CLARENZY

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Which SDG does your project relate to?

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

Sustainable Development Goal nr. 12
– Ensure sustainable consumption and production patterns

As an early-stage startup project, Clarenzy is a multi-sided transparency platform for conscious consumers and transparent brand owners who actively support SDG12.

Clarenzy's mission is to accelerate the world's transition towards responsible consumption and production.

What is the concrete problem you have worked with?

Consumers are increasingly concerned with the ethical and environmental responsibility of the product they're buying, such as:

• The ingredients and materials
• The labor and working conditions
• Sustainability and ethical factors
• The CO2 footprint

People mostly choose a product based on two main factors: Price and quality. However, the two factors also relate to the aspects mentioned above.

With the high number of products available in shops, as well as online, conscious consumers show an interest in what is behind the label of the product in order to be able to find and choose the one that meet their specific needs, preferences, and desires. However, it is not easy for consumers to find information about products and realize which one is the better choice. Brands are numerous, products are many, and the information is messy, often inefficient and difficult to find, not efficient nor easy to find, follow, and understand. Meanwhile, it is difficult for small-to-medium-sized companies and brands to market their products to potential customers and outcompete their huge and famous counterparts.

Clarenzy is like Trustpilot for products because it provides a four-stage information for every product which is:

Company information	→	Brand information	→	Product information	→	Production information

What is your solution to the problem?

On Clarenzy, conscious consumers can find comprehensive information about products and their production processes, in addition to information about the companies and brands behind the products. Clarenzy as an "infomediary" can help consumers in their buying decisions and be part of promoting a culture of sustainable and conscious shopping, while supporting transparent companies.

Companies who share their information transparently with conscious consumers can build transparent brand awareness - and at the same time reach out to the community of conscious consumers.

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