

Discussion

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Scan a product to see the company and start investing or divesting from them Current economics is lowering the quality of life on the planet

Actionable Insights: Translate data into everyday actions the app can suggest.

- What does investing look like at the scale of billions of people? like IG
- The most effective things are Commodities? Food, transport, fashion, plant trees.
- personalized AI, meta glasses understand your context. sense and reconstruct the world around you and to understand the context in which you're using your device.sense and reconstruct the world around you and to understand the context in which you're using your device. Make suggestions and take action proactively to help you get things done — ideally, so seamlessly that you may not even notice.neuroscience co-adaptation of the interface. your future devices will learn and adapt to you as you use them.
- Scalable Climate Solutions: What really works on a large scale?

Example Suggestions of the AI companion:

“Don't buy a car, use a car sharing service instead to save XYZ CO2. Service available near you: Bolt,* Uber.”

“Use a refillable shampoo bottle to save XYZ plastic pollution”

“Call your local politician to nudge them to improve bicycle paths and reduce cars in your neighborhood. Over the past 2 years, you city has experienced an increase of cars from 290 cars per capita to 350 cars per capita.”*

- brand colors: pink, orange, green

Research Limitations

First, finance is a highly regulated industry and the proposed user experience designs may be limited by legal requirements. This study does not take such limitations into account, rather focusing only on the user experience.

Finally, ESG needs data to give us an accurate understanding of the realities inside companies and the user experience design does not address the underlying data quality problem further than by providing a link to the data source.

Research Reason: While many people are working on AI models, there's a lack of people working on "Human-AI interaction". Sustainability is the context. How can we better team up to solve the challenges we face this century? The huge externalities.

Shopping-as-Investing

Introduce this concept

- The Manor (2022)

The Manor. (2022). Sustainability is Not a Sacrifice - The Manor. In *The Manor*.
<https://scadmanor.com/sustainability-is-not-a-sacrifice/>.