

USERS - THE UNIVERSIAL SUSTAINABILITY EDUCATION SYSTEM

Will solve the 3 largest obstacles that prevent fast global change and helps to reach the SDGs before 2030:

PROBLEMS UP TO NOW

1. The Sustainable Development 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
3. There is not enough collaboration

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
3. We need radical collaboration and launch a universal open IT platform for all