LoginEKO

GreenData4All
The LoginEKO feedback

At LoginEKO, we welcome the GreenData4All Initiative as modern technologies can, and should be, used for accelerating the transition to a more sustainable future. Through our solutions we are showing that this can indeed be the change.

In terms of what's announced as the framework of the initiative, we wish to attract the attention to the following: **full data accessibility for all,** which can assist individuals in making informed decisions about how to interact with the environment. It is imperative that data describing the state and impact on the environment is **available freely and to everybody**, in addition to making it **user-centric** and easy to understand.

Such information would **open up opportunities for businesses**, new avenues for **researchers**, while also allow **public institutions** to comprehensively track situation on the ground and base strategic decisions, or financial compensations/support on real time quality data. **Individual citizens** would be empowered to make informed decisions relating to their choice of living environment. EU-wide data sharing enriches national databases by enabling users to address environmental challenges that span across national borders.

Good and widely available data is key to responsible decision-making

Should the GreenData4All initiative take flight with quality and publicly available environmental data at its core, it could also serve as a basis or support to other policies, from soil health to biodiversity, greenhouse gas emissions, and external trade.

At LoginEKO, we are already showing how quality data can be leveraged for a transition towards a sustainable future. Through our Farming Software and traceability solutions, LoginEKO exemplifies our commitment to providing accessible data solutions, encompassing not only spatial data but also other relevant information in a reliable manner. By empowering users with comprehensive environmental insights, we enable them to adopt sustainable practices and contribute positively to environmental stewardship.

Our **Farming Software** helps farmers plan and implement activities in the fields and in warehouses and optimize their level of sustainability on the fly, including through live access to farm maps, which simplifies precision field visualization, tracks changes over time, visualizes operations data, and monitors vehicle positions in real-time. Such a data collection method could contribute to the efficacy and functionality of the information gathered in the framework of GreenData4All. And anybody using the LoginEKO farming software (which we will share for free) would be able to do the same automatically.

In addition, our **traceability solutions** aim for complete traceability, covering everything from the seed and each step in between, all the way to the consumer product. Information collected under GreenData4All could also feed into traceability schemes for agricultural and food products. In this way, it would allow us to create a sustainability rating (similar to energy efficiency rating). This would create an ultimate, yet simple solution for full transparency of the food system, motivating all stakeholders to act more responsibly, and sustainably.

About LoginEKO

LoginEKO, a Login5 Foundation project, is tackling the challenges in our food system from its 3,700-hectare organically-certified farm all the way to consumer products. To facilitate the transition to a sustainable food system, LoginEKO is creating solutions for: sustainable farming, farming software, food development, traceability and policy. In working towards their mission, healthy food for everyone, LoginEKO will share every part of developed knowledge, software, and tools for free when they have proven effective.