Youth Impact Communication

Think Green, Go Green: Design An Eco-experience Facility For Chinese Citizens

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Summary

Many people claim themselves to be "aware of" the environment; yet, when asked questions about some simple concepts of the environment, most of them cannot give an answer. Besides, this city lacks an exhibition of the ecosystem and environment that is being damaged by human activities. In other words, people are not truly concerning the surrounding environment both because of the absence of self-willingness and lack of information.

Therefore, our project focused on raising people's environmental awareness, building their basic knowledge of the environment, and showing them the actual situation of our ecosystem by building an eco-experience facility where citizens can learn about the environment with full sense, therefore more willing to help recover it. To achieve this goal, we have conducted a survey on people's current knowledge of the environment and their attitude toward a project like ours, in the hope that our project is not meaningless. We created a website that briefly showed our project's essence, each team member as well as our mentor; a WeChat official account to further promote our project. We also posted a video on Bilibili to talk about our projects in an interview-like form. Due to limited time and budget, we could only build a 3D model of the facility.

Engaging in an activity like this really broadened our horizons. We become more confident about ourselves, that being a high school student does not mean we cannot make a contribution to our society. In fact, standing in a student's shows gives a brand new perspective to see problems. We appreciate the power of teamwork. Our project never stops, as the mission to raise people's awareness of the environment takes long efforts.

Identify the Topic

| Topic Description

Nowadays, a large scale of land in China has been urbanized: China's urbanization rate was 8.10% in 1953, whereas that rate had increased to 31.95% in 2014. The average annual growth rate of urbanization is around 2.28%. The environmental problem in cities, inevitably, grows worse. As much as the government along with many other environmentalists advocate environmental protection movement and concepts of developing economics and environment simultaneously, such as that "the environment cannot be sacrificed for the sake of growth", otherwise known as "green waters and the green mountains are gold mountains and silver mountains", we cannot deny that fact that the awareness of a large number of people is inadequate. Besides, of citizens of relatively mature environmental awareness, some fail to act in person to protect the environment owing to no expertise and professional knowledge. Therefore, they merely stall at the step of conceiving ideas. In some way, the lack of people's awareness results in environmental degradation.

For the reasons above, we hope to dive deeper into this topic and conceive a plan that can help people effectively raise people's awareness and knowledge of environmental protection. Instead of applying a conventional, tedious, inefficient way of instilling the conception, which is usually through teaching people with mouth, we will design an ecological experience facility that stands in the modern city. As it can provide citizens with a quality eco-experience, people will also appreciate how the eco-system works in a much more intuitive, more impressive way.

| Why it is important

Have you ever seen a person who throws garbage casually? If so, have you ever tried to stop them? If your answer is still affirmative, how do you usually stop them? Do you always succeed in stopping them?

Apparently, stuffs we normally say to these people may be that "what you are doing is harmful to the environment!" or "it is not eco-friendly!". When they follow through these steps and then ask: why is it not eco-friendly, you may probably choke to find an answer. In other words, why can't you convince them using your words? In fact, there are scores of similar cases. Recently, for example, the Chinese government has promoted garbage classification. Many people are actually passive receivers. That is, although they support this movement, claiming that it is beneficial for the eco-system, when asked why is it beneficial, they do not usually have an answer. This passive acceptation is not able to let citizens engage in this grand activity conscientiously, self willingly. In fact, this phenomenon can be largely attributed to the truth that people do not form systematic, in-

depth environmental awareness and expertise.

Therefore, it is of great importance to raise people's environmental awareness. However, the traditional way of educating people turned out to be not very effective in achieving this work. in fact, every time in our class there is a class about the environment, students often feel bored and disconnected from the teacher, as he only teaches with his mouth, with some plain PowerPoint presentation at best. According to this, finding a more intriguing way that can exploit people's interests in the environment is paramount. With our facility, we can achieve this more easily. Our facility shows manifold benefits: It can 1) situate people in a place where they are somewhat connected to the eco-system. Such an experience of full sense triggers people's innermost sentiments, enabling them to appreciate and be grateful to where they live from the bottom of their heart; 2) cultivate ecological personality, a person's moral bond with nature, the condensation and internalization of a certain society's ecological moral principles and norms in individuals; 3)inspire people's sense of empathy, curiosity, and needs through allowing the audience to communicate with the environment with their senses such as hearing and touching.

Project Objective

Our primary goal is to raise people's awareness and knowledge of the environment, and, thus, make more people conscientiously participate in environmental protection. Under this broad objective, we will conduct an investigation that tries to find out how people feel about an eco-experience project like this, ensuring our work is worth doing. Then, since it's impossible for us students to actually build an eco-experience facility in the city which involves sophisticated math, physics, finance and architecture background, we will design a basic model of ecological experience facilities, which includes three major aspects: water circulatory system, green plants, and renewable energy. Finally, we will use video form and WeChat official account to publish our model of facility in the hope that we can gain more exposure to enroll more citizens into this grand action.

Identify the Target Audience

▎Who Are They?

We have narrowed our target audience to the young, the adult and the elderly in our city--Chongqing. The reason is that the raise in people's awareness of environment benefits the city's environment, resulting in an increase in everybody's satisfaction level. A compelling case is the personal experience of one of our teammates, Steve. There was a time when the residents' committee held up a movement which encouraged people living in that neighborhood to pick up trash and clean pets' waste that were inappropriately laid on the streets. A large number of residents took part in it, and it showed a fairly prominent result. In fact, nearby neighborhoods also started holding "clean-up day" due to initiation by Steve's neighborhood. Therefore, it is no doubt that everybody, regardless of ages, can participate and make an influence in this environmental campaign. Moreover, people gain more knowledge pertinent to the environment through enrolling in our project.

▎Why Are They?

Apparently, everybody in the city can play a role in protecting environment: a 30-year-old man may leave garbage randomly off the streets; one old man may pick it up and throw it into a bin; and an elementary school student might share the tips taught by teachers regarding daily protection for environment with his or her family. Therefore, our project aims at raising each and every citizen's environmental awareness, in order to make as large a difference as we can.
We consider the mature and the young to be our primary and top target audience, as they will make a broader, more long-lasting impact on the city's environment. Other than that, they are also, in general, more intellectual, therefore more open to accepting and learning new information.
According to The National Bureau of Statistics of China, the share of people aged from 16-50 in the labor force of China in 2014 is around 66.3%. It shows the overall the adult's capability is stronger than the senior. Also, intuitively, children and teenagers will play a larger role because they have more years to live, therefore possessing much more potential with much more diverse possibility.

▎What is your scope?

We have narrowed the scope of our target audience down to the main city zone, in Chongqing, which excludes the suburban area. Since we will use WeChat Public Account to advertise the model of our

eco-experience facility, and people living in main part of the city use electronic devices more frequently, focusing on this scope allows us to influence the audience more effectively. Even though our WeChat Official Account can cover suburban area, suburban are less populated and less frequently use these devices. Besides, the main city zone is relatively most developed compared to the rest of area and, thus, people are more educated in this part of the city, which makes them willing to take time in these activities and absorb our idea.

How to reach them?

The habits and behaviors of our target audience can be generally described as follows: first, the young and the mature share a similar weekly schedule. That is, during the week they work on day and rest at night, so they almost do not have any leisure time during the day. When they do have self-controlling time is on weekends. Second, for the old, their schedule is much more random and flexible. It could be more possible, and more preferable, for them to do something such as shopping in the supermarkets all hanging out with their friends in the malls at any period of time in a day. Next, as we see it, the most frequently-used way the young receive information is by the internet--mobile phones, in particular. They are extremely curious at these ages, but only about interesting things. And they process information less through the brain or thinking, but through feelings and emotions, so stuff that can intrigue their interests will be more acceptable for kids.

The adult also applies electronic devices like computers or smart phones as the primary source of gaining information. For this group, they tend to think through things in a logical way, maximize personal benefits, and hate wasting time on meaningless things, so contents favored by the mature focus on how to increase people's value.

The senior, on the other hand, prefers to experience things in person. Namely, they would attain information by actually visiting some actual places or people.

Since we only consider the young and the mature as our top target audience, applying WeChat Official Account and videos to advertise our eco-experience facility can show a greater effect.

Identify the Key Message

The Key Message

Don't say "protect the environment" to others, but to yourself.

The Tactics Behind

Nowadays, as much supportive as many citizens are of environmental protections, very few of them genuinely have been willing to take time learning about the current damages to the environment and things they can do to change them. In other words, most of people claim to protect the environment just to deal with following up the major trends. They are literally just "claiming". Having seen that, we make this slogan, short yet quite powerful. Our key message strives to shock people by implying that if they really protect the environment in daily life or just go with trends. The slogan is a statement, but it seems like a question when first reading it. People will therefore ask themselves after reading it: Do I just say "protect the environment" in front of others?
As a result, by implicitly raising a question our slogan intrigues people, making them continue exploring our project deeper.

Choose the Platform

The Platform Chosen

We have focused on our platform to be essentially online kinds. And we generally choose three types of that form. First, we created a WeChat official account where we will publish our model of the eco-experience facility, as mentioned earlier. WeChat public account is very powerful in that it supports a variety of formats ranging from pictures to videos, to stories. On top of that, we have also established a website to promote our project. Last but not the least, we decide to apply Bilibili as a source of our project promotion as well, as it is one of the most popular online social media, and has a large number of the young generation.

The Alternative Platforms

We may contact some newspaper editors to see if they can post our project and convey our thoughts to the public. Even though the newspaper takes advantage of its authority,we think the result would be not so great, considering the declining audience of newspapers and that our main target audience is the young and the adult who consume information almost from the internet.
Public speech has been taken into account as well. We may visit some schools or other spaces and give a small speech regarding the major reason we conduct our project and the idea behind the eco-experience facility. However, a very lethal problem with this is that we will have a narrow audience, say a hundred students. As we want to make a larger, and with efficiency, impact, we have to skip this platform.
Tiktok might also be a good choice. It has been one of the world's leading quick-film apps. And there are around four billion active audiences per day. Nevertheless, due to its time limit for each video uploaded, it's hard for us to express our idea and project in such a short time.

The Criteria to Evaluate

Several factors have been taken into account to evaluate the platform candidates. Our highest point for each factor is 10. Note that the value of points for all factors are positively correlated with a good performance of a platform, even though the value of some factors themselves is expected to be as small as possible. Therefore, the optimal choice would be in the highest ranking.
First, we think the coverage over our target audience is very paramount to the final judgment. A

higher score a platform can get in this factor means a broader reach to our target audience. (i.e. how many target audience can we get through this platform) Since we have divided the target audience into three groups, there will be sub-points when calculating the total point of one platform of this factor. That is, the coverage over the young and adult are both worth 4 points, leaving the coverage over the senior worth 2 points. Take the evaluation of the WeChat Official Account (WOA) for example. It gains the full point, which is 4, in both the young and the adult part, while only 1 point when considering the old. In total WOA gets 9 points.

Second, the time involved in preparing the platform is considered. Owing to limited time to complete this project, we desire those platforms to take less time. For instance, when calculating the score of public speech in this part, we give it only 4 due to many preparations such as negotiating with the local school, preparing the speech, etc

Third, the cost is also an important factor. Due to our limited budget, we have to purchase the most cost-effective platforms. If possible, we will seek platforms that do not charge at all. As mentioned earlier, the value of scores is positively correlated with the optimal choice, so we expect the scores of both the time factor and the cost factor to be as high as they can. For example, as to building a website, we give it a solid ten in that there is basically no cost at all to build a non-commercial website.

Last but not the least, the total number of potential audience we can get should be taken as it is a measure of our possible impact on society. Hence, we would like to make the number as large as possible. Since it is without a doubt that Bilibili is a leading video-sharing website that hosts 50 million users, with 75% of them under the age of 24, we can confidently rate it in this part a solid 8.

The Rating Sheet

From the rating sheet, we can get that the overall score of the WeChat Official Account is the optimal choice with the website, Bilibili ranking in the second place at the same time. As such, our final call on the choices of the platform is WeChat Official Account, a website on our own, and Bilibili.

📄 Rating_sheet

Set the Agenda

Set the Agenda

[Task] Questionnaire Design
[Timing] Late January
[Location] Wan Xiang Cheng Mall
[Participants] Hongyu Tao, Tingyi Zhu, Yusi Miao, Xinchen Li

[Task] Building the promotion website
[Timing] Early February
[Location] Online
[Participants] Hongyu Tao, Tingyi Zhu, Yusi Miao, Xinchen Li, Haobo Zhang

[Task] Creating WeChat Official Account
[Timing] Early February
[Location] Online
[Participants] Yusi Miao

[Task] Building Models
[Timing] Early February
[Location] Online
[Participants] Songyuan Liu

[Task] Video Preparation
[Timing] Mid February
[Participants] Hongyu Tao, Tingyi Zhu, Yusi Miao, Xinchen Li, Haobo Zhang

[Task] Video Recording
[Timing] Late February
[Location] Online
[Participants] Hongyu Tao, Tingyi Zhu, Yusi Miao, Xinchen Li, Haobo Zhang

[Task] Uploading Video to Bilibili
[Timing] Early March
[Location] Online
[Participants] Hongyu Tao

[Task] Analysis of Data from Questionnaire
[Timing] Early March
[Location] Online
[Participants] Songyuan Liu, Hongyu Tao, Tingyi Zhu

[Task] Impact Statistics
[Timing] Mid March
[Location] Online
[Participants] Songyuan Liu

Design the Packages

⊟ WeChat Official Account
⊟ Official Website of the Team
⊟ The model for our eco-experience facility
⊟ Interview with the team members about the project

Create and Track the Impact

The Execution Plan

<1> At the preparation stage, we will send out our questionnaires about people's attitude of having an eco-experience facility to make sure the project is worth continuing, along with other relevant questions such as their current knowledge to the environment. We expect the number of surveyed subjects can exceed two hundred. The deadline for this task is 19, Jan.

<2> After that, we will start building our large frames for the promotion of our project. In other words, we will create our WeChat Official Account, build the online website, and create an account on Bilibili for later posting of materials (i.e. video, articles). The deadline for this task is 5, Feb.

<3> Our IT guy will start building the 3D model for our facility. The deadline is 11, Feb.

<4> At this point, we will enhance our project's popularity by starting writing articles in our official account in WeChat which conveys our messages and ideas behind our project. The deadline for this task is generally before the end of the competition, as we can always add articles to our account.

<5> We will prepare for making a video where we will talk about our project, why we designed it, how does it work, and so on. Deadline: 25, Feb.

<6> After having enough preparation, we will actually shoot a video and upload it to Bilibili. Deadline: 26, Feb.

<7> Finally, at the wrapping-up stage, we will collect feedback from our three platforms: WeChat Official Account, online website, and Bilibili to see our impact.

Impact Statistics

We summarize our impact statistics into four segments--statistics on our surveys, WeChat Official Account, online website, and Bilibili.

First, in our survey, we have in total gained 322 valid responses. Our analysis for these responses is

as follows: a) 93.5% of people agreed that the ecosystem is being disturbed by human activities; yet only 36 % of people know what the ecosystem really is. Hence, we conclude that most of our citizens still remain a level where they just heard of these environmental protection concepts but never dive deeper. b) When we asked people would they be interested to try an eco-experience facility, 82.9% of answerers said yes. Thus, such a high percentage indicates our project's attractiveness and potential. (See

Second, on our WeChat Official Account, we have released two articles, one with 783 views and 352 likes, another with 154 views and 68 likes. In total, we have gained 937 views and 420 likes. We used the WeChat official management system to track the statistics.

Third, our video on Bilibili received 30 views.

📄 Visualization of our overall impact statistics
📄 statistics of questionnaires

Collect Feedback

Feedbacks from viewers in Bilibili.
"It is without a doubt every person's responsibility to protect the environment as well as our planet.

"We should raise the awareness of our surrounding environment, cut back on the amount of pollution we human have made on the earth, and, finally, protect the environment completely out of self-willingness instead of being forced by others or the social trends. "

"You guys did a great job!"

Review and Reflections

Overall Self Check

This part is absent or not available temporarily.

What Are Successful

Our team has overall made many accomplishments. Firstly, we received 322 valid responses for our questionnaire at the very beginning, which totally exceeds our expectation for the number, which is 200. Hence, this number of people enables us to have a much more clear picture as to the correlation between our project with the current situation; besides, it, in a sense, builds our confidence about our program since the majority of them are happy to see such project exist, motivating us to work harder. Secondly, we successfully reached our target audience. During the stage of sending questionnaires on the streets, we interviewed the teenagers, students, adults, as well as the senior. On top of that, creating more fame for our project through a variety of social media also expands our reach to the audience. Finally, we finished the 3D model right on schedule, despite the time and difficulty our IT guy had consumed to learn 3d-modeling software from scratch and many other related problems in the process. In a nutshell, we have essentially achieved our objectives.

What to Improve

Although in general, we have achieved our goals, there are many aspects we can, and will if given more time, improve. To start with, there is a huge gap between the number of views of our WeChat official account and that of video uploaded to Bilibili--to elaborate, 30 compared to 937. Thus, it is reasonable to believe that our video isn't that attractive contrasted to our WeChat account, so we should definitely improve or innovate the way we present our ideas in the form of video. For instance, we can apply some animations to our video to make it look more interesting. In addition to that, the second improvement we can make is to connect our 3d model with the target audience better. In other words, even though we created the 3d model, we were quite running out of time at that point, so it was hard for us to send questionnaires again to see people's comments on our final products(in fact, it was not our final product, which was supposed to be a real construction built in downtown had we had more budget and time).

Summarize Learnings

Over the course of this activity, we found ourselves grow up and learn a lot. First, we are better at collaborating with others, making compromises, listening to others' opinions and suggestions, and other things required in teamwork. We understand that great success happens because of efforts from many individuals. Together they can work in higher efficiency and make much greater, wider influence. The second thing we learned is time management. There was much pressure on us because of deadlines and problems during the progress. We learned to make a plan beforehand and set up deadlines for ourselves for each sub-assignment. We learned to move on when confronted with a tough situation and come back later. This way, we found an increase in our efficiency. We felt frustrated by the difficulty and happy with the completion of a task. Last but not the least, we realized more social duties on us. As the new generation, one day we will finally be in charge of governing and organizing society. Therefore, it is paramount for us to agilely spot the inadequacies the world has and then stand out to resolve them. As we dived into our project, we learned a lot about the lack of people's environmental awareness and many stereotypes. We felt an urge to make our own contribution to solving these problems.

Team Credits

Songyuan Liu:

I am the leader of the team. The tasks I dealt with include writing this paper, making statistical analysis of data collected from questionnaires, and building the 3D model. Besides, I set out the execution plan, the agenda, and time management. I also participated in questionnaire design, creating website.

Yuhong Tao:

I am in charge of setting the execution plan. I assist the leader to assign tasks and inspect progress for each member. I designed questionnaires and enrolled in data analysis. I participated in writing script of our video as well as video recording.

Tingyi Zhu:

In the project, I designed the questionnaires and help doing data analysis. I wrote the "Choose The Platform" and "Identify The Key Message" part. I engaged in script writing and video recording.

Xinchen Li:

I am in charge of creating our website and writing content in it. Besides, I help write articles in our WeChat official account. I also conducted surveys on streets. I helped design the questionnaires. Finally, I am in video recording.

Yusi Miao:

My tasks incorporate building our WeChat official account and write articles in it. I enrolled in the discussion of questionnaire design. I engaged in interview with local people(questionnaires). I also ordered the costumes used for our video. Myself was also in video recording.

Haobo Zhang:

I am responsible for conducting the research on streets, interviewing local citizens. I helped editing the video.

Project VLOG

🗎 [Vlog（提取码：920o）](#)
🗎 [project vlog](#)

Onsite Conference File

Judge Comments

" This is a really compelling idea. Instead of simply creating an informational campaign, the idea here is to propose a new solution to environmental and ecological concerns by drafting a sustainable space. If you indeed choose to go this route, you might want to draft your data collection and communication plan in a way that helps that goal. Right now the data collection seems more academic and research oriented -- are people aware of ecological issues -- rather than measuring the effect of your communication plan. You want to gather data that helps determine whether your actions have actually made an impact, so that you or others can fine tune your communications plan moving forward. While of course with any communication plan it is great to reach as many people across as many generations and demographics as possible, the reason we generally try to narrow our audience is because it allows us to tailor our message in a way that more strongly affects them. The images you use, the word choice you employ, even the platforms you select will likely vary based on the people you hope to influence. That doesn't mean that you're trying to avoid those other demographics, it simply means you want your message to resonate more strongly with a key target. "