"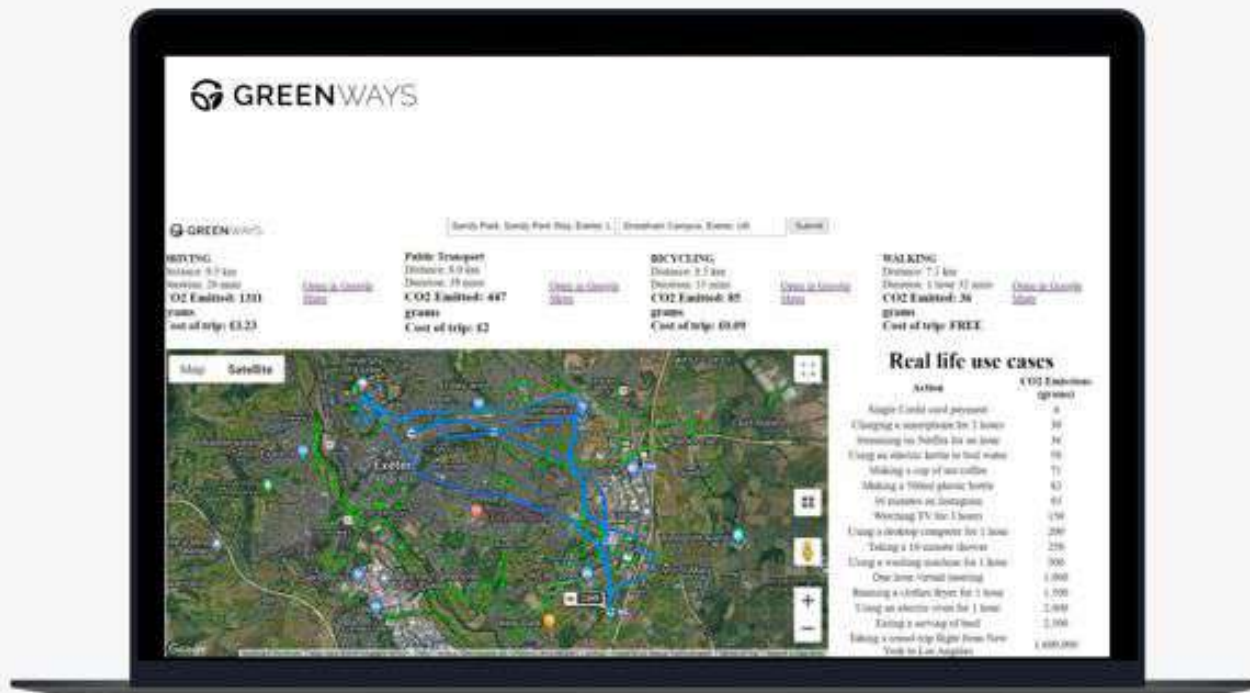How can i use digital technology to engage students, staff members and colleagues from my campus in local sustainability initiatives?"

THE PROBLEM

While UK Higher Education starts to advocates for sustainable concepts from 2019, students, teachers, and staff have yet to fully translate them into sustainable actions.

https://www.eauc.org.uk/climate_commission

The Pain Points

3 PAIN POINTS

1. Not engaged

The school only outputs information in a one-way manner through posting articles or rarely holding workshops.

2. Too Scientific

Camper users lack awareness of emissions and pollution.

3. Different focus

The school's project implementation is more like proposing a creative or business idea, but it's too disconnected from daily actions.

2 Personas

Environmetalist

Beginner

How Might We bring the sustainable idea out of school make it more interactive for users?

How Might We help users to act sustainably in everyday life?

Potential solutions explored

Market Research

JouleBug

LEAVE A LIGHTER FOOTPRINT
in everyday life

1. Chat

An AI companion which offers users personalised tips for living a sustainable lifestyle every day.

2. Map

A data visualisation shows all vehicle emissions to help users find more sustainable transportation options.

3. Events

A social engagement encourages users to create sustainable events and interact with other campus users.

Thank you for your time and lets try out the prototype!

greenways.life