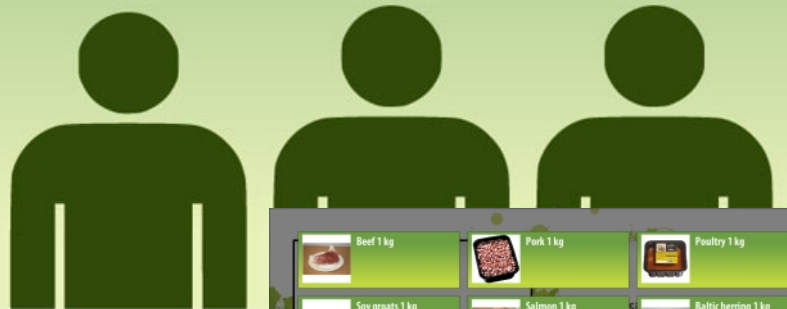


SimShop

Trainer for Environment Friendly Shopping



For environmental training and education
An easy, fun-to-use and illustrative novelty

The **SimShop Cash System** is a Shopping Simulator and tool for those who work within environmental training and development. Until now, very much attention has been paid to the environmental impact of the product packages. The products themselves have, however, a much more significant impact e.g. on the use of natural resources or carbon dioxide emissions.

SimShop allows a comparison between various shopping baskets and their environmental impacts. The groups are usually divided into two. Each group selects the products for their shopping basket according to the indications given. A virtual shop, the products sold in it and the environmental values of the products can also be created by the instructor. The instructor can also define the values concerning the utilisation of natural resources, carbon dioxide emissions, the amount of package waste, and whatever else she/he may wish to place focus on.

You can also use the SimShop as a cash program if you build up a physical shop with its "real" products.



You can either use the attached product catalogue or create a catalogue of your own to present the products and their environmental values that you have chosen. There can be several catalogues: one can be based on water consumption and soil utilisation as environmental values. Another vcan use e.g. non-renewable natural resources as an environmental value.



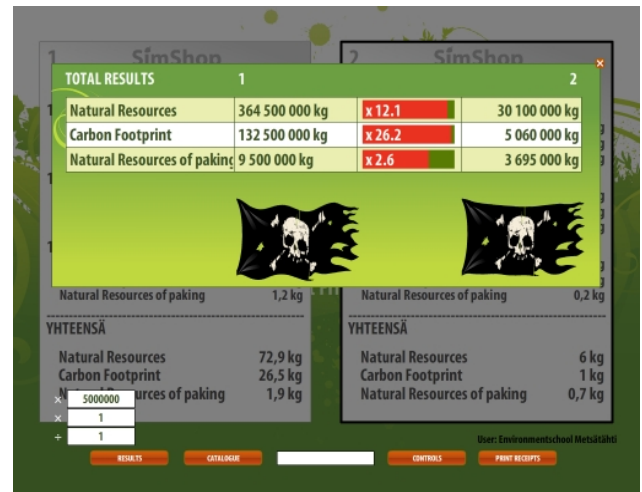
The instructor can create shopping lists for the group beforehand or use the models included in this program.



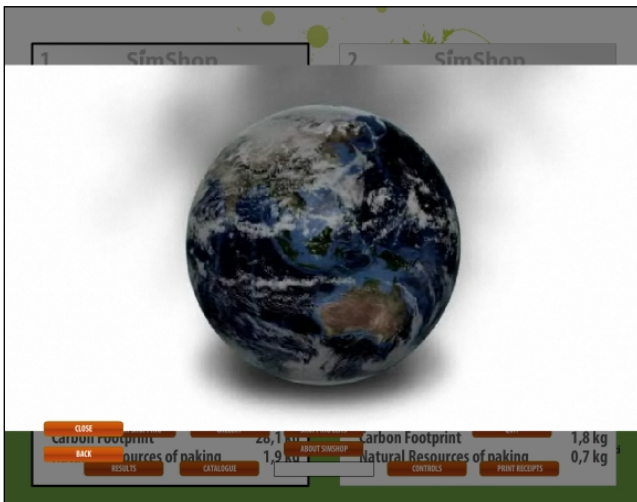
In the shopping situation the counter displays the status of the shopping baskets. It also enables a comparison of the effect of the choices made with that of the previous shopping basket.



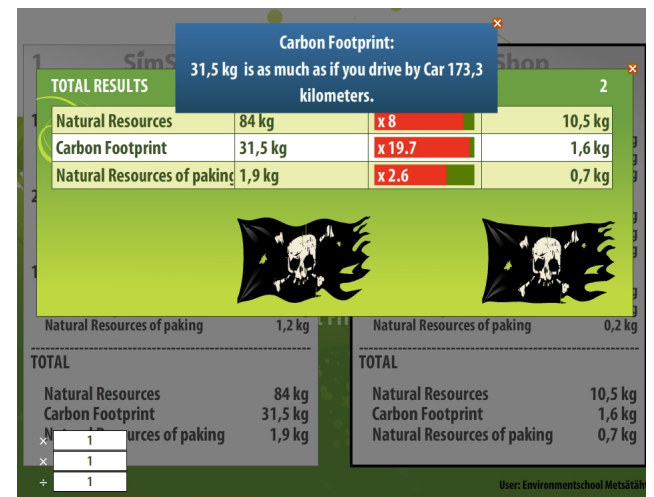
The environmental values of the selected product appear on the display and the choices can be confirmed. Additionally, the quantity of the product can be changed now to enable a comparison with other generic products: a one-litre pack of juice is equal to five 2-decilitre packs.



SimShop is able to illustrate the impacts of a shopping basket on the environment. How heavy a load would be placed on the environment if the whole group had identical shopping baskets? And, what would the impact be, if the group acted the same way every day of the year? The program immediately shows you the results.



The SimShop Environmental Cash Register Program illustrates the differences between good and bad shopping choices. It shows the environmental impact of different shopping baskets and indicates how to slow down climate change through shopping choices. It guides you in choosing environmentally friendly products.



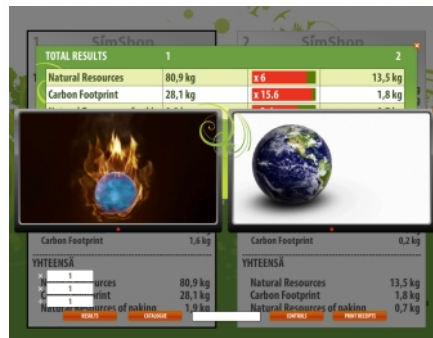
SimShop is able to compare the environmental values to known concepts and shows them as illustrative figures. Example: a 31-kg carbon footprint is equal to a 173-km car drive. The instructor can choose, whether he/she lets the waving skull flags appear or not.

SimShop helps maintain the interest of the groups during the classes and is suited for groups of different sizes. It can be used in many age groups, too. The easy-to-use and flexible program supports different themes.

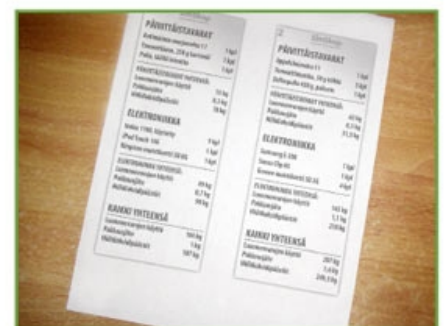
Minimum Hardware requirements
PC (XP, Vista or Windows 7) or a Macintosh computer.
A video projector or wide screen display provided with a bar code reader and printer are necessary peripherals.



You can compare the contents and the environmental values of the two shopping baskets with each other by placing the cash receipts side by side.



In its summary, the SimShop program graphically shows the environmental impacts of the shopping baskets.



The experience of simulated shopping can be intensified through providing the groups with printed cash receipts that show the environmental values.

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