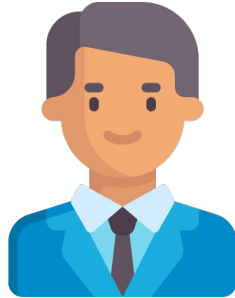# Earthencity

Buy · Collect · Save · Exist

As per a recent study, 72% Germans made sustainable purchases in March 2022. Is this enough to contribute **positively** towards eco-friendly and sustainable processes?

Despite inflation: Consumers decide to buy sustainably. (n.d.). Retrieved June 25, 2022, from https://www.gfk.com/press/sustainability-index-germany-may-2022

PAUL

- 25 yrs old
- Working professional
- Cares about climate change and environment
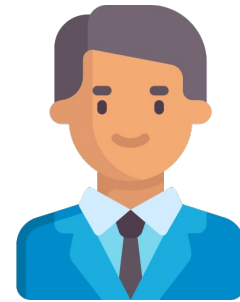- Buys food products thoughtfully but does not know about our app

ANNA

- 22 yrs old
- Student at a German university
- Speaks about environment and sustainability
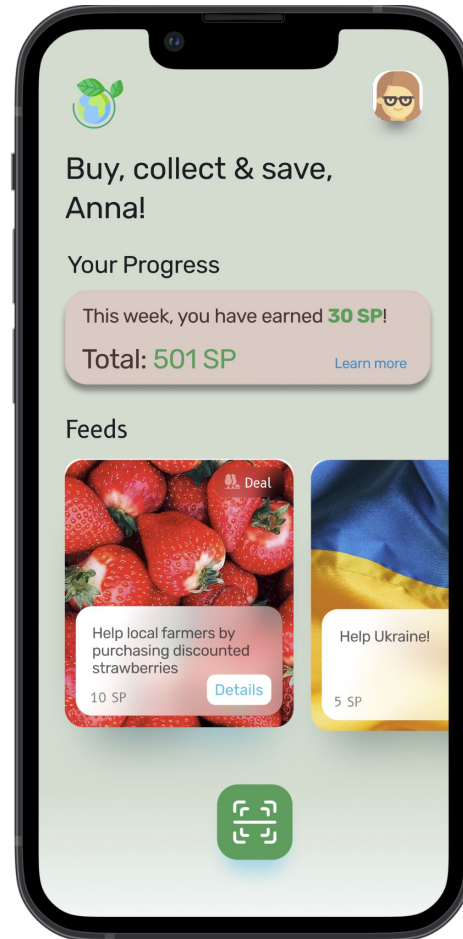- Uses our app Earthencity to shop at supermarkets

Both Paul and Anna visit a supermarket some day to buy some groceries

Paul focuses on price tags and labels. His decision making is biased towards advertisements → **Intention-behavior gap**
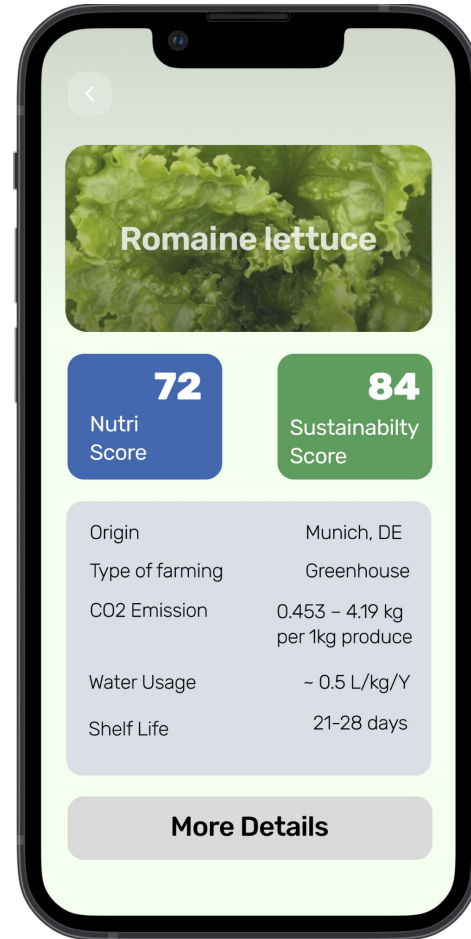
Anna is an experienced user of the app

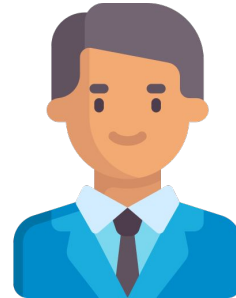She opens the QR scanner and scans the products. Nutri scores and sustainability scores are displayed

Anna wants to check a *romaine-lettuce* variety. Detailed information is available

Romaine lettuce

72
Nutri Score

84
Sustainabilty Score

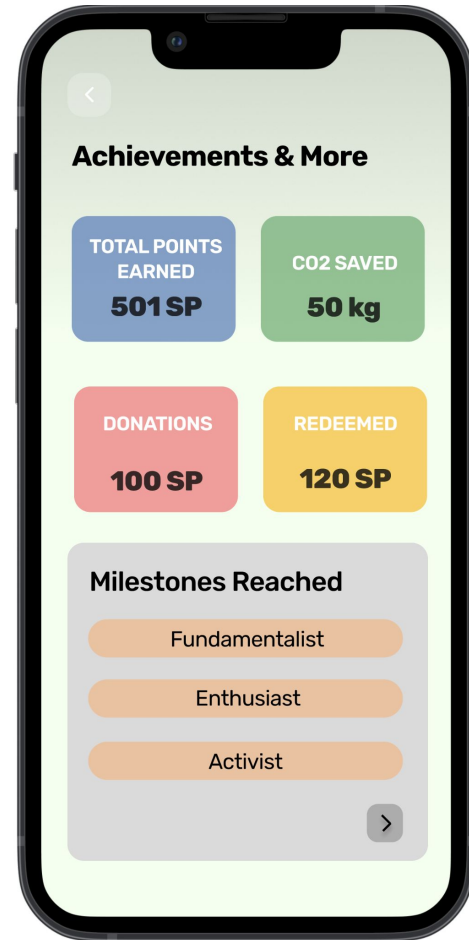| Origin | Munich, DE |
Type of farming	Greenhouse
CO2 Emission	0.453 – 4.19 kg per 1kg produce
Water Usage	~ 0.5 L/kg/Y
Shelf Life	21-28 days

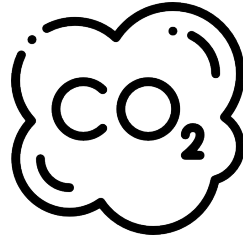**More Details**

Anna finds Paul and suggests him to use our app for sustainable consumptions

Earthencity is not just a food scanner. We offer discounts and incentives to motivate healthy buying 🌍

Achievements & More

TOTAL POINTS EARNED	CO2 SAVED
501 SP	50 kg

DONATIONS	REDEEMED
100 SP	120 SP

Milestones Reached

Fundamentalist

Enthusiast

Activist

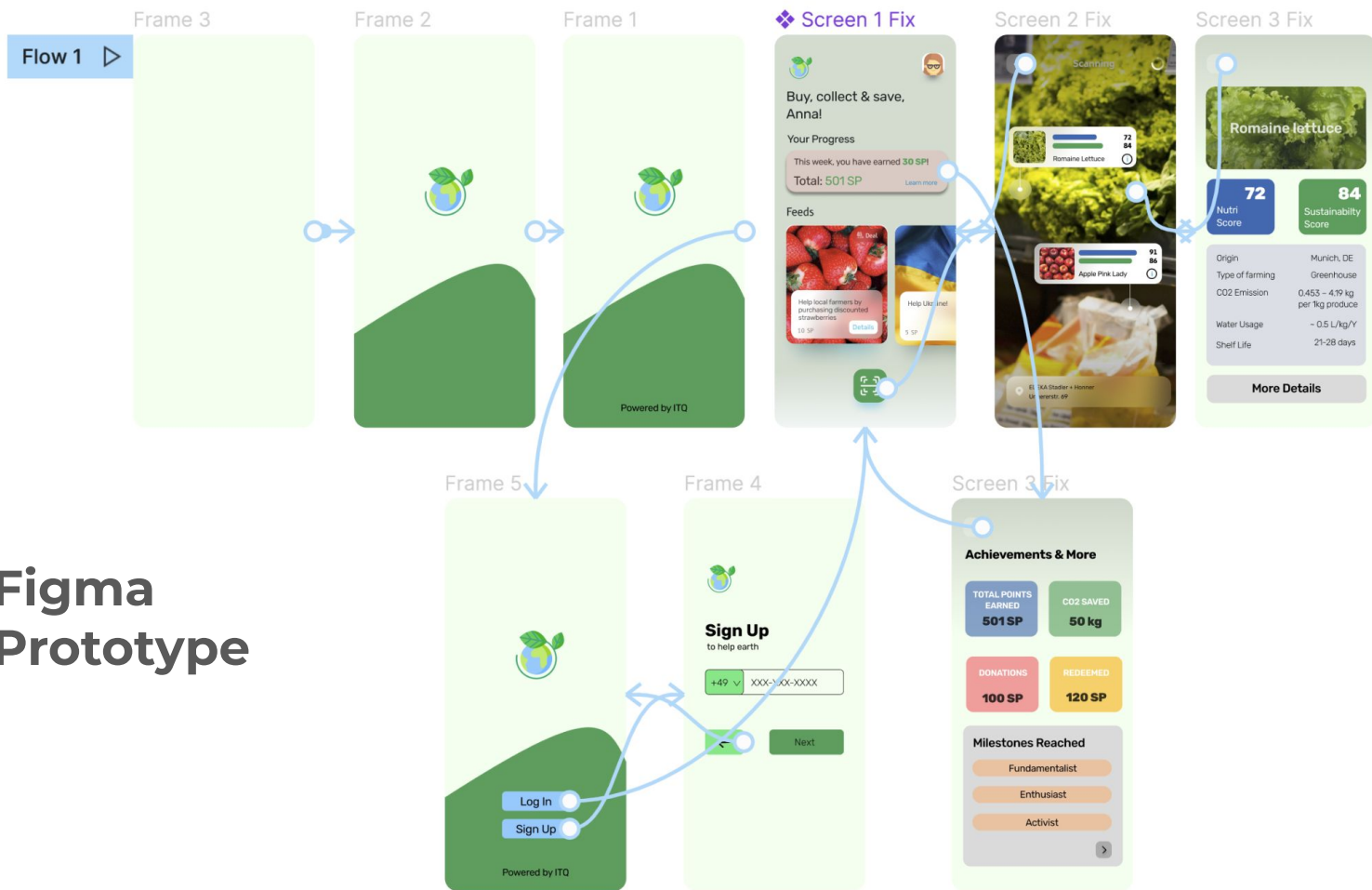# How Earthencity is saving the environment?

Open-field farming

540 kg per ton

CO₂

352 kg per ton

Autonomous greenhouse farms

Figma Prototype

SCAN ME

Meet the Team

Aman Varshney

Hashir Ahmad

Kashif Akhtar

Samiya Maqsood