

the BIG IDEA worksheet

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Identify a project you are working on where you need to communicate in a data-driven way. Reflect upon and fill out the following.

PROJECT Estimating & Comparing Public Transport Emission using Gtfs2EMIS

WHO IS YOUR AUDIENCE?

(1) List the primary groups or individuals to whom you'll be communicating.

- Transit Agencies
- General Public
- World Bank Transport Practice

(2) If you had to narrow that to a single person, who would that be?

- Department's Boss of World Bank Transport Practice

(3) What does your audience care about?

- Risk to health from Emission
- Environment concern from Emission Because majority of these Emissions coming from Road transport. Sustainable development & Addressing Climate change.

(4) What action does your audience need to take?

- Regulating Emission Standards
- Encouraging Alternative fuel
- Regulatory Compliance
- Promoting the use of low-Emission vehicles.

WHAT IS AT STAKE?

What are the *benefits* if your audience acts in the way that you want them to?

- Environment Benefits \Rightarrow Mitigate Impact of Climate change & Improve Public Health
- Cost Savings \Rightarrow Transit System More Efficient & Emit less Carbon can save money overtime.
- Social Benefits \Rightarrow Increased Economic Opportunities & Improve Quality of Life for Citizens
- Reputation & Leadership \Rightarrow World Bank to establish itself as a leader in Sustainable transport Practise.

What are the *risks* if they do not?

- Legal Risks
- Public Health Risk
- Failure to meet Emission Reduction Targets.
- Reputation Risks

FORM YOUR BIG IDEA

It should:

- (1) articulate your point of view,
- (2) convey what's at stake, and
- (3) be a complete (and single!) sentence.

Our team works at world Transport Practise. Our Primary Audience is the department's boss. This Department is working on making Predictions about Emissions caused by transit and developing strategies to reduce them can lead to beneficial outcomes for Public health on a global Scale.