GREEN UPSTREAM ENGAGEMENT SOLUTION
(G.U.E.S.)

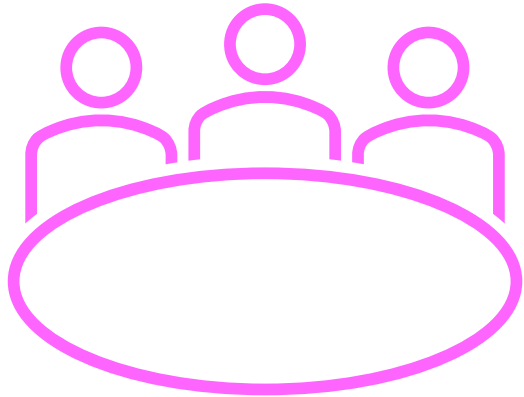**Project Launch Conference**

Bucharest, October 27th

2022

AGENDA

1. **About Enterteq**

2. **Key Challenges**

3. **G.U.E.S. Platform**

4. **G.U.E.S. Ecosystem**

5. **Contact Us**

ENTER**TEQ** IS A GREEN INNOVATION COMPANY

ABOUT **ENTERTEQ**

We are a group of experts specialized in A.I. and digital transformation, with a proprietary methodology focused on building knowledge.

- ✓ Founded **in 2021** in Bucharest, Romania;

- ✓ Core team **working together for +10 years**

- ✓ Focused on providing ESG business solutions using digital innovation

- ✓ Functional areas: **Intelligent Data Processing, Digital processes, A.I. & Machine Learning**

- ✓ **5 digital platforms** created so far – 2 launched and 3 to be launched as stand-alone businesses in 2023.
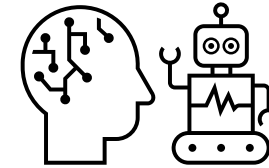
THE CHALLENGES ADDRESSED

- **Compliance w/ GHG Emissions** – data collection & reporting

- **Scope 3 emissions particular challenges** (third parties - suppliers & clients)
  - ✓ *Covering all relevant areas*
  - ✓ *Data (un)availability*
  - ✓ *Calculation and estimations*
  - ✓ *Emissions redundancy*

- **Long term: Controlling Framework for Emissions**
  - ✓ *Planning / Goal setting*
  - ✓ *Monitoring*
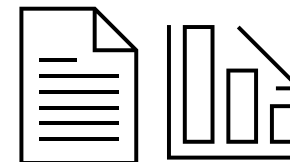 - ✓ *Non-financial Accounting*
  - ✓ *Optimizing*

Data collection
- *Interfaces*
- *Integrations*
- *IoT, etc.*

Data Analysis
- *Algorithms*
- *A.I. & M.L.*
- *Benchmarking*

Controlling
- *Planning*
- *Monitoring*
- *Optimizing*
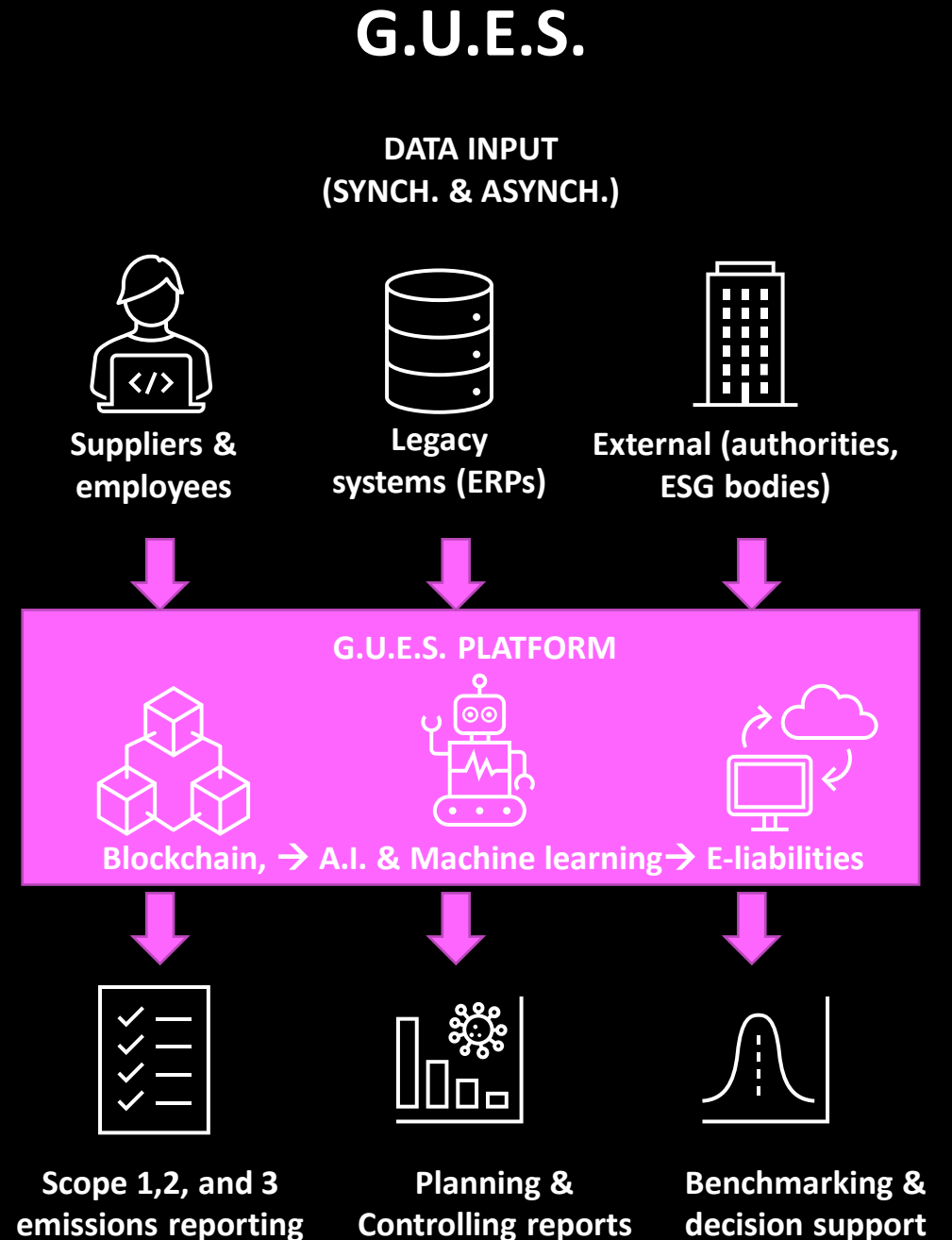- *Non-financial Accounting*

G.U.E.S.

Green Upstream Engagement Solution

An innovative platform helping companies to calculate and manage the carbon emissions in Scope 1, 2 and 3, by integrating the suppliers in the process and by leveraging technologies such as blockchain and artificial intelligence.
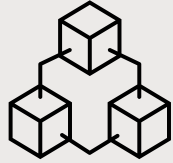
KEY FUNCTIONALITIES

1. **Data capturing** for calculation of Scope 1,2 and 3 emissions

2. **Accounting** of emissions & allocation to individual outputs (*E-liabilities**)

3. **Standardization and benchmarking** – the new Suppliers' Green Index

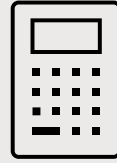4. **Emissions optimization scenarios** using A.I. & M.L.

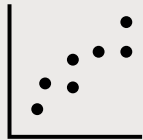*Proposed by Kaplan & Ramanna – "Accounting for Climate Change", HBR, 2021*

DIGITAL & CONCEPTUAL INNOVATION

Blockchain technology to ensure **data traceability & transparency.**

E-liabilities Accounting System* across value chain, to **assign emissions to individual outputs.**

Green Index – a new measurement for green performance **benchmarking.**

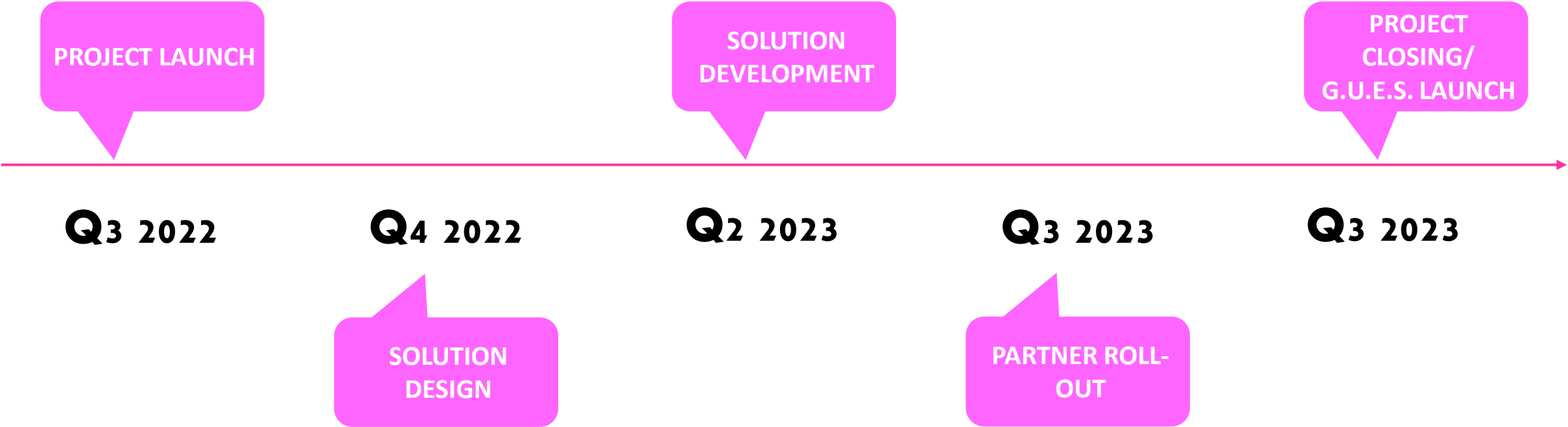**Artificial Intelligence** & Machine Learning to identify **optimization scenarios.**

G.U.E.S.

Green Upstream Engagement Solution

Proposed by Kaplan & Ramanna – "Accounting for Climate Change", HBR, 2021

TIMELINE

BUIDLING AN ECOSYSTEM

- Strategic partnerships with industry organizations in Romania and Europe (constructions, real estate, facility management, hospitality industry, environmental authorities).

- Tech companies building sustainability products in construction & real estate, that can complement us.

- "Green" influencers and digital marketers (media & social media).

SPECIAL THANKS

Innovation Norway

BMF GRUP

www.eeagrants.org
www.norwaygrants.org

For the valuable partnership in pioneering innovation

https://www.bmfgrup.eu/

CONTACT US

ENTERTEQ SOFTWARE S.R.L.

www.enterteq.eu
gues.enterteq.eu

Email: cristina.apahideanu@enterteq.eu