

Sustainable Shopper

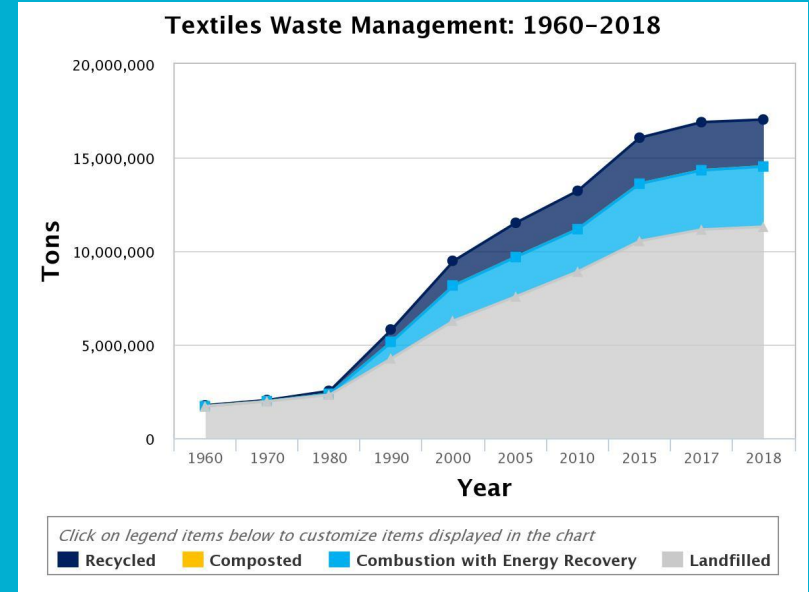
Team Tada

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The Problem: *Fast Fashion*

1. The fashion industry is the **2nd most** polluting industry in the world
2. Around **85%** of all textiles thrown away in the US are either ***dumped into landfill*** or ***burned***
3. Currently only about **13%** of clothes and shoes thrown away in the US end up being ***recycled***



Source: United States Environmental Protection Agency

Sustainable Shopper

The Idea

Scan label on clothes to find material composition, and generate a sustainability score to help the consumer choose between clothing items

Social Impact

To help the consumer make more sustainable choices during an in-store shopping experience

To put pressure on brands to make their supply chain more sustainable

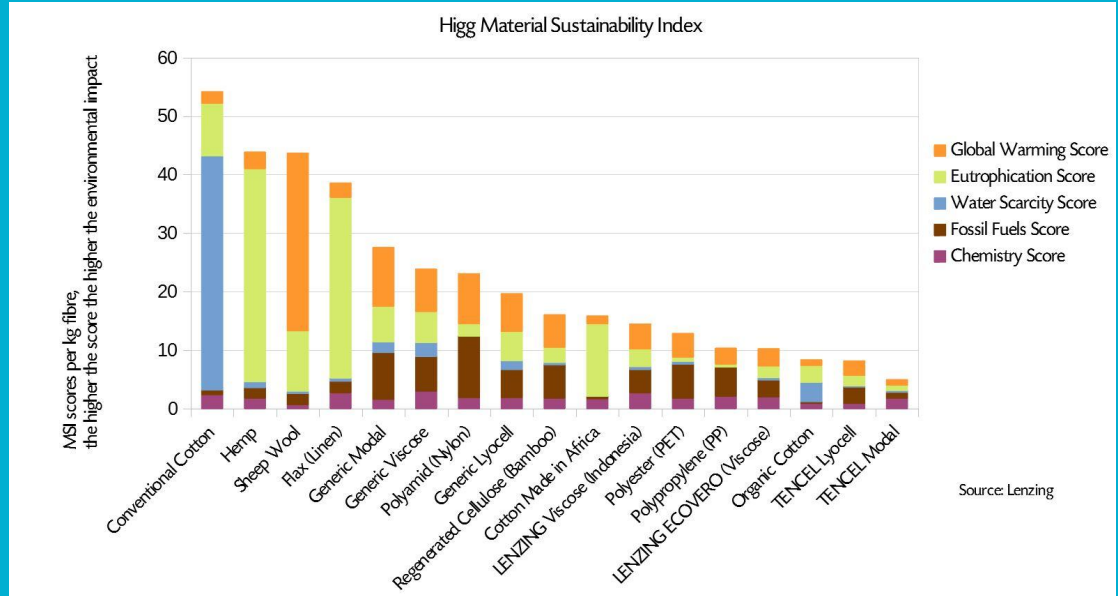
Dataset Creation

Data sources

- Water Footprint Network
- The World Counts
- Higgs Index

Features considered

- Resources Used
- Environmental Impact



Technical Solution



Impact

Challenges

- Limited data available to fine-tune OCR
- Sustainability scores have to be vetted by experts

Scalability

- Application can be deployed on mobile devices and run offline, provided data about materials is updated on a regular basis

Future Work

- Recommend sustainable alternatives to the material
- Consider more features (ethicality, durability, price, new/used)
- Take into account clothes already owned by the consumer

Thank You

