

Montreal E-Mission

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Over the last centuries we became a demanding species. Our earth is just about able to harbor all these humanly desires. Our environmental unfriendly behavior deploys a huge weight on mother nature. One of our biggest “mistakes” is that we release a humongous amount of emission into the sky. People take the car every time, every day, even when it is not necessarily needed. Sooner or later, this behavior will have major consequences our direct environment.

This project focuses on eliminating the emission made by motorized transport. Transport which is used for unreasonably short distances, distances which could easily be covered by bike. We want people to cycle these bikeable distances. As car users have a direct negative impact on our nature, we want to give cyclist the power to change their environment.

Our application uses people their kilometer coverage when biking. The distance our users cycle is added to a database. This database keeps track of the monthly sum of all the distance covered by our users. When within the first 21 days of the month the goal is reached, there will something happen in Montreal. Something which disrupts motorized traffic for a week and gives the streets back to the cyclists.