

# ECO-POINTS

**Group 3**

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# OUR Challenge

**How can technology be used to encourage sustainable consumer behaviour?**



# OUR SOLUTION




## ✨Eco-friendly reward program✨

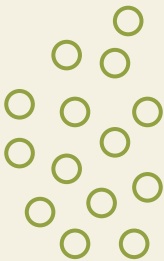



**Partner with various brands to incentivizes customers to engage in sustainable actions while shopping online.**

**Rewarding customers points for sustainable actions. Such as choosing eco friendly packaging and delivery that is usually more expensive.**



**With these points they can get discounts, free shipping, or even exclusive eco-friendly products.**





# How we would start



- **Applying for funds to hire a designer**
- **Building the website**
- **Building a social media empire to attract possible customers**
- **Contacting various companies to jump on board**
- **Launching the end product to everyone**
- **Gaining feedback from the users**
- **Improving the website and increasing the partners list**





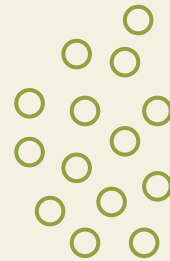
# Benefits for businesses

- **Exposure**
- **Competitive advantage**
- **Attract investors**



# Benefits for customers

- **Reduced prices for customers**
- **Rewards such as discounts and free shipping**
- **Customers contribute to helping the environment**





www.ECO-POINTS.com

John you have

420

POINTS

Available Discounts:



**20%**  
50 POINTS



**10%**  
20 POINTS



**30%**  
5 points



**20%**  
need 1000  
points



**50%**  
200 points





# THANKS!

Do you have any questions?

