



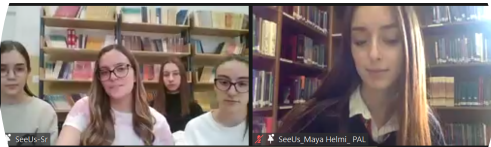
DigiEduHack Solution

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.