**USERS - The Universal 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. We need a holistic IT platform offering help for everyone in every situation
3. We need radical collaboration to launch a universal open IT platform for all