

The Middle East & Africa Forum for Sustainability Leaders

Views You Can Use

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Technology can improve transparency and connect stakeholders

The Saudi Green Initiative aims to plant 10 billion trees by 2030 to create a greener and more sustainable Saudi Arabia. In the past two years, we have been exploring how technology can help us achieve this goal and make it accessible to everyone, including individuals and companies of all sizes. With this goal in mind, we developed the Green Saudi Exchange platform that can calculate carbon emissions for individuals and companies of different sizes. Additionally, the platform utilizes Microsoft Azure to determine the average consumption per person and compares it to global and Saudi averages. Furthermore, it links suppliers to ongoing projects under the Saudi Green Initiative, such as King Salman Park's plan to plant 1 million trees. By calculating the carbon emissions from companies, we can recommend the number of trees that need to be planted to offset those emissions.

Greater transparency can drive project costs down

Transparency is crucial in promoting green energy and reducing adaptation costs. For instance, planting a mature tree that is 1.5 to 2 meters tall can cost between \$80-\$100. However, through our platform, we discovered that the cost of planting these trees can be reduced to as low as \$26 by eliminating intermediaries from the project chains. This is possible because of the close relationships between the parties involved in projects, which eliminate the need for mediators.