

# SMART

DIGITAL  
SUSTAINABLE  
TOURISM

## Giki Zero Pro

<b>Practice Category/(ies)</b>	Environmental protection and conservation
<b>Author of the Practice</b>	Giki
<b>Country/EU/Worldwide</b>	EU
<b>Short Description</b>	An online platform helping users to take action about climate change. The app is attractive and easy to use.
<b>Long Description</b>	<p>Giki Zero Pro is an employee sustainability programme that helps individuals who want to reduce their carbon footprint and helps companies who want to engage staff on ESG (environmental, social and corporate governance) issues and measure the impact of their actions.</p> <p>How do they achieve that?</p> <p>On the one hand, employees are provided with an engaging, science based digital platform to understand, track and reduce their carbon footprint. It also encourages collective action with teams, leader boards and information on the carbon, water, land and single use plastic that colleagues have saved together. The results of the teamwork serve as a good trigger for behavioural change.</p> <p>On the other hand, they provide a toolkit for Sustainability Leads (those responsible for company sustainability) to drive engagement and action. The toolkit provides the resources needed to run an engaging, high impact, sustainability programme as part of a company culture. They can also support clients with tailored programmes, bespoke carbon calculations and new ideas to encourage participation. Clients can get the data that measures the impact they are having. The app is relevant to professionals working in any industry.</p>
<b>Type (online platform/ mobile app)</b>	Mobile app
<b>Target Group</b>	Professionals



Co-funded by the  
European Union

PROJECT NR: 2021-1-FR01-KA210-VET-000029653

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<b>Free/To be paid for</b>	Giki Zero for individuals is free; Giki Zero Pro has different price plans depending on your needs (it is necessary to get in touch with them to get a quote).
<b>Adaptation Needs</b>	None
<b>Website</b>	<a href="https://giki.earth">https://giki.earth</a>
<b>Contact</b>	<a href="mailto:contact@giki.co.uk">contact@giki.co.uk</a>

