

Hey Apps for Good, we are Rosshall Academy's digital ambassadors and we are entering your competition. Our entry is an app idea called Carbon Clean, here's our pitch.

As you are aware by now, this year Glasgow has been chosen to host the UN Climate Change Conference where leaders from all around the world will be flying in to discuss how to tackle the behemoth problem that is Climate Change. Inspired by this special event, we wanted to see if we could play a part in ending this global disaster. We created a survey and sent it out to our school community to see the opinions they have on the 'hot topics' of Climate Change and whether there was anything we could do to help out.

Problem

Analysing the responses, we have identified that the main problem we have found is that our community don't know how important this disaster is and how it affects them. From that we safely assume that if they don't know how it affects them then it makes them less likely to take action on Climate Change. This poses a huge risk to combatting Climate Change as there is only so much governments and institutions can do, individual climate action is also needed.

Solution

Knowing that our community has a strong fondness for social media and games, our idea is to create an app that teaches them about climate change and its affects through various games and quizzes to help them build important habits that will be vital to securing a **carbon clean** future for our planet.

Who is it for

This of course would be mainly targeted to pupils in secondary schools as we are the future inhabitants of this planet and if we don't learn now how to live a sustainable life then 10 - 20 years later we will be back to square one fighting the climate battle regardless of what ingenious solution the world leaders will come up with in November.

How it will work

The quizzes and habit goals earn you in-game currency which activates the brains reward system and encourages us to proceed for more. Our brains note that something important is happening that's worth remembering and repeating in the future. The in-game currency is used to buy avatars and social icons, this is so they can blast their social media accounts with their progress and ranks. In doing so it will make living a sustainable life a shared goal which teens compete for bragging rights and social status.

Features

Designing this app proved a challenge. You were right, having about a million different features will 1. be very time consuming to create | and 2. reduce the quality of our overall project, instead we limited ourselves and chose only the features we deemed necessary for our app and worked on those instead.

Feature 1 – Arguably the most important out of all of them. The habit builder will essentially help build these users useful habits for a cleaner world. Users will log in their

progress daily and see their data show them their new carbon footprint. When they complete a goal, they are rewarded with several coins however if they fail a goal, they will lose coins too. This will help build consistency on how frequently users use the app.

Feature 2 – social media is a big part of our school community, pretty much everyone uses it. Our second feature, the social icon/avatar is the main rewarding part of the app, the user's hard work will pay off when they can brag about the new rank or accessory their character has achieved.

Feature 3 – Multiple responses from our survey mentioned wanting an app that showed them real-time climate news and educate them on the topic, so we want to do just that. Our last feature is split into two screens. The first screen will show real-time climate news for users to follow up on and the second screen will speak the language of many teens world-wide, games. The games section will be the main source of earning currency. Each game will educate the player more about climate change, its impacts, famous activists, current climate news, and what's being done to stop it.

Coding

Our website, the one you're viewing this video from, showcases our prototype in all its glory. The prototype and website are made using html, CSS and JavaScript. For many of you watching, this won't make much sense so let me explain real quick! HTML, CSS and JavaScript are 3 different coding languages that work in harmony to make all websites on the internet. HTML is the skeleton, the structure of a page. CSS is the skin, the appearance of a page and JavaScript is the muscle and ligaments, the thing that makes buttons and stuff do what they do. This website was built with them but just like Rome wasn't built in a day, so was this website. It took hours of typing, lines of code and various mental breakdowns when things broke, just to make this website look like this instead of this.

Conclusion

So to round up this seemingly long pitch: Climate change is a vast problem and many people have made different apps solving different aspects of this huge problem. Are there similar apps out there? Quite possibly. Are there apps that are specifically geared at the generation that will inherit the Earth next? Not really. Our app is going to engage secondary pupils and ready them for a sustainable life that the world leaders at the UN Climate Meeting are going to create. And it'll be made by ordinary teenagers who speak the teenage language. If anyone is best suited to create an app for teenagers, it will be us, teenagers!

And to end on a cheesy slogan!

Carbon Clean. Making the planet cleaner and greener together!