

EKOGUIDEN

A project in collaboration with MEDVETEN KONSUMTION

THE SITUATION

Global Trends

Global consumption is increasing every year. That means more products are being produced, putting further strain on our planet. Furthermore, it grows increasingly difficult to know where and how a good has been produced. This has started a debate in our society about sustainability and how private persons can help preserve the planet.



THE PROBLEM

How Does One Know What is Sustainable?

The daily climate debates have sparked an interest in the consumer to act more sustainably. However, this has raised a few questions in regards to;

- What sustainability actually means?
- How one can consume more sustainably?
- Where one can go to find information about sustainability and sustainable choices?

THE SOLUTION

Education and Enlightenment

By providing a definition of sustainability and rendering information about companies that based upon this definition qualify as sustainable. One can educate the consumer and shed light on sustainable choices she can make in her everyday life.

Our Idea

Given the problem and suggested solution our idea were to create a grading system for sustainable firms. We wanted to make the consumer more aware of its options when it came to consuming sustainably.

An Introduction to MEDVETEN KONSUMTION

In the beginning of our research for the project we stumbled upon **Medveten Konsumtion**, a non-profit organisation, seemingly working with what we aimed to do; namely spreading awareness of how to make sustainable choices through their tool **EKOGUIDEN**. The tool is a map over businesses that have passed an in-store sustainability review complemented via email. Each company gets a 1-5 star rating based on how sustainable they are as well as the overall experience of the store.

We reached out to them suggesting a collaboration. Then they asked us to:

- Improve the user-friendliness and attractiveness of EKOGUIDEN as a tool for finding sustainable shops
- Produce a clear definition of sustainability to use as a foundation for the guide
- Re-new the grading criteria and the grading system as a whole

THE PROCESS

Launching the Project

- 1 External Industry Analysis
- 2 Creating the New Criteria
- 3 Test Review and Implementation

New and Improved!

Our Results

The External Industry Analysis

The analysis acted as a stepping-stone for improving the attractiveness of **EKOGUIDEN** as a platform. By looking at other actors we got a feeling for possible improvements. Some suggestions were: being more transparent with the criteria of the grading system; providing a list of all companies as well as a map; and adding a like function.

The New Criteria

We choose the Brundtland report definition of sustainability, quoted to the right, to use in **EKOGUIDEN**. This definition laid base for a more inclusive grading system then previously. **EKOGUIDEN** had foremost taken ecological aspects of sustainability into account, we integrated social and economical aspects as well. We also choose to remove experience from the grade. The new grading system is somewhat unique depending on the kind of business it is.

New categories for grading criteria



Coffee shops

Below we illustrate the questions asked when reviewing a coffee shop:

Ecological

Criteria touch upon: mode of transportation; eco-labeling on assortment used in production; choice of material used in retail along with production; recycling

Social

Criteria touch upon: charity; fair-labeling on assortment used in production; internal social sustainability, for example gender equality and employee welfare.

Economical

Criteria touch upon; Supporting local businesses; use of revenue.

Grading

Companies will be graded relative to similar companies entered into the guide. For each criteria the company will receive a score of 1-3, where the best performing receive a score of 3. Companies then receive an average of their score in regards to the criteria under each of the categories presented above.

Below we illustrate how the score might be concluded



"This company is sustainable in all aspects!"

Linn

Ellinor

Ida

Jessica

Tova

THE IMPACT

Transparency and Awareness

With the new grading system it will be easier for customers to understand how the ratings are executed. They will also further enable them to compare different companies from a sustainable stand-point. **EKOGUIDEN** will furthermore continue to bring awareness to sustainable choices.

The SDG's

By collaborating with **Medveten Konsumtion** and using their already existing platform we have leveraged the expected impact our work will have. Our main goal with the project has been to work towards 100 % sustainable consumption and production to fight climate change. We have achieved impact through;

- Improving ease of use of **EKOGUIDEN** and creating criteria in compliance with their new definition of sustainability. **12 RESPONSIBLE CONSUMPTION AND PRODUCTION**
- Helping diminish the carbon footprint caused by unsustainable consumption through increased awareness. **13 CLIMATE ACTION**

"Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs."
- Brundtland 1987

THE FUTURE

Continuing the Project

We will present our work for the board of **Medveten Konsumtion** after the expo. Then we will follow the implementation of the new criteria, helping to adjust our format for additional market segments, today only coffee shops and second hand stores.

Corrections and Adjustments

We have just begun the implementation stage of the criteria. We anticipate there to be a need for adjustments depending on reviewers response as well as the reviewed companies reaction to the new criteria. So far mostly positive but also some critique. There might also be an need for adjusting the way the final grade is produced to achieve a grade-spread. Every question might not need to be equally weighted in the score.

THE TEAM

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Check us Out!