



## **DigiEduHack Solution Brussels - STEMEdHack - J&J Product of the Future Challenge: Brussels - STEMEdHack - J&J Product of the Future Challenge 2021**

### **SeeUS**

#### **EcoLens, sustainable contact lenses made out of PHA**



The team came up with the EcoLens, sustainable contact lenses made out of PHA that biodegrade completely thus reducing waste. The lenses also include a blue-light filter.

### **Team: SeeUs**

#### **Team members**

Vanja Obradovic, Gorana Terzic, Milica Stojic, Jana Domanovic, Marina Backleh, Noura Attili, Maya Helmi

#### **Members roles and background**

High school students from Serbia and Palestine

#### **Contact details**

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### **Solution Details**

## **Solution description**

The team combined of students from Serbia and Palestine came up with the EcoLens, sustainable contact lenses made out of PHA that biodegrade completely thus reducing waste. The lenses also include a blue-light filter to protect eyes from computer and UV rays.

## **Solution context**

The challenge was to design a future consumer product taking into account sustainability, consumer experience, persanilization and digitalization.

## **Solution target group**

Consumers who wear contact lenses.

## **Solution impact**

The impact is measured by decreased levels of plastic pollution.

## **Solution tweet text**

SeeUs has developed EcoLens, sustainable contact lenses made out of PHA that are completely biodegrade. This is the future product of personal care! #futuregen #sustainability

## **Solution innovativeness**

Innovative material to be using for the lenses creation.

## **Solution transferability**

Beauty industry.

## **Solution sustainability**

Fully biodegradable, no harm to nature.

## **Solution team work**

Teams from Serbia and Palestine worked well together online to discuss and generate this solution o the challenge.