

GreenScanner

GreenScanner is a system that helps people engage in environmentally preferable purchasing during their everyday consumer transactions. This system includes an online database of community-generated environmental impact reviews, and a mobile phone application to enable consumers to access these reviews at a point of purchase. The vision for this system is to provide a forum for exchange of environmental information in a format that is reliable and exceedingly easy to access. By doing so, the site can help people around the world make more informed decisions, and incentivize companies to engage in more environmentally sound practices.



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