Nourish

Our Objective

To link individuals with the global environmental consequences of their food purchasing decisions.

What's the Issue?

The food industry is responsible for approximately 20-30% of total greenhouse gas emissions.
We, as consumers, are largely unaware of the far-reaching environmental consequences of our food purchasing decisions.
Even if information about the carbon footprint of common food products can be made widely available, it can still be difficult for us as individuals to see how our personal purchasing choices have any real global impact.

Aims of the App

- Provide users with easily accessible information about the environmental implications of their food purchasing decisions.
- Engage users with their personal environmental impact by translating complex data into simple stats that ordinary people can relate to.
- Encourage users to take action to reduce their personal impact by connecting their personal successes with those of the app-wide community.

My Choices

Users can easily input their food purchases either manually or through a barcode scanner.
The app does all the hard work by calculating the carbon emissions of the products and uploading them onto the My Stats page.

My Stats

The My Stats page collects and presents the information from My Choices and calculates the total carbon emissions from your food purchases, displaying weekly averages and personal bests, so you can track your change in emissions over time.

How does it work?

The Nourish App is an interactive platform that approximates and tracks the carbon emissions of users' food purchases and encourages them to reduce their global environmental impact by recommendations of foods with lower carbon emissions.

Grand Total

The Grand Total page informs the user of the cumulative reduction of carbon emissions from everyone who use this app. It will also compare this total to the distance a car travels to produce the equivalent emissions.

1. RAISING AWARENESS
Increase users' knowledge of environmental impacts on food production and CO2 emissions.

2. ENABLING ACTION
Facilitate change on relevant and practical level for users in a way that is sustainable.

3. CONNECTING COMMUNITIES
Highlight the importance of each individual, creating a community that, together, can have a global impact.