

## **LIFE LENSE**

### **Problem statement**

Limited awareness of environmental issues and low community engagement in conservation efforts.

### **Solution**

LifeLens: a social media platform encouraging environmental awareness and sustainable actions through documenting life cycles.

### **Alignment with SDG Goals**

- *SDG 13: Climate Action*
- *SDG 15: Life on Land*
- *SDG 12: Responsible Consumption and Production*

### **Abstract:**

LifeLens is a social media platform concept centered on documenting life cycles to promote environmental awareness and community engagement. Users share photos and updates of plants, trees, pets, and stray animals, fostering a sense of collective responsibility towards the planet. Interactive features encourage active participation in environmental activities, inspiring a sustainable lifestyle.