

P1.2: Project Proposal

Team: Earth Colders

Team Member: Dan Wu, Chun-Yu Chung, Xizi Sun

Problem and Motivation

Global warming is a prolonged environmental issue that needs urgent actions. Rising sea levels, alarmingly high temperature and increasing incidents of extreme weather are all warning signs indicating the accelerating speed of Global Warming. The significance of solving this issue can not be overstated. According to World Carfree Network, cars and trucks account for about 14 percent of global carbon emissions, while deforestation alone attribute about 15 percent. We are surprising to know that deforestation adds more carbon dioxide to atmosphere, one of the major reason that causes Global Warming, than the sum of commuting emission on road. Therefore, we think figuring out how to stop deforestation is the primary concern in solve Global Warming issues

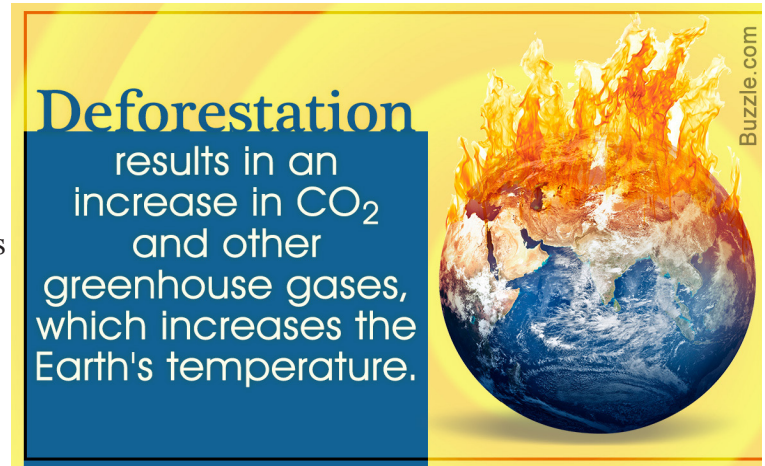


Figure 1. Deforestation: A Cause of Global Warming.
(Source: HelpSaveNature)

Problem Analysis

We think the main obstacle in dealing with Global Warming is that we tend to rely on government and institutions to come up with a one-stop-for-all solution, resulting in not enough number of people engaging themselves in actions in their everyday life. In other words, there is no easily accessible, affordable and motivated way for common people to be involved in actions like planting a tree or reduce harmful fumes. Therefore, we want to set our goal as to find a way to help people be more connected with actual actions of tree planting and give people more motivation to take actions in everyday life.



Figure 2. Plant A Tree | Lets Go Israel. (Source: letsgotoisrael.com)

We want to create a virtual place where people can grow a virtual tree by doing pro-environmental activities. The more they do, the larger their virtual tree will be. When someone develops a big enough virtual tree, an institution will plant a real tree in needing area for the user. The institution can be advertisers or partnered companies who benefit from active users on our platform. In our idea, the way people engage in planting trees is far more interesting and diversified. The actions will last for as long as people care and even reinforce their understanding of the environmental issues and what they can do to help in their daily life.

Most existing ideas that involve tree planting let the user directly donate or help in a financial way. Although this is a great way to encourage people raise the awareness and donate whatever amount they can afford to help, it is not really allowing people to engage in more lasting and profound way. The involvement is gone after donation, and people can easily forget the problem in their daily life and may even still do things that result in worse situations. What we want to achieve is to not only provide a way for common people to help planting trees in needing area despite of their financial situations but also remind and encourage them in their everyday life to conduct pro-environment actions and constantly pay attention to how they can help with Global Warming and Deforestation issues.

Related Work

Carbon Footprint Caculator

With this app, people can track their carbon footprint over a long period of time. It will estimate our CO2 emissions with our activities like driving a car. It provides helpful hints and tips that can be used to reduce CO2 emissions. Also, it allows users to share their goals and emissions levels on social media like Facebook or Twitter. This app has the same goal with us to reduce CO2 emission. However, in their design, users don't have much motivation even if it provides them to set their goals and CO2 emission level. In our design. We have a real goal and benefits which motivate users. Besides, we not only ask users to reduce CO2 emissions, but also plant real trees.

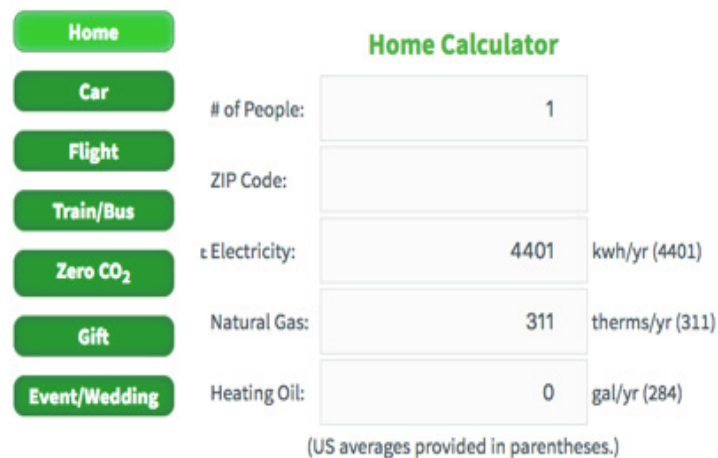


Figure 3. (Source: www.carbonfund.org/calculator/)

Hi Foestest

An application that allows people to adopt their own tree and have professional planters to take care of it. People will receive certifications and other specially made gifts once they adopt the tree. They can also track the growing information from the app or visit the tree. In their design, not really everyone can afford the adoption and service provided. In our idea, we allow people in any financial condition to have the chance of helping prevent deforestation through their efforts not just money. Also, the main fun people get from this app is to use the adopted tree as a gift or establish emotional bond with the tree. This has no effect to reinforce environment awareness or encourage people to



Figure 4. (Source: <http://www.huhuansenlin.com>)

grow more trees. In ouIn our idea, Users can plant multiple trees as long as they are actively engaging and get tips and knowledge about trees and pro-environment actions in daily life.

Ant Forest

An application inside Alipay that allows people to grow their virtual tree if they pay or purchase using Alipay. When the user grows the tree long enough, Alipay will plant a real tree for the user.In their design, the application relies on Alipay for funding of the app. In our design, we attract advertisers in a mutual beneficial way, engaging more companies to participate in environmental friendly actions. Also, the main focus of our encouragement is to do pro-environmental actions to the users, but in Ant Forest, users are primarily encouraged to use Alipay as purchase method. This can not really enhance environment friendly actions in the daily life of people and involve only one institution, which is Alipay itself, in the promotion of environment friendly actions.

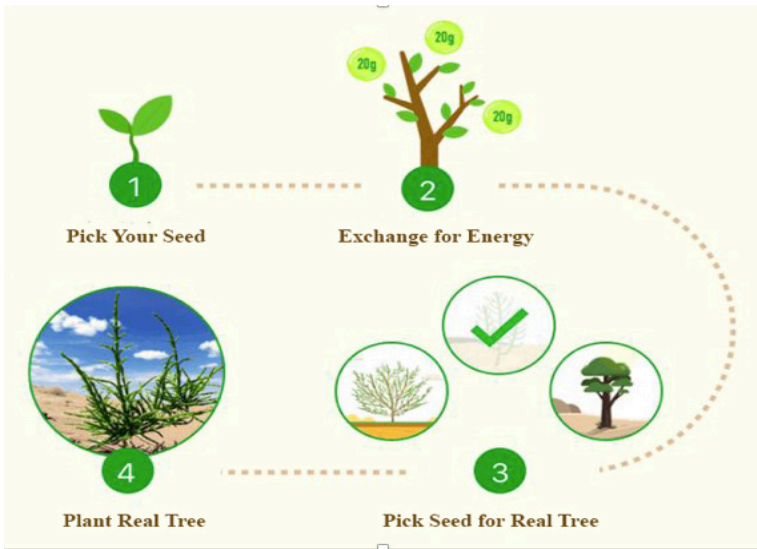


Figure 5. (Source: www.wxrb.com.cn)