

SEAN FITZPATRICK'S LEGACY

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DONAL DALY'S MISSION TO SAVE THE PLANET



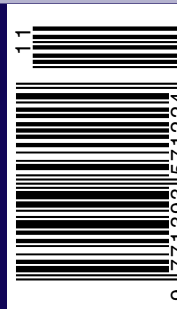
CORRE ENERGY

FOUNDER'S
REMARKABLE
JOURNEY



STATE AGENCIES

DON'T MISS
OUT ON FREE
SUPPORTS



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After cashing out of Altify a few years ago, Cork entrepreneur Donal Daly need never work again. However, his young lad convinced him otherwise—for the sake of the planet

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The latest Irish company to IPO has created a paper fortune of over €20m for co-founder Keith McGrane (above, centre) thanks to a novel green energy project in the Netherlands

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Platform Shows The Way To Sustainable Impacts

Donal Daly has been making waves in business for over three decades. Twenty-one years ago, Daly featured on the cover of *Business Plus* in relation to a startup called New World Commerce, which he sold shortly after the article was published. The October 2000 magazine cover reflected the dot-com mania at the time, and although that bubble eventually burst, Daly went on to leverage the Internet to make a sizeable personal fortune.

The Cork entrepreneur doesn't need to make more money, and Daly says that that's not his objective. However, he probably will anyway, with his new venture, Future Planet. In the coming decades, the net-zero carbon emissions agenda looks like it's here to stay, at least until an energy crunch turns out the lights. For many large businesses, and some SMEs, taking the issue seriously has become a commercial imperative, in

Millionaire sales software entrepreneur Donal Daly is doing his bit to save the planet with a new 'buy better' sustainability platform, writes **John Kinsella**

terms of supply-chain partnerships, and sourcing investment, finance and state aids.

Future Planet is billed as a transformation platform that enables businesses to map out and deliver their sustainability ambitions, and what they have to do to get there. Prospective users can glean an idea of what it's about by accessing the company's app for individuals, Personal Carbon Footprint.

This app consists of questions relating to the user's household energy and food consumption, transport modes, consumer purchases, travel behaviour, and more. And after taking the survey, the app estimates your annual CO₂ emissions and benchmarks the results.

Expect an app test result that reads something like this: 'We think your emissions are too high. Climate change can be overwhelming, but you can start to take the right steps. While real solutions will require action on a global scale, there are choices you can make in your day-to-day life to lessen your personal impact on the environment.'

Tap on the app for the various categories, and fairly simplistic recommendations appear, such as change your household lighting to LEDs and improve your home insulation. The Future Planet service for business is built around the same principles, though it's more sophisticated. There's an in-depth

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