



Econautica



"How might we help urban Canadian youth (ages 14-19) improve and connect with their local ecosystem?"

Problem:

- Green space is not equally accessible for all Canadians, especially those who live in low income urban communities.
- Urbanization has limited the availability of green spaces
- Public places, including parks, were closed during the pandemic
- Outdoor activity plays a crucial role in the foundation of mental health, physical health, and a sense of connection with the community

Process:

- The principal of community came up multiple times and was significant in our discussions
- The state of our environment was concerning to our team
- We want to promote education and respect for our environment
- Through brainstorming, discussions and research, we created "Econautica"

Solution:

- "Econautica" encourages urban Canadian youth to go outdoors in an interactive scavenger hunt to learn more about their local ecosystem
- To engage the users and their community, we will reward users with Berries (points) to exchange for discounts at their favourite local businesses
- "Econautica" will be crucial in building a stronger community amongst teens while reconnecting with nature, especially after a pandemic

Potential Impact:

- In 2019, there were approximately 2.1 million youth aged 15-19
- Around 1.8 million of these Canadian youth live in urban areas
- Our product can improve mental and physical health, create a sense of community, improve intellectual wellbeing, and promote respect for the environment

• Mental

- Poor mental health costs the Canadian economy around 50 billion dollars annually
- Spending time in nature reduces stress levels
- Being outside increases the production of serotonin, making us happier
- Outdoor activities give us an opportunity to connect socially with others

• Physical

- Walking around outside provides an opportunity for physical activity
- Getting fresh air improves focus
- Nature calms us by reducing blood pressure and muscle tension

• Intellectual

- Fresh air improves cognitive processing ability and creativity
- This app provides youth with an opportunity to learn about the unique biodiversity of their community

• Community

- Youth have an opportunity to connect with each other outside in a way that promotes education and well-being
- Creates stronger community ties by connecting people with other Eco-navigators and local businesses

• Environmental

- Promotes greater appreciation and respect for local ecosystems
- Encourages youth to care for the environment through education

Team Athabasca:

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