

## Title of the Challenge

### The Sustainable Shopping Assistant

#### What is the main issue the challenge addresses?

In a world increasingly aware of environmental issues, consumers often struggle to make informed decisions about the sustainability of products at the point of purchase. The abundance of information can be overwhelming, leading to decision fatigue and, ultimately, continued unsustainable choices. The challenge is to develop a solution that simplifies this process, allowing individuals to shop responsibly without extensive research.

#### Call to Action

We invite you to leverage your creativity and technical skills to design and implement a solution that helps users assess a product's sustainability in real-time. Your solution should empower consumers to quickly access relevant sustainability data, helping them make informed purchasing decisions effortlessly. Consider incorporating features like barcode or QR code scanning, user-based ratings, or integration with sustainability databases.

#### What is the desired impact of the challenge?

By participating in this challenge, you will contribute to a more sustainable consumer culture, encouraging responsible buying behaviors among individuals. As a result, producers and manufacturers are also motivated to improve the ecological impact of their goods. Your innovative solution can play a pivotal role in transforming the shopping experience, leading to a healthier planet and a more conscious society!

#### Related SDGs



#### Category for the challenge

- People
- Nature
- Economy

#### Who is behind this challenge?

BECONEX GmbH helps organizations boost the efficiency of business processes and increase collaboration, by making digitization and document management solutions more approachable and user-friendly.