



100%

Normal text

Calibri



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**B***I*UA

MACRO CHALLENGE –

CBL CANVAS

Elodie IPARRAGUIRRE

*Big idea: Digital Pollution

Essential questioning:

- how can I help people find a way to start handling digital pollution ?
- how to find information about simple tasks and gestures that could reduce CO2 emissions ?
- how do I help people become digitally ecological ?
- how do I communicate with these people ?

*Essential Question:

How can I help people who want to reduce their carbon impact due to their digital usage ?

OR

How can I help people who want to reduce their digital carbon impact ?

Challenge statement development:

How do I help people find information about digital pollution ?

- To find a tool that helps them find the right tips and recommendations
- to find people who have had the same change in their life to build a community
- to find ted talks about people who have experienced the same change

*Challenge Statement:

- Find a way to help people who want to reduce their digital carbon impact to find the right information and guidance.