

Eco Points

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Modern society, which does not live in a sustainable way would do so if there were no disadvantages resulting from choosing sustainable products. Therefore, an added value must be provided for the consumers so that they rather choose sustainable products over conventional ones, and for producers to offer more sustainable products. Additionally, the awareness for sustainable products has to be raised.

A possible solution is a network formed by qualified sustainable partners and a cash-back system for the customers that provides discounts for the sustainable products of the partners. They can download an application and create an account for free. With the card in the app they can collect Eco-Points with every purchase of a partners' product, depending on the money they spend. After collecting a certain amount of EcoPoints, they can get a discount for products of a partner they choose. Apart from the Eco-Points card the application provides a list of all the partners and a map that shows their location. In order to promote the use of sustainable offers both in everyday life and tourism, partners of both areas are members of the network.

In the first prototype the network focuses on the city of Munich in Germany for sustainable offers of daily life, which includes the public transport system of Munich as well as health food stores. The touristic partners are situated within the state of Bavaria in the south-east of Germany, including hotels with a sustainability certificate and the main provider of public transport by train in Germany.

Only with a holistic approach the global sustainability problem can be solved, and the society plays a key role in the implementation of change.