

The *ProductTranparency* project

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<http://www.producttransparency.org>

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Motivation – To make decisions you need information

Problem

- **Strategic consumers** want to influence by selective consume (e.g. organic, fair trade or vegan products)
- E.g. **allergic people** have to or want to avoid certain substances
- But the necessary information about the **ingredients of products** and the **production processes** is not public/findable.



Our aim

We want to enable to share such **product information** in an **open, free and decentralized (non-silo)** manner.

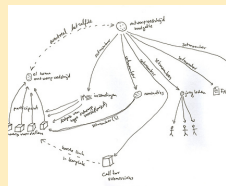
Approach

- **EAN** (International Article Number), **ingredient** lists and **certificates**
- Data can be contributed by **producers** (preferred) or **anybody** else
- Data is stored and presented in a **machine readable** way (RDF)
- Data is licensed under the **Creative Commons** Attribution License
- We or other build **search interfaces** (web/mobiles)



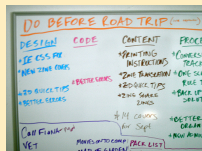
Current status

- Ontology is developed in **Freebase**
- Currently **limited** to ingredients, producers and certificates
- **Legal issues** have to be solved – do we have to ask for permission?



Todo

- Finish and test ontology
- Run cases studies
- Activate community
- Find producers who have nothing to hide



Acknowledgements

- Melly
- Tim
- Jens
- You!



<http://www.producttransparency.org>

Image sources/attribution

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