

# GREEN SCORE - Sustainable Shopping Guide for Online Shops

**Fashionable or sustainable? With the Green Score browser extension, customers will no longer have to decide whether their online purchases are fashionable or sustainable. Because Green Score supports a sustainable purchase decision - without pointing fingers and with absolute freedom of action!**

"Attention - some of your items in your shopping bag are not sustainable": With this notice, the browser extension Green Score supports online shoppers in making a sustainable purchase decision. That's because developer Karoline Pöhn thought it was unfair that prudent consumers usually have to choose between fashion and sustainability. With the browser extension, which she also sees as a "soft intervention," customers should be spared hours of research on the standard of the brand, the origin of the material and the processing methods. "You don't have to open an app or do any elaborate administration - when the extension is installed, it runs along in the background and also only works in the online stores for clothing," says Pöhn. New stores are added on an ongoing basis and customers can make suggestions.

## Remaining capable of action

The goal is for the extension to work automatically in all online stores and provide unobtrusive support for the purchase decision. According to Pöhn, it is important that customers remain capable of action - after evaluating Green Score, they can decide for themselves whether they still want to keep the product in their shopping cart or delete it. "The idea is to become aware of what they are buying and how it can affect the environment. That's the goal of Green Score," says Karoline Pöhn, who studied Fashion & Technology at Linz Art University. She herself actually sees online stores and brands as having a duty to provide customers with comprehensive information instead of greenwashing. "There are brands that try to present themselves as sustainable even though they are not. The facts prove otherwise. When brands themselves don't want to look the part, that's when Green Score comes in and uncovers missing or incorrect information - to the benefit of customers," says Pöhn.

## Gentle reminder

But how does Green Score know about the products? The brands themselves don't influence Green Score's ratings; instead, the extension relies on valid sources from reliable, recognized platforms that already exist. "I merge the ratings and map them where they are needed," says Karoline Pöhn. This involves asking the following questions: What are the brand's standards regarding people, animals and the environment? What material is the garment made of? What is its origin, natural or oil-based? How sustainable is the material and is there a better alternative? What methods is the product dyed with? Based on brand, material and color, Green Score then calculates a sustainability average and displays it with a traffic light system or with a closing circle - quickly and clearly. A sustainability tip is designed to remind you whether you really need one more T-shirt or whether you could borrow the product. "Sometimes a gentle reminder in the shopping cart is enough to make you think again about your planned purchase," says Karoline Pöhn, who was awarded the AFA (Austrian Fashion Association) Start Grant in the "Societal Challenges" category for her project, which corresponds to

SGD No. 12 - Responsible Consumption and Production.

Karoline Pöhn's sustainability tip is now: download the browser extension and enjoy sustainable shopping!

The extension will be available in the Google Play Store soon.

Find more information at [www.greenscoretool.com](http://www.greenscoretool.com) or [instagram.com/greenscoretool](https://www.instagram.com/greenscoretool) or [facebook.com/greenscoretool](https://www.facebook.com/greenscoretool)



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