



Ethical Consumption, Optimized.

A Manifesto & Blueprint by Austin Kendall

The Unfortunate State of Modern Day Consumerism

Climate change is one of the biggest threats to our world today. More and more people are starting to realize that we, as a society, need to change our overconsuming ways if we are to continue existing as a species.

Greenwashing, which is a corporate response to ethical consumption, is when corporate advertising campaigns misrepresent the ecological consequences of their practices in a marketing ploy to appear more “green” in the eyes of consumers.

Even consumers who **CARE** about, and **WANT** to make ecologically sound decisions just don't have the time to do research every time they consume something.



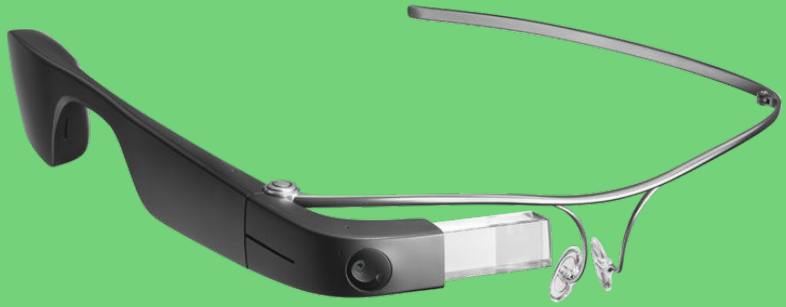
In response, “ethical consumption” has become an increasingly dominating facet of consumer culture.



As a consumer, it can be incredibly difficult to stay on top of every news story and greenwashing scandal, leading to an overwhelmingly uncertain consumer experience.

Until now!

Meet *Eco* - your shopping buddy for ethical consumption



What is *Eco*?

Eco, which is available for free on the Google Glasses Play Store, is an augmented reality experience that allows users to separate fact from propaganda in a world increasingly plagued by greenwashing, and empowers users to make decisions that truly reflect their values.

How does *Eco* work?

- *Eco*'s mathematical algorithm takes global emissions statistics from corporations to determine numerically the carbon cost (measured in lbs of CO2 emissions) to produce each product in a store.
- *Eco*'s research team reports instances of corporate greenwashing through *Eco*'s database.
- Then, taking visual input from your Smart Glasses, *Eco* harnesses the power of its database to help consumers compare options, leading to ecologically sound decisions about what they consume through a striking, augmented reality graphical user interface.

Eco in Action

User View:

- The bottled water aisle can be a difficult space to navigate as a consumer due to the sheer number of options for such a similar product.
- As an industry plagued by its fair share of misinformation campaigns (Nestle's "Pure Life" Water Scandal, Fiji Water Greenwashing Scandal), buying bottled water can feel like a no-win situation.
- With Eco, you can be sure that the decision you make reflects your values as much as possible.



Eco presents: *Eco Boost*™

Ethical consumption is not only thinking about **WHAT** you consume. It is also important to consider **HOW** you consume.

Eco Boost™ works in the background and takes notes on how much and how frequently you consume.

With *Eco Boost*™, consumers are able to make the sacrifices they are comfortable making based on the actual magnitude of those sacrifices.

Eco Boost™ is *Eco*'s premium membership program that optimizes **HOW** you consume.

Eco Boost™ then harnesses the power of machine learning to create recommendations for how users can get the most bang for their buck when deciding to cut back on certain consumption habits.



Eco Boost™ in Action

Top Picks for Austin

Based on your consumption this month

Shopping for brand new clothing is tricky, even when looking for sustainable brands. Have you tried purchasing clothes second-hand?

(Saves 15,000 CO₂ / Month)



Even the most “sustainable” meat products are incredibly costly to the environment. Would you ever consider skipping meat entirely, or skipping meat once a week?

Meatless Monday: (Saves 4,000 CO₂ / Month)

Going vegetarian: (Saves 23,000 CO₂ / Month)

Going vegan: (Saves 32,000 CO₂ / Month)



Single-use food containers from takeout accounted for 10,000 CO₂ of your total consumption this month. Would you consider dining in more, or cooking at home more often?

Takeout twice a week: (Saves 3,000 CO₂ / Month)

Exclusively dining-in: (Saves 8,000 CO₂ / Month)

Cooking exclusively at-home: (Saves 10,000 CO₂ / Month)



Eco - Design for User Flourishing

- *Eco* and *Eco Boost*TM serve to even out the power imbalance in the relationship between corporation and consumer by leveling the playing field of information.
- *Eco* and *Eco Boost*TM were made under the belief that the way you choose to spend your money is a **vote**. Each time you pay an immoral corporation (consciously or not), you have **voted** against your best interest.
- *Eco* and *Eco Boost*TM, from this lens, are a means to empower voters, allowing users to flourish by weaponizing their monetary “voice” to be the change they desire to see in the world.



An Eco Way of Life

- As a way of life, *Eco* pressures companies to put their money where their mouths is; investing more into reducing their ecological footprint, and less into misinforming consumers through “greenwashing” advertising campaigns.
- With consumers more informed, corporations will have to compete on more than price alone: they will have to back it up with humane and sustainable practices.
- As a result, consumers get to tighten the feedback loop and have access to better, more sustainable options.



Come flourish with us