One of the greatest barriers to environmental engagement is APATHY.

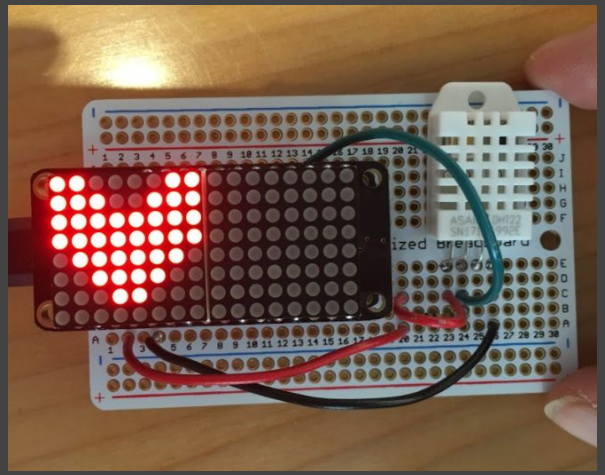
How can we engage people with their environment and get them excited about local open spaces and organizations working to protect them?

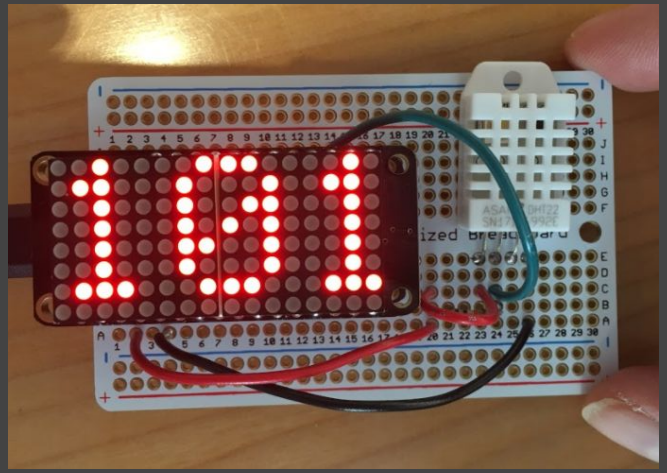
With a little game we like to call...

Growing open space awareness and community engagement

How it works

- A team of volunteers places Park Pins in parks, community gardens, and public spaces that could use some love
- Each pin has a temperature and humidity sensor, as well as a button that triggers an LED screen.





- Three local environmental non-profits become the “teams” for the app

- Ideally, there will be a funding sponsor that will donate money that one of the teams will win. Individual players are also encouraged to make micro-contributions that the sponsor will additionally match.

- When players sign up for the app, they join one of the non-profit’s teams based on the cause most interesting to them

- Players can view a map which displays the locations of all the pins, as well as the current temperature and humidity at the pin site.

- They can also see which team is currently in possession of the park—that is, whichever team had the most recent visitor.

- To earn points, players must go to the Park Pin site and find the pin.
- When they press a button on the pin, they receive a secret code for the pin, which they enter in the app to receive points for their team
- They receive additional points if they “take” the park from another team
- At the end of the month, the sponsor makes a contribution to the non-profit whose team has the most points.

Why It's Awesome

- Get people outside and engaged with public spaces.
- Increase their awareness of micro-climates throughout the city and even encourage tending or "Guerilla gardening" in neglected public spaces.
- Raise money for environmental non-profits, from both corporate sponsors and individuals

Built by Team Eleven at #WWCodeHack2018

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