**Create a Proof of Concept for a Sustainability Barometer!**

**For us as private individuals, our everyday life is characterized by more and more opportunities to make sustainable choices. For those about to start a new busniess,the entrepreneurs, there are not the same support. How can we change that and make an impact for a better world?**

**In its role as an authority, the Swedish Companies Registration Office can contribute with a large positive impact on the climate and create better conditions for a sustainable future. If we can make every new entrepreneur think twice about how they should run their business and reduce their environmental impact, it will make a difference to both social, ecological and economic sustainability! We want to set a good example that not only makes a difference for us - but everyone. Not least, we believe that this is an area where more people can follow us and create even more new innovations.**

**We want your help! Our dream is to create an AI-driven sustainability barometer to achieve several of the UN's 17 global goals for sustainable development, but we do not know how! We need your help to further develop this basic concept and realize it in a first version. We also want you to help us understand how we can iterate this solution based on increasing access to relevant data.**

**So what is the idea of the Sustainability Barometer?**

**The Sustainability Barometer is an idea that was developed during the Swedish Companies Registration Office's innovation week in March. It is an innovative service where the entrepreneur's, so far, unknown needs are connected with society's collective knowledge. Even before you start your business, you get immediate feedback on how sustainable the business idea is. The service thus functions as a digital support for measuring sustainability and provides an overview of strengths and development potential in the business concept. The entrepreneur receives targeted information and tips for in-depth study from authorities, research institutes and other sources. It pushes the entrepreneur in the right direction towards sustainable choices, in all aspects. We see that the service contains at least the following parts:**

1. **Knowledge database with public actors' collective information on sustainability for entrepreneurship**

**2. Analysis of a company's business concept based on the entrepreneur's answers and estimates**

**3. Retrieve and present personalized information and knowledge based on the analysis.**

**When you innovate with the Sustainability Barometer, we believe that you will come into contact with many new technologies such as AI, machine learning and micro services.**

**The service is easy to use and provides great benefits, which means that more people reduce their environmental impact and contribute to meeting climate goals. ) The Sustainability Barometer is an AI-supported service where the algorithms, based on the entrepreneur's barometer response, present the entrepreneur's information needs. It is in the natural flow where the entrepreneur is when he thinks about it and starting a business and entrepreneurs should easily find the support in their journey towards realizing their dream. The service is easy to use and provides great benefit, which means that more people reduce their environmental impact and contribute to meeting the climate goals.**

**How could it work?**

**We believe that the Sustainability Barometer guides you correctly if the entrepreneur in the right application can choose the industry and business and comes to a type of digital form with questions about the business concept and how they have envisioned their business. The outcome of the answers gives a graphic presentation of the business idea or company's strengths and development potential in terms of both Social, Ecological and Economic sustainability. In addition, any net contributions to sustainability are presented, such as the production of renewable energy infrastructure or the like. The results are processed by an AI that presents aggregated information from selected sources to give the entrepreneur an additional opportunity to learn more in the areas that turned yellow or red. The information, which can be laws / regulations or best practice, is presented in puffs (with links). We look forward to your solution and your input where the main purpose is to help entrepreneurs become more sustainable.**

**What result do we expect?**

**We expect a solution based on the opportunities that can be created during the course. We expect a first prototype that can handle some form of company information and aggregated knowledge. We want you to prove that the idea is possible and that you are innovative around the concept and technology to create a relevant service that is part of Sweden's path to achieving climate goals. Come and show us how we can help save the planet!**