



Mobile application ECOPOLKA

Your guide in the world of eco-products

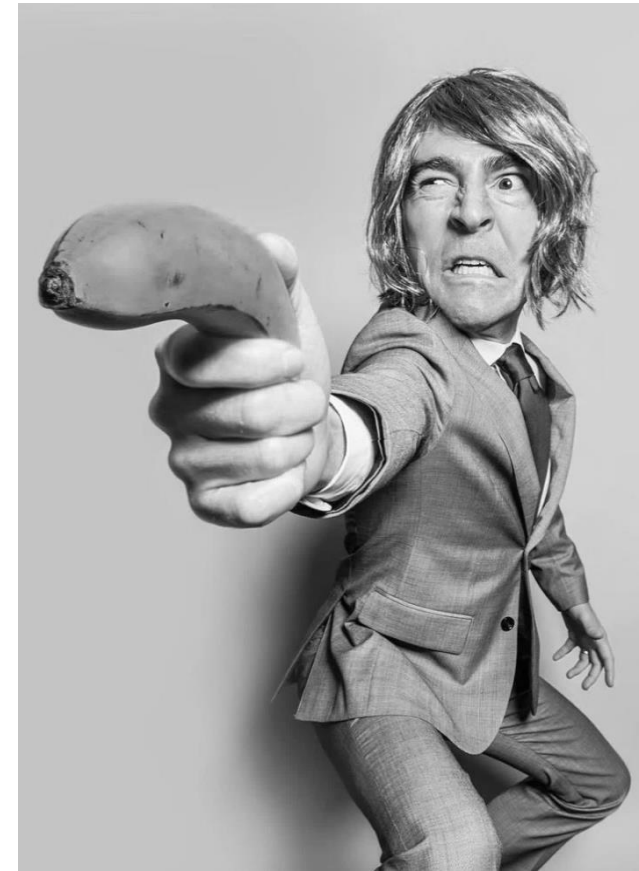
What is ECOPOLKA?

Why did it appear?

For whom will it be interesting?

Market of eco-products

Number of “green” consumers grows, but the market is flooded with greenwashing – the buyer is confused by the loads of information about “eco” and “organic” products



PROBLEM

Aim of the projects



EDUCATION

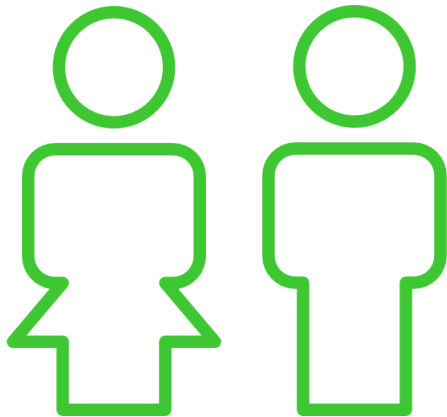
Informing consumers about types of ecolabels and certified products



PROMOTION

Creating informational and promotion facilities for companies – producers of certified products and retailers

Audience of the app: “green” consumers



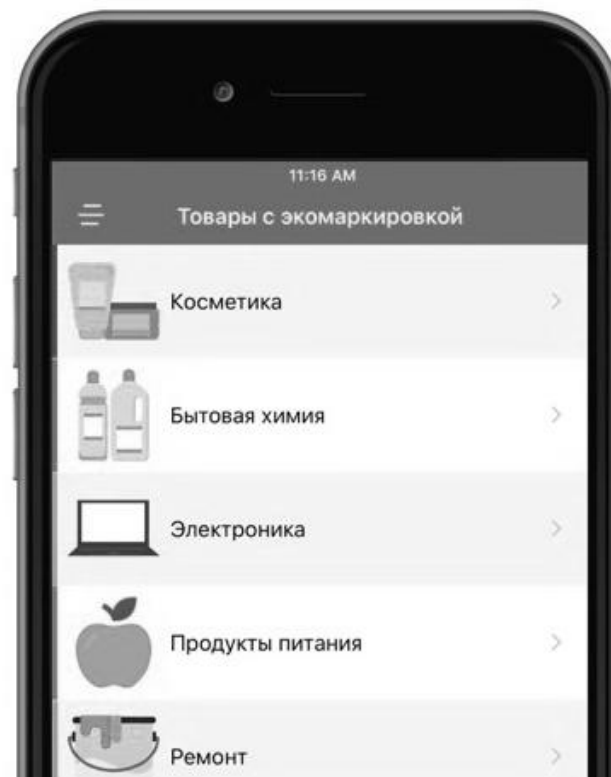
- Young people 18-34 years old
- Have active life position
- Follow trends
- Prefer healthy lifestyle
- Smartphone users

GEORGAPHY: RUSSIAN-SPEAKING COUNTRIES

How does ECOPOLKA work?
How to download it?

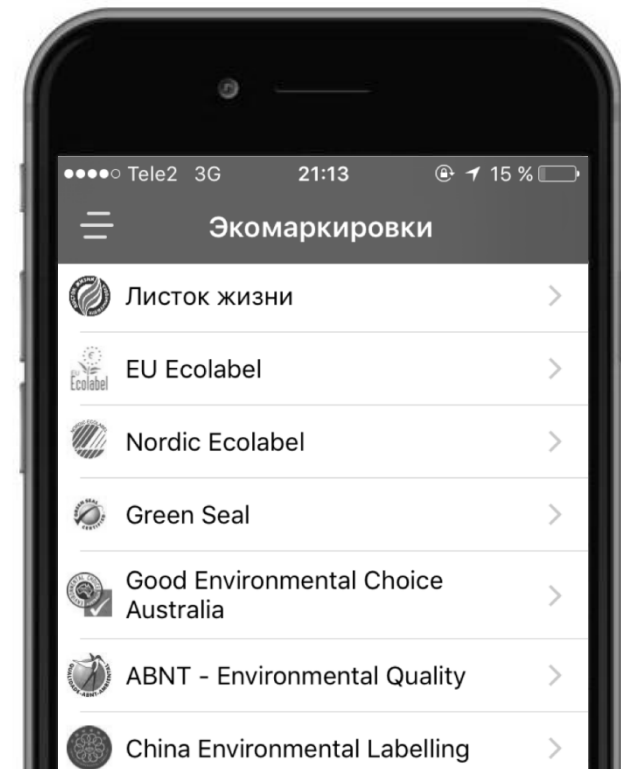
Welcome!

- ECOPOLKA application helps to find certified products according to their labels and advices how to find ecoproducts following the ecolabels and in what stores to buy it.
- It is easy to be a responsible consumer!



Environmental labels directory

- Ecolabel signs on the package guarantee that the product has high quality and environmental characteristics which are verified by internationally recognized independent organization
- All GEN members' ecolabels are included in the app





Eco-products catalogue

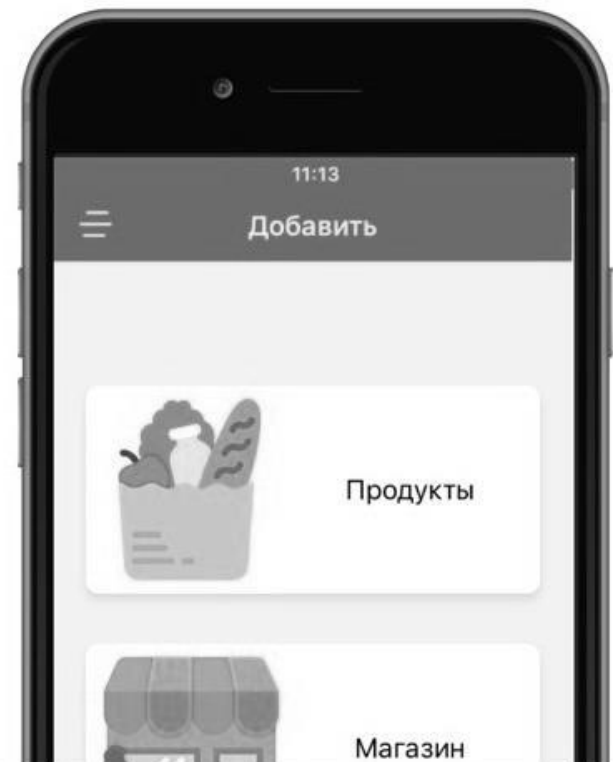
- Easy search in the catalogue of eco-products with the filters which allow to choose particular product groups or stores. The app shows the nearest shop where you can buy the product on the map. Online shops are also included





Search for products and share information

- Add information about new product or shop. It will be sent for moderation and then available for other users



How to download ECOPOLKA?



Available on the
App Store



[ITUNES.APPLE.COM](https://itunes.apple.com)



Get it on
Google play



[PLAY.GOOGLE.COM](https://play.google.com)



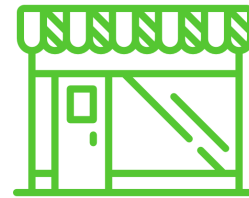
Database

Products



645

Online and offline shops



247

Ecolabels



72

Retailers in the application



POPULAR RETAILER CHAINS, SMALL ECOMARKETS, ONLINE SHOPS

Reviews and support



The role of retail such as Leroy Merlin is in development of collaboration with suppliers and extending the range of sustainable goods on one side, and communicating with customers on the other side, taking independent investigation as base. Sustainable development means primarily collaboration and constant improvement not in theory but in practice...



Technical details

Platform: Xamarin (iOs and Android)

Development budget for beta: USD 5000
(incl. architecture, design, development and testing)

Terms: 1 year from usecase to beta

Financial support: The Nordic Council of Ministers



What are our future plans?



PRODUCTS DIRECTORY DEVELOPMENT

Filling the directory with products and shops
Looking for partners among retailers

PROMOTION AMONG USERS


Digital promotion (landing page, SMM, media portals)
Partnering programs

IMPROVING TECHNOLOGIES

Administrative panel for retailers
Personal account and rating possibilities
Scanner for ecolabels

COMMERCIALIZATION

Paid product placing in the directory
Advanced display in search
Ads placement




Any ideas?

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