SustAInability Navigator

Guiding your sustainability experience through AI

SIEMENS

Background and problem statement

In the face of escalating climate change, the need for sustainable practices across all sectors has never been more urgent. However, navigating the complex landscape of sustainability can be daunting for individuals, businesses, and communities alike.

Many corporations, including Siemens, are actively looking to decarbonize operations and supply chains to meet their net zero commitments – many of which are targeted for 2030, just 5 years away. As result of this, there is a lot of pressure on small and medium size enterprises (SMEs) – critical to the supply chain of larger companies – to decarbonize their own operations. Simultaneously, SMEs are increasingly affected by weather-related disasters, cyber-attacks, and grid power outages. Deciding what to invest in, and when, requires complex decision analysis and SMEs must navigate a myriad of opportunities, regulations, data sources, and tools. Currently, it is difficult for them to identify where to start, the actions to take, and which of the Siemens' portfolio solutions best fit their sustainability use case. As our customers, we want to empower SMEs to obtain access to reliable information on best practices and solutions. It is to understand which is the best for their bottom line. At Siemens Financial Services (SFS), our customers' success is our success, when we are investing in their business. We want to bring the full power of Siemens and our partners to our customers to ensure their competitiveness into the future.

Therefore, we have launched the DBO™ tool, a digital tool developed by Siemens Financial Services (SFS). It helps SMEs on their decarbonization journey. The goal is to provide them with their carbon footprint benchmark, ultimately removing the initial knowledge barrier and uncovering the highest-value strategies to cost effectively decarbonize the company's facilities.

The DBO™ uses data from a multitude of sources such as the Environmental Protection Agency (EPA), the United States Department of Energy (US DOE), and the National Renewable Energy Laboratory, to provide SMEs with their current carbon footprint, customized scenarios based on their focus, and a summary of what their return on investment would look like. It can help SMEs reduce costs and save money by generating scenarios to most cost effectively decarbonize their sites.

Last year, our Tech for Sustainability challenge took this one step further by inspiring participants to identify climate-specific risks faced by businesses based on geographic location, provide mitigation measures that can be taken to reduce the threat to their business operations, and build the software functionality that integrates these risks and mitigation measures into the DBO. We will be launching this new module – developed by the winning team – in the spring.

The challenge to tackle

Now we aim to simplify the process of navigating the world of sustainability decisions for our customers. We want not only to help them to navigate through our tool, but to baseline, analyze, and optimize their commercial or industrial buildings more easily. Our goal is to maximize their return on investment, improve their competitiveness and enhance their resilience.

To achieve this, our challenge prompts you to develop an integrated AI assistant. This assistant will answer questions about sustainability, decarbonization, and resilience. It will also provide information about the products, solutions, and financing options Siemens and its partners offer.

As we move to engage our customers more broadly, we need to scale our reach by enabling customized results for each user that engages with our tool(s) in the context they understand. This is where the SustAInability Navigator comes into play.

What we are looking for

We want a fantastic user experience for our customers that interact with the SustAInability Navigator, from a visual, audial, and content perspective. Participants in this challenge are encouraged to think creatively and pragmatically, considering the diverse needs and capabilities of potential users. The goal is to create a tool that is not only technologically advanced but also visually pleasing, user-friendly, scalable, and impactful. We are calling upon computer science, engineering, and design students and startups to develop an innovative AI-powered solution, the "SustAInability Navigator," to serve as a personalized concierge guiding users on their sustainability journeys. This AI system should be capable of:

- User capabilities: The SustAInability Navigator should be able to take questions via text or audio input and answer them in the same format.

- Simple interface: Ability to answer basic questions on sustainability, the DBO™ tool including the results it provides. It should be able to identify relevant products, solutions and services from Siemens and Siemens partners as well as how to purchase them and who to contact to learn more about them.

- Flexibility: Adaptable enough to be integrated into multiple different tools and platforms as a self-contained solution such as as [the DBO™ tool](#) and the [Siemens Xcelerator.](#)

Technological relevance: Including latest advancements in artificial intelligence: such as natural language processing, machine learning, and data analytics, to create an intuitive and effective solution. By simplifying the complexity of sustainability, this AI navigator will empower users to take meaningful steps towards a more sustainable future.

- Information Aggregation: Compiling and curating up-to-date information on sustainability practices, regulations, and innovations from a variety of credible sources.

- Personalization: Tailoring suggestions and recommendations based on the user's specific context, whether they are an individual, a business, or a community initiative.

- Actionable Insights: Providing clear, actionable steps and best practices that users can implement to improve their sustainability efforts and solutions offered by Siemens and Siemens partners.

- Software requirement: Python programming software is the preferred, however solutions using other software options will be accepted.

What we provide

The teams have access to the publicly available DBO™ tool and the Siemens Xcelerator marketplace - a platform for innovative technology from Siemens and partners, sellers, and developers. We will have engineers available to the finalist teams during the co-creation phase who are very experienced in the DBO™ tool including the DBO lead for user experience who will work with the winning team to integrate the solution into the DBO following the competition. We will also provide access to Siemens stakeholders from our Digital Industries Business, Smart Infrastructure Business, Advanta Consulting Business, and Siemens' partners during the co-creation phase to provide feedback on the products and solutions the AI Navigator selects to accelerate the training of the AI.

What is your impact?

You can make a difference by

- Forming a cross-functional team that includes designers, code developers, and engineers to create a truly exceptional experience
- Connecting people to the information and resources they most need to enable impactful change
- Maximizing the power of Siemens by bringing a fresh new perspective from your external team

Who are we?

Technology and financing go hand in hand at Siemens. To help organizations reach their goals, Siemens Financial Services (SFS) offers specialized financing solutions tailored to our customers' needs. Grounded in extensive industry knowledge and expertise, SFS is equipped to meet a wide range of a company's financing needs to achieve success and sustain business in times of rapid change. At SFS, we support our customers in the execution of their business strategies by bringing the full breadth of Siemens capabilities to bear. We empower customers around the globe to unlock the next era of innovation and sustainable growth. Our vision is to drive forward Sustainability by helping our customers both decarbonize their operations and adapt their facilities to maximize their competitiveness and resilience into the future.

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C-Level Patron

LinkedIn

Erika Gupta

Challenge Owner

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Jennifer Wenke

Sales Excellence

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Francesca Carai

User Experience Expert

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Parth Patel

Siemens Financial Services

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Join the Siemens Tech for Sustainability Campaign 25 and be the driving force behind the SustAInability Navigator that empowers SMEs on their sustainability journey. Let's innovate for a greener future, together!

Siemens Tech for Sustainability 25

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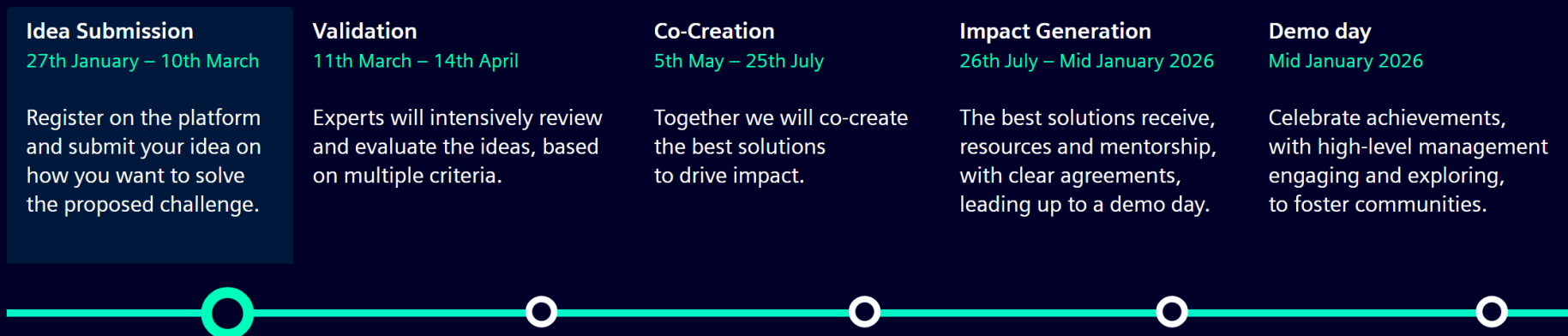# Siemens Tech for Sustainability Campaign 2025

Tech for Sustainability is a global initiative for students, researchers, startups,and innovative individuals to leverage technology to solve real-world sustainability challenges and shape our future alongside Siemens.

Leverage technology to shape a sustainable future

Siemens AG is a technology powerhouse that brings together the digital and real worlds to benefit customers and society and thus people around the globe. The company - having shaped each of the four industrial revolutions - focuses on intelligent infrastructure for buildings and decentralized energy systems, on automation and digitalization in the process and manufacturing industries, on cybersecurity, and on smart mobility solutions for rail transport, but also in financial services and software development. As a global ideation campaign, Tech for Sustainability is designed to engage innovators outside of Siemens in order to come up with unique solutions for problems with a focus on sustainability. In a hackathon, the innovators who have been particularly successful in the early stages of the Campaign will have the opportunity to create a proof-of-concept and proof-of-feasibility for their ideas.

"Sustainability is in our very DNA. It is not an option. It is a business imperative."

Judith Wiese, Chief People and Sustainability Officer, Member of the Managing Board of Siemens AG

| **Idea Submission**	**Validation**	**Co-Creation**	**Impact Generation**	**Demo day**
27th January – 10th March	11th March – 14th April	5th May – 25th July	26th July – Mid January 2026	Mid January 2026
Register on the platform and submit your idea on how you want to solve the proposed challenge.	Experts will intensively review and evaluate the ideas, based on multiple criteria.	Together we will co-create the best solutions to drive impact.	The best solutions receive, resources and mentorship, with clear agreements, leading up to a demo day.	Celebrate achievements, with high-level management engaging and exploring, to foster communities.

What's in for you?

Win Prizes

EUR 30,000 total kick-start investments

Multiply impact in real world challenges

Solve real problems together for a sustainable future
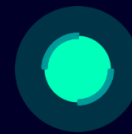
Pitch in front of top management

Show your solution to Siemens Management

Follow-up in joint projects

Together, we make a lasting impact

How do you get to the next phase?

- Innovativeness: Incremental or disruptive innovation
- Sustainability: DEGREE and impact on the UN Sustainability Development Goals
- Feasibility: Degree of technical and/or economic feasibility
- Potential: Fit to Siemens processes, products and markets
- Implementation: General implementation efforts (Time to market, R&D costs, etc.)

Join the campaign and create impact on real problems together with go-getters and solution seekers of the world by submitting your ideas.

https://siemens.com/techforsustainability

Feel free to contact us if you have any questions!

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