

1. In front of your eyes, but without it we cannot survive it's *breathes* Clean air. Hello my name is Keting, and on behalf of Team FIA, future in action, I will be presenting Air We Ok? Our way of challenging carbon emissions.
2. According to the WHO, 7 million people die due to air pollution per year. That's insane. Here's another fact, air pollution is the leading cause of climate change. Yet ignorance and passiveness hinders our ability to invest our resources to tackle this issue.
3. Oftentimes choosing greener alternatives is expensive and unsustainable. But a 2021 study found that youth are more active in addressing climate change. Making them more likely to adopt climate solutions. This leads to our problem: How might we engage students to maintain feasible carbon friendly habits?
4. This is a real concern. In our survey, over 60 ellehack attendees identified their 3 main barriers: inconvenience, lack of knowledge and motivation. Our data also supports that these future changemakers, are interested in

challenging their carbon output; yet surprisingly over 50% are more likely to participate if it was with a friend. What if there was a service that could directly cater to the user's needs and improve their consistency?

5. What if we asked, Air, we Ok? This is how our solution uniquely target our user's 3 main issues: Imagine a student is challenged by their friend where they first hear about Air we ok.

a. They land on the homescreen and are directed to our daily and monthly carbon challenges. As you can see, these prompts are as simple and convenient as bringing reusable bags, working in natural lighting, eating in instead taking out, going vegan for a day; all these and more are easy and specific challenges the user may be presented with. As they are completed, the user will check them off.

b. Upon submitting, they will see the amount of emissions prevented, awarded points and they begin a streak. By using gamification,

the user is incentivised to return to the site and maintain these habits.

- c. Under the learn more section, we have an ai powered chat bot that will answer the user's concerns. A demo video is available in our appendix.
 - d. Eventually, the student will rack up points and they will be able to view their progress under their profile.
6. Our solution is feasible because we are using existing technology such as webflow and autocode which are more than capable of handling what we aim to do.
- a. It is viable because there is a potential for sponsors to have their own challenges and events promoted on the site.
 - b. It is sustainable, as we plan for a community section where locals and friends can share their own carbon reduction journeys. And motivate each other to keep them up.
 - c. And lastly it is scalable, our team is culturally diverse, thus making us uniquely equipped

to adapt our website and spread out impact to some of the most air polluted countries in the world.

7. With that, thank you for listening and we hope you accept the carbon challenge