

PRESS RELEASE - June 21, 2023, Berlin

DIY solutions against poverty

## Together for a better future in poverty-stricken areas: Good Search supports the dooiy project with 1500 euros

**Good Search, the search engine for a better world, supports the social start-up Hack Your Shack and its DIY platform dooiy with a donation of 1,500 euros in June. The support is provided by the revenue generated from the search queries made with Good Search.**

dooiy was launched to improve living conditions in poverty-stricken areas. The platform focuses on empowering people in underserved communities by providing them with simple step-by-step tutorials via smartphone. The offerings range from methods for growing vegetables in small spaces to making sanitary napkins, soap or fire extinguishers.

### **Empowerment of people in poverty-stricken regions**

The goal of dooiy is to promote self-made and to enable people's self-efficacy in challenging life circumstances. The platform offers low-threshold guides that do not require prior knowledge, extensive tools or expensive building materials. The instructions are designed around locally available resources and help people in underserved communities to change their lives on their own. The founders of dooiy aim to make the platform accessible to all smartphone owners: The app is therefore free of charge, data-saving and resource-saving. "Currently, there is no platform on the internet that bundles relevant and cost-effective solutions for the target group and makes them accessible in a simple and data-saving way. We are changing that with dooiy. With step-by-step instructions and through exchange, people can improve their living situation in a self-determined way and open up new income opportunities," explains co-founder Marlene Lerch.

### **Convincing approach and vision**

Hack your Shack makes an active contribution to poverty reduction with its platform dooiy. It is exactly this approach and the vision of dooiy that convinced the Good Search team to include the project in their portfolio: "Dooiy is about the power of action. The platform makes knowledge and resources accessible to those who need them most," says Andreas Renner, co-founder of Good Search. "In doing so, they empower people to live self-reliant and independent lives." For Marlene Lerch and her team, the focus is now on making dooiy more widely known, expanding the content and growing the community. An important goal is therefore to build strategic partnerships and expand into other regions. Good supports the achievement of these goals with more visibility through media work and financial assistance.

## About GOOD - The search engine for a better world

GOOD is a search engine that supports one project each month with its revenue. The selected projects contribute to the 17 UN Sustainable Development Goals (SDGs) with an innovative solution. GOOD's vision: A world in which as many people as possible initiate positive change - in a way that is easy, cost-free and barrier-free. Anyone who would like to support the dooiy project can do so until the end of June by using GOOD for their search queries. In July, GOOD will then support the project "Sit'N'Skate" from Hamburg. The project offers wheelchair sports in skate parks to promote inclusion and social participation.

## PRESS INFOS

### Website

[www.good-search.org](http://www.good-search.org)

### Pictures / Press-Kit

[good-search.org/about/en/press](http://good-search.org/about/en/press)

### About GOOD

GOOD is the search engine for a better world: 100% non-profit, privacy-friendly and CO2-neutral. GOOD is operated by Good Search UG, a B Corp certified non-profit social enterprise that works to the highest social and environmental standards. The non-profit foundation Good Impact holds 100% of the company shares. The search engine's revenues are used to support projects that develop solutions to achieve the 17 UN Sustainable Development Goals (SDGs). The SDG's are directly relevant for a future worth living on our planet.

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