



Collective intelligence for sustainability

Stefana Broadbent
Cleanweb



If you want to iywto.com

- A platform and search engine of sustainable services and solutions
- built *collectively* with daily contributions by a community
- to present *collective wisdom* on innovative solutions for sustainable living
- over 7000 services, products, projects for a sustainable lifestyle



search green alternatives to almost everything



Browse services to do things differently

Live healthy. Save money. Support people. Fight climate change.



Energy



Food



Habitat



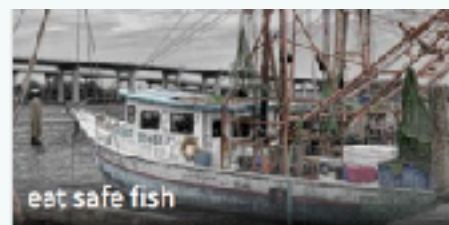
Mobility



Things



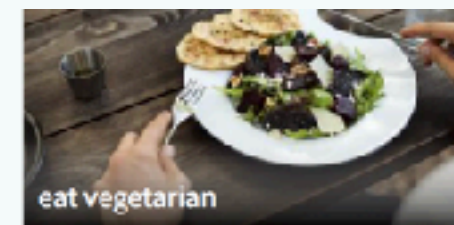
Water



eat safe fish



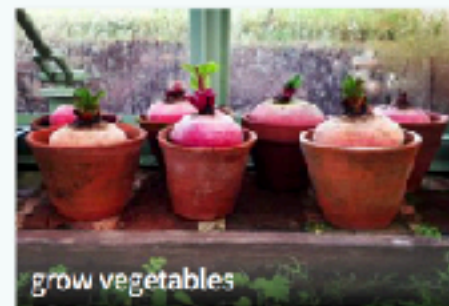
eat vegan



eat vegetarian



fund farming



grow vegetables



reduce food waste

SHOW MORE

Have you found a sustainable project?

You can share it with the IYWT community here

Project web address e.g. <http://earth.org>

Your email, so we know who to thank

SUBMIT



waste

475 projects match waste

LOCAL (7)

ELSEWHERE (155)

DIRECTORY (313)



Food reduce food waste

Una Buona Occasione

get tips on food preservation and waste reduction



1



Food reduce food waste

Last minute sotto casa

get alerts about local fresh surplus food on sale at a discount



1



2



Things build green

RiceHouse

use building materials made of rice waste



Things reduce waste

Trash is for Tossers

learn about living zero waste



1



Things reduce waste

Zero Waste Home

learn about a zero waste lifestyle



3



Things reduce waste

Wise Up to Waste

reduce household waste and increase recycling

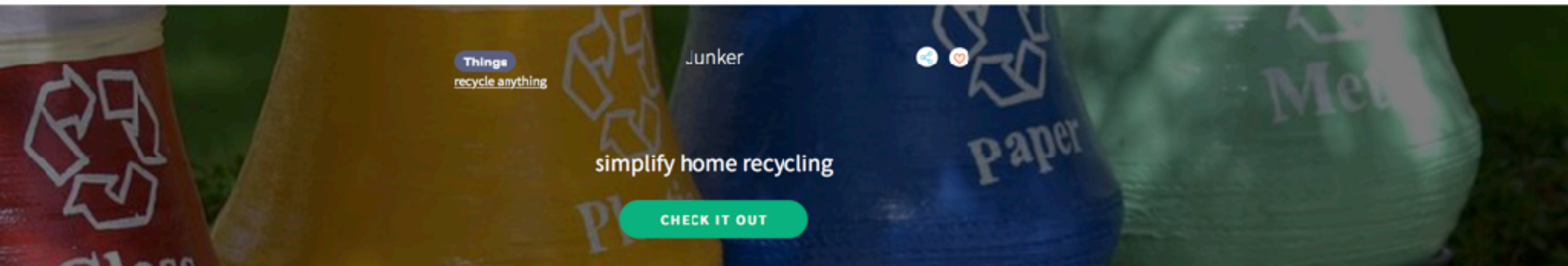




Our Directory

New projects that help to live more sustainably kindly collected by the IWTO community

	*	Web Address	Name	Description	Geography
	T298	https://www.c2es.org	Center for Climate and Energy Solutions	Learn about policy and action to reduce greenhouse gas emissions, promote clean energy, and strengthen resilience	global
	T297	https://www.oneplanet.com	One Planet	reinvent your relationship with the natural world	global
	T296	https://www.mytowood.com/	mywood	wear a watch, sunglasses or a bracelet made with wood materials and crafted by hand	global
	T295	https://andesmaterials.com/	andes materials	use wool string, yarn and fabric made using traditional techniques in Ecuador	ecuador
	T294	https://www.junktopsy.it/dittdla/	junktopsy	try an app that helps you decide how to dispose of thousands of products	italy
	T293	https://www.nisocosmetics.com/	nis cosmetics	wash your hair using plastic free natural marbles	global
	T292	http://www.go100percent.org	go 100% renewable energy	LEARN MORE ABOUT RENEWABLE ENERGY PROJECTS ALL OVER THE WORLD	global
	T291	https://www.aboca.com	aboca	use health remedies made with organic medicinal plants	global
	T290	https://www.theccc.org.uk	committee on climate change	read about progress made in reducing greenhouse gas emissions and preparing for climate change	united kingdom
	T253	https://www.environmentjobs.com	environment jobs	find a green jobs encompassing the specialisms of Wildlife, Ecology, Sustainability, Nature & Conserv	united kingdom
	T252	http://www.eco-jobs.info	NA	-	-
	T251	http://www.jobslngreen.eu	jobs in green	find a job in innovation, environment, sustainability	germany,united states
	T250	https://www.impactcareers.ch	Impact careers	find a job in sustainability	germany,switzerland
	T249	https://www.aigre.com	agre	find a job in sustainability, health, safety & environment, corporate responsibility and energy	united kingdom,united states
	T248	http://tweedfilaments.com	tweed filaments	3D print with eco filaments	global
	T247	https://www.plant-for-the-planet.org	Plant for planet	Plant trees to save the planet	global
	T246	https://wa-mi.org	Wami	Drink bottled water that funds clean water projects in the developing world	italy
	T245	https://grazie.it	Grazie	Use paper towels and toilet paper made from recycled TetraPak	italy



Things
recycle anything

Junker



simplify home recycling

CHECK IT OUT



Rating (3 Reviews)



What is Junker ?

By simply scanning the bar code on your products, Junker will tell you how to recycle them. If the bar code is missing you can use other symbols on the packaging. The system recognises more than 1 Million products and gives indications on the materials that compose them. The service also points you towards the nearest recycle centre.

Maturity ⓘ

Impact ⓘ



Phase2



Environmental

Origin Platform

Italy



App



Maps



Web



CHECK IT OUT



There is a field of innovation that strives to provide the means, tools and products to be an active participant in a sustainable economy. All over the world we see cropping up sustainable services in the areas of soft mobility, renewable energy production, food system, natural and recycled materials, green fashion or energy efficient housing which rely on the internet as an infrastructure that allows to *reconfigure the cycle of production, distribution, ownership and disposal of goods.*

These innovations espouse the open, distributed, connected, nature of the web as a way to dis-intermediate the relation between producer and customer, to create new networks of exchange and knowledge, or to blur the boundaries between producers and users.

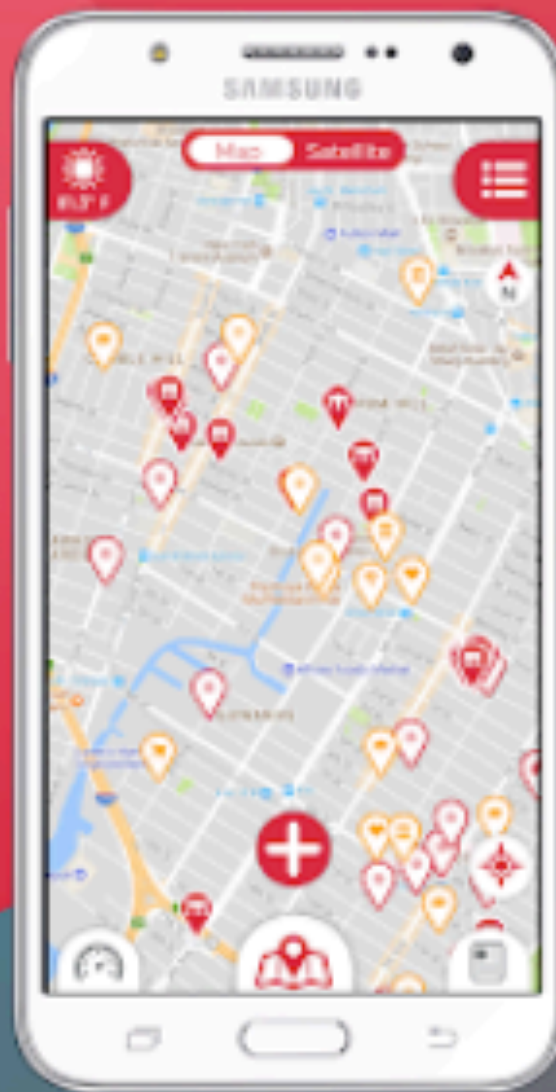


BROOKLYN MICROGRID

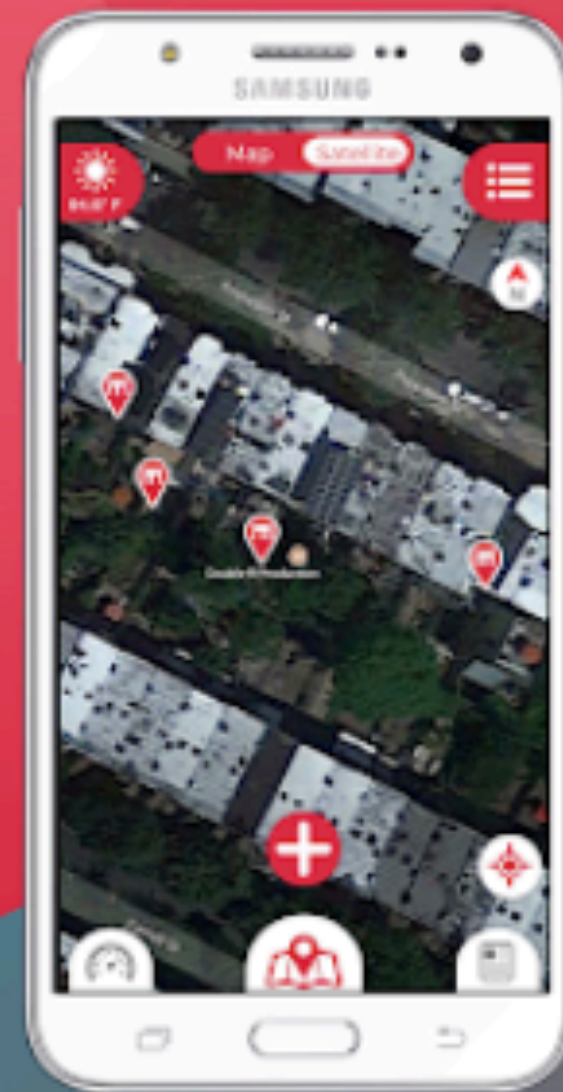
Welcome to the Microgrid



Start a Microgrid on
Your Block



Hunt For The Best Rooftops





ECOSIA

The screenshot shows the ECOSIA website interface. At the top is the ECOSIA logo, a search bar with the placeholder text "Search the web to plant trees...", and a counter displaying "50,459,116" trees planted. Below this is a colorful illustration of a savanna landscape with trees, a river, and animals. The main content area features a circular image of a woman planting a tree, followed by the text "You search the web, we plant trees" and a paragraph explaining that ECOSIA uses its profits to plant trees. Below this is a world map with the text "We plant trees where they're needed most" and a statement about the benefits of their trees. At the bottom is a photograph of four women holding small trees in plastic pots, with a quote from a woman in Malawi about the importance of native acacia trees for soil fertility and local businesses.

ECOSIA

Search the web to plant trees...

50,459,116
Trees planted by ECOSIA users

You search the web, we plant trees

ECOSIA is like any other search engine, with one major difference: we use our profits to plant trees.

We plant trees where they're needed most

Our trees benefit people, the environment and local economies.

"We plant native acacia trees, because they make the soil more fertile. With our earnings, we started a communal savings account for women to borrow and start their own businesses."

Wang, A2
Machakos, Malawi



RIS

 [RIS](#) [ZERO PLASTIC WASTE SHAMPOO](#) [HOW TO](#) [BENEFITS](#) [OUR SHAMPOOS](#) [ORDER](#)





W.R.YRUMA

w.r.yuma

SHOP ABOUT CIRCULAR FAQ  

shipping for 4,9€ - free returns - worldwide shipping for 4,9€ - free returns - worldwide shipping for 4,9€ - free returns - wor





Il Museo aderisce a [progetti](#), per i quali il sito del museo si rende sempre disponibile la navigazione. Per accedere al sito della provincia la navigazione è [Esprimibile](#).



DEPOP

depop

Cerca Account Scarica l'app

BUY. SELL. DISCOVER.

Scopri milioni di oggetti unici al mondo

4.52 1 milione di valutazioni

Scarica l'app



Le cose di cui non puoi fare a meno...



€159



€95



€44



€30



€60



€79



€50



€30



€50



€10



€50



€370



€70



€70



€50



€30



€30



€30



€30



€30



€50



€30



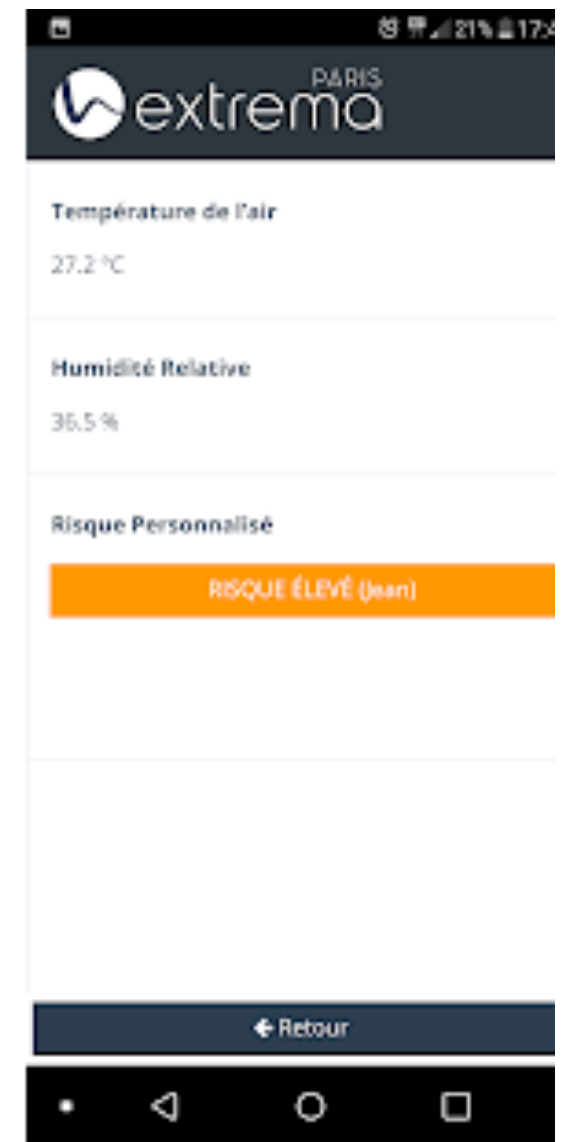
€50



€30



EXTREMA





Categories of services

Table 1. Number of services and projects in Transition and Activity categories.

	Making Recycling Repairing	Ecology and Climate Action	Energy Transition	Sustainable Food	Green Finance	Low Impact Products	Low Emission Mobility	Total
Activism	39	112	16	57	8	36	9	284
Consumption	14	16	63	246	59	551	147	1087
Learning	14	62	28	83	13	105	33	340
Production	46	21	45	58		18		186
Prosumptio	37		15		12	15	22	103
Total	153	211	167	443	93	722	211	2000



As a space of innovation, it represents a radical departure from dominant and traditional approaches to sustainable behavioural change grounded in education and regulation. It freely mixes modes of engagement, using communication, commerce, knowledge dissemination, production, co-ordination, etc. It lowers the barriers to innovation, supporting the exploration of new ideas of change and the development of products at significantly lower costs. It harnesses openness and collaboration, making new propositions part of a public innovation discourse that generates new opportunities for exploration, change and innovation.

At the same time, and from the perspective of culture, this innovation space creates a rich and dynamic imaginary of an alternative, sustainable way of living and a complete toolset of sustainable solutions that anyone can explore and play around with. Behavioural change therefore, is driven by action through the exploration of new practices, emulation of observed behaviours and construction of new tools all happening within a social arena characterized by intense communication, sharing and collaboration.



Collective Intelligence

- The climate crisis needs intelligence, creativity, innovation and collective effort
 - Intelligence needs tools and is embedded in tools
 - Sustainable services enable new lifestyles
 - Sustainable services experiment with new processes of production, distribution, labour and consumption