

USERS - THE UNIVERSIAL SUSTAINABILITY EDUCATION SYSTEM

Will solve the 2 largest obstacles that prevent fast global change and helps to reach the SDGs before 2030:

PROBLEMS UP TO NOW:

1. The Sustainable Develepment Goals are not known in the public and citizens are not motivated to act sustainably
2. There is no universal guide for the public to lead a sustainable life

SOLUTIONS:

1. Raising awareness, motivation and action using entertainment, social networks and prizes to reach >1 billion citizens
2. Providing a high tech navigation system for sustainable consumption and procurement