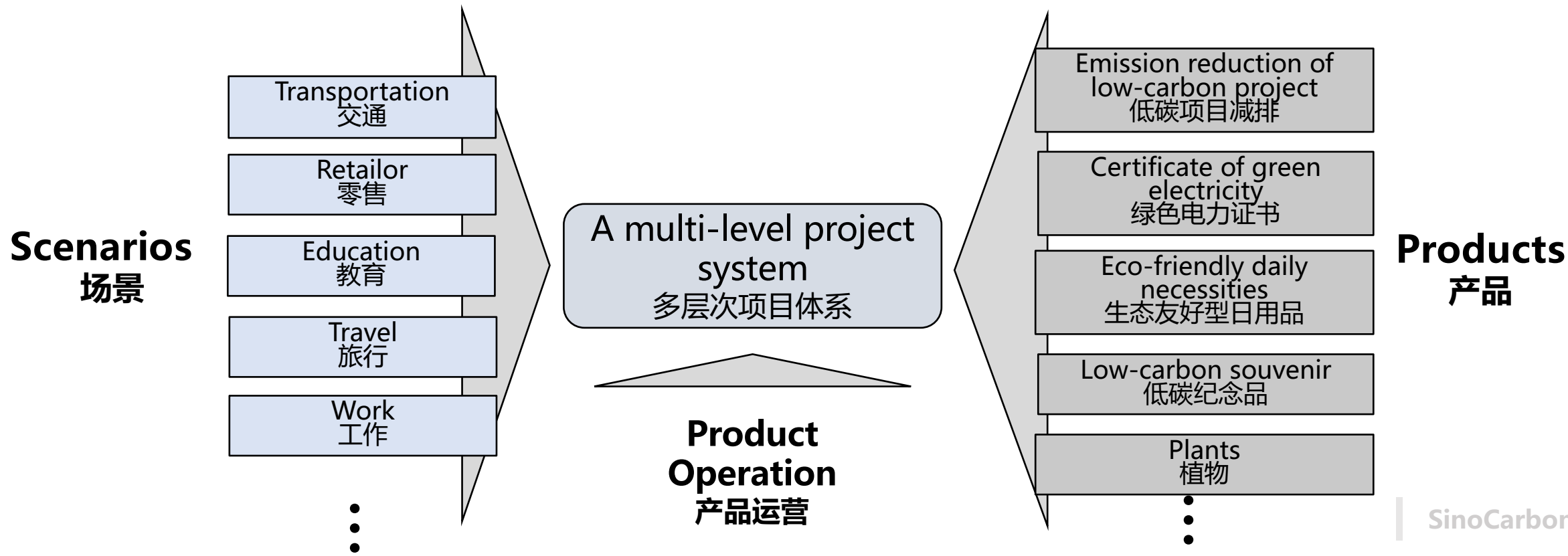通过项目管理推动进程，缺乏专业、系统的产品运营团队

Fail to identify and apply the core value
无法识别和应用核心价值

B to C　　商家对消费者模式

Internet+　　互联网+

Big Data　　大数据

Platform Model　　平台化

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(2) Core Ideas of the Chengdu Polit Project
(2) 成都试点项目的核心理念

◆ Establish special operation entity, replace project management with product operation, and carry out overall management of internet products
建立专业化运营实体，以产品运营取代项目管理，对互联网产品进行全面管理

◆ From the two dimensions of scenarios and products, constructing a multi-level project system to form a wide application scenario.
从场景和产品的两个维度，构建一个多层次的项目体系，形成一个广泛的应用场景。

Scenarios
场景

| Transportation 交通 |
| Retailor 零售 |
| Education 教育 |
| Travel 旅行 |
| Work 工作 |

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A multi-level project system
多层次项目体系

Product Operation
产品运营

Products
产品

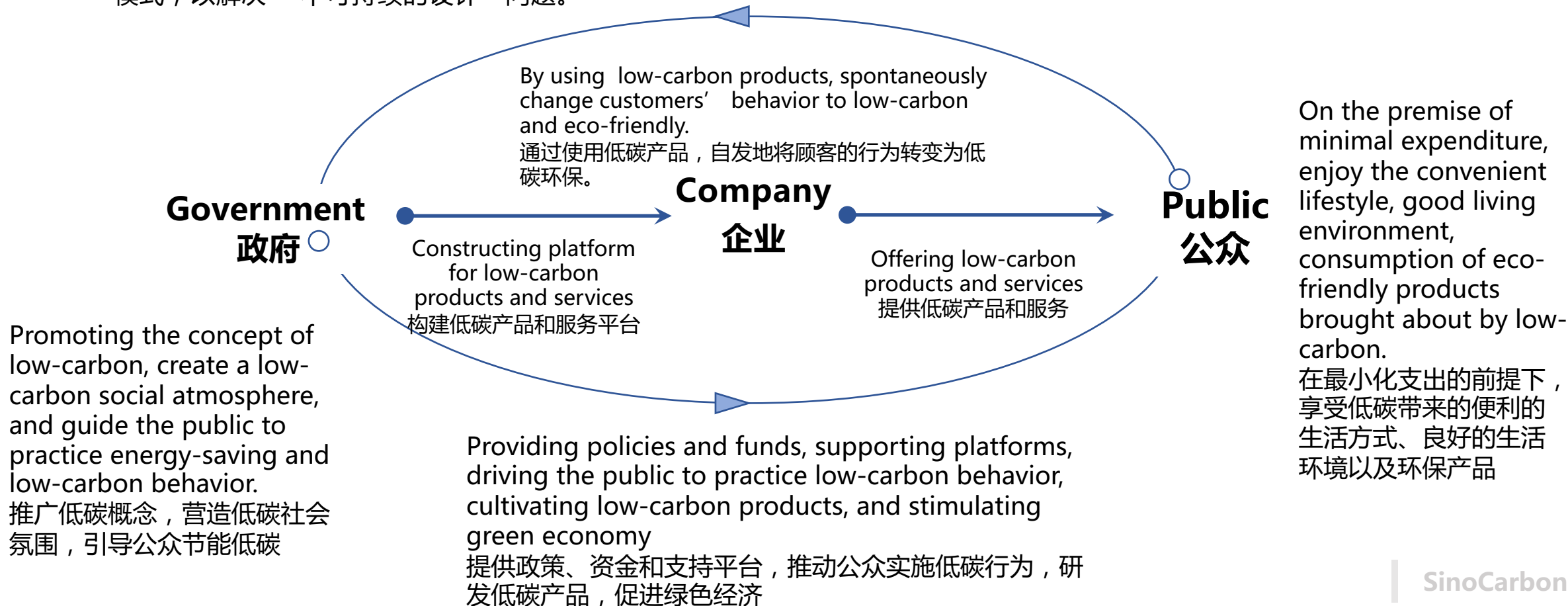| Emission reduction of low-carbon project 低碳项目减排 |
| Certificate of green electricity 绿色电力证书 |
| Eco-friendly daily necessities 生态友好型日用品 |
| Low-carbon souvenir 低碳纪念品 |
| Plants 植物 |

⋮

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(2) Core Ideas of the Chengdu Polit Project
(2) 成都试点项目的核心理念

◆ Introducing commercial organizations, and linking the demands of the government and the public through "a scenario demonstration project to drive a low-carbon product", therefore a win-win model of mutual benefit among the government, enterprises and the public is established to solve the problem of "unsustainable design".
引入商业机构，通过"推动低碳产品的场景示范项目"将政府和公众的需求联系起来，建立政府、企业和公众间的互利共赢模式，以解决 "不可持续的设计"问题。

By using low-carbon products, spontaneously change customers' behavior to low-carbon and eco-friendly.
通过使用低碳产品，自发地将顾客的行为转变为低碳环保。

Government
政府

Company
企业

Public
公众

On the premise of minimal expenditure, enjoy the convenient lifestyle, good living environment, consumption of eco-friendly products brought about by low-carbon.
在最小化支出的前提下，享受低碳带来的便利的生活方式、良好的生活环境以及环保产品

Constructing platform for low-carbon products and services
构建低碳产品和服务平台

Offering low-carbon products and services
提供低碳产品和服务

Promoting the concept of low-carbon, create a low-carbon social atmosphere, and guide the public to practice energy-saving and low-carbon behavior.
推广低碳概念，营造低碳社会氛围，引导公众节能低碳

Providing policies and funds, supporting platforms, driving the public to practice low-carbon behavior, cultivating low-carbon products, and stimulating green economy
提供政策、资金和支持平台，推动公众实施低碳行为，研发低碳产品，促进绿色经济

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(3) Using Advantages to Support Construction and Product Operation of Chengdu Project
(3) 利用优势支持成都项目建设和产品运营

First, bringing the advantage of top-level design into full play, and forming the operation plan while applying it to the mechanism's top-level design.

首先，充分发挥顶层设计的优势，形成运营计划并将其应用于机制的顶层设计。

Second, exerting accumulated experiences during the development of the app to assist the offline and online product operation of Chengdu project.

第二，根据已有经验开发应用程序，协助成都项目的线上、线下产品运营

Third, bring the advantage of the company's layout on the national network into full play to assist Chengdu to promoting and replicating products to various places, and forming influential Internet + low-carbon products.

第三，充分发挥公司全国网络的优势，协助成都向各地推广和复制产品，形成有影响力的互联网+低碳产品

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(4) Overall Design of New Energy Vehicle Project
(4) 新能源汽车项目总体设计

The purpose is to provide support for the development and operation of public low-carbon application scenarios in Chengdu's demonstration project, to form a low-carbon application scenario with the theme of "new energy vehicle use", to provide incentives for Chengdu's use of new energy vehicles, to promote the public's willingness to use new energy vehicles, and to guide the public to voluntarily practice green and low-carbon mode of travel.

项目的目的是为成都示范项目中公众低碳应用场景的开发和运行提供支持，形成以"新能源汽车使用"为主题的低碳应用场景，激励成都使用新能源汽车，提高公众使用新能源汽车的意愿，引导公众自愿践行绿色低碳出行理念。
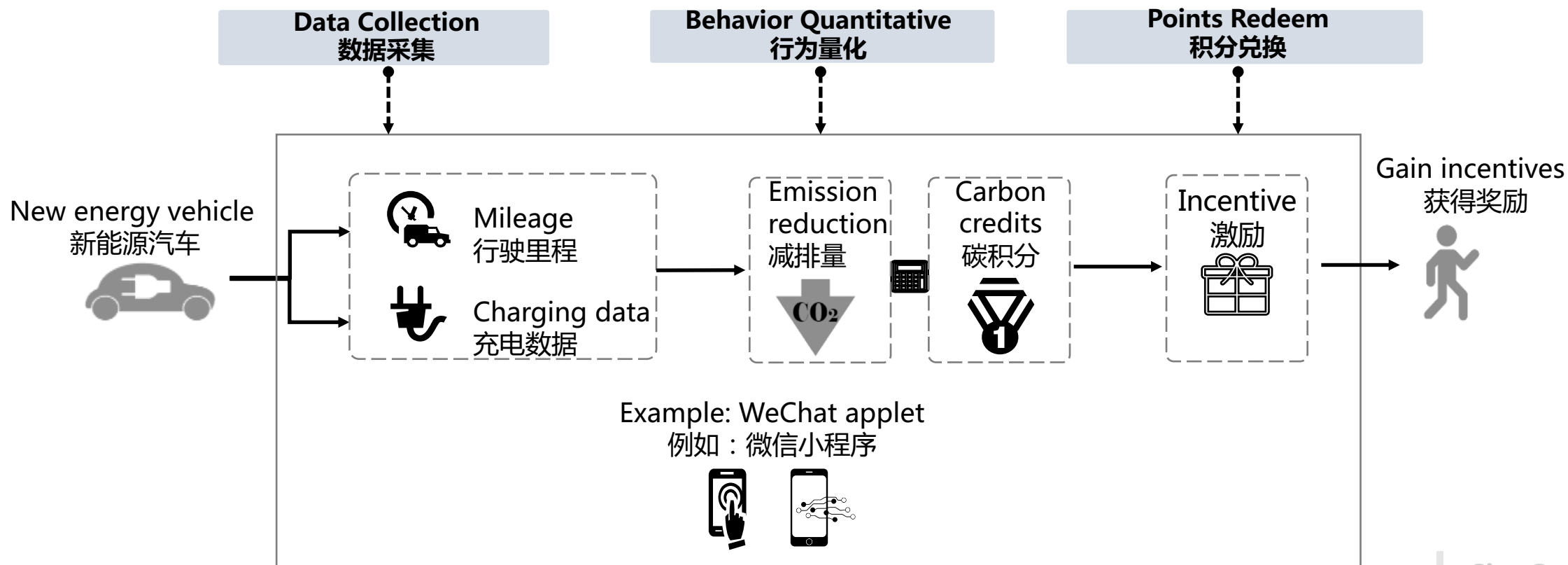
(5) Main Implementation Contents of New Energy Vehicle Demonstration Project
(5) 新能源汽车示范工程主要实施内容

Methodology of Carbon Emission Record 碳排放记录方法	Improving Operational Implementation Scheme 改进运营实施方案	Developing WeChat applet 开发微信小程序	Preparing start-up activities for the demonstration projects 准备示范项目的启动活动
Connecting with Chengdu New Energy Vehicle Supervision Platform, and determining data acquisition standards and calculation parameters of carbon emission reduction. Promote methodology. 与成都新能源汽车监控平台对接，确定碳减排数据采集标准和计算参数。推广方法学。	Improving the implementation plan of project operation on the existing basis. Reporting data after discussion and determination. 在现有基础上完善项目运营实施方案。在讨论和决策后公示数据。	Developing the WeChat applet within a month after the implementation plan has been determined to support the operation of the project. 确定实施计划后一个月内开发微信小程序，以支持项目的运营。	Inviting Municipal leaders to participate in the project start-up activities to verify the reliability of the WeChat applet. 邀请市政领导参与项目启动活动，以验证微信小程序的可靠性。

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(6) The Scheme of New Energy Vehicles Project Operation Activity
(6) 新能源汽车项目运营活动方案

Start-up Period
启动阶段

- Inclusive of charging station. 包括充电站
- Inclusive of daily mileage.　　包括每日里程

Promotion Period
推广阶段

- Optimizing travel during rush hours.　优化高峰时段出行
- Low-carbon special travel line.　　低碳专线
- Interaction of user community.　　用户社区互动

Complement Period
完善阶段

- Looking for the best energy saving driver.
  寻找最好的节能驾驶员
- Holding competitive activities and redeem credits.
  举办竞赛并兑换积分
- Exploring the double integral system combine with the inclusive incentive of new energy vehicles.
  探索与新能源汽车包容性激励相结合的双层整合系统

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