



Anne decided to use TipTabToe on a regular basis and from her game with Nils, has learned about transportation and its' effects on climate change. Answering the questions in the application broadens her knowledge and helps her derive changes for her daily life. The next morning, Anne goes to the city centre. However, this time around she took the bus instead. It was faster, cheaper, less frustrating than being stuck in traffic and also more environmentally friendly.

3.2 Written Solution Press Release

A game that helps save the environment!

The multiplayer quiz app "TipTabToe" is aimed at empowering the upper age group of Generation Z (10-25-year-olds) to adapt their mindset to living a more conscious and sustainable life.

Munich - March 15, 2021

Karmacom GmbH is launching the multiplayer quiz app TipTabToe and with this, aims to disperse their knowledge and expertise in the field of sustainability. With positive motivation, players are encouraged to minimize their carbon footprint by adopting more conscious behaviours and habits. The application achieves this by drawing awareness to environmental issues but not in a way that is perceived as a burden by the user. Starting with a beta version, the app is available for free download on Android and IOS devices.

As a Corporate Social Responsibility (CSR) consultancy that has set itself the task of supporting companies and NGOs, Karmacom GmbH successfully generates economic success from ecological and social commitment. TipTabToe is based on the three main aspects of how Karmacom GmbH understands CSR. *Think* - come up with a strategy, *Talk* - trustworthy communication and *Act* - actual realization.

Deviating from its B2B business, Karmacom GmbH now addresses the B2C market and encourages especially young people to think about a future worth living. As a non-profit app, the main goal for TipTabToe is to have a positive impact on the mindset of Generation Z.

Heiner Weigand, founder, and CEO of Karmacom GmbH and Yuki Hayashi, CSR consultant and initiator, are happy about the release of TipTabToe: "I am thrilled that our hard work finally pays off and we can launch our beta version and bring it to the young - our future."

"We've asked ourselves, how is it possible to encourage young people to adopt sustainable behaviour through positivity driven by curiosity, rather than guilt? We want to help solve the problem that many people are not aware of their individual environmental impact by embedding a very serious topic (climate change) into the format of a quiz-like game.", said Heiner and Yuki.

In different categories, users can expand their knowledge about sustainability in a playful way. By competing with friends and family, players can collect points and thus move up in the ranking. The game increases the attention that even with small steps one can have a huge impact on the environment.

"With the high influx of information regarding how one can live sustainably, it's easy to be overwhelmed and feel stuck without knowing what necessarily to do. I am made aware daily of the consequences of human actions on the environment and its effects on us - large amounts of carbon dioxide in the atmosphere, rising temperatures and large amounts of waste in the ocean. I know I have to be more conscious about my actions on the environment, but I just don't know where to start" says Mary, a 19-year-old student living in a student residence in Munich. "Thanks to the TipTabToe App, I am presented with trustworthy information about how I can incorporate sustainable habits into my daily life in an easy and fun way. Just by being conscious of my electricity usage and online shopping habits, I have reduced my carbon footprint level by 5%. On top of that, I am also able to challenge my friends and family using the multiplayer option, making it easier to motivate each other towards living sustainably."

By using the Hashtag #ttt and by registering now, you take responsibility for our earth. So, if you feel prepared, show it by downloading TipTabToe!

For more information, please visit our Website: www.TipTabToe.com. If you have any questions related to the CSR content, please do not hesitate to write an email to: info@karmacom.de.

3.3 Illustration: Solution Press Release

MARCH // 15TH // 2021

MUNICH TIMES

ENVIRONMENT


A game that helps save the environment!

KARMACOM, 2021

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Saving the planet. Maintaining our set goals and making sure we achieve them is the key for saving our world.

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SEITE 2

3.4 Solution FAQs

3.4.1 FAQs End user

- Q: What's the source of your information regarding sustainable consumption/ living?
- A: We used the official homepage of the SDG for our information. Moreover, we used the question we asked ourselves. The sustainable matter we wanted to know.
- Q: Are there any extra benefits of using the application?
- A: I can play with my friends; my family and I receive knowledge step by step. It is not that overwhelming than the news.