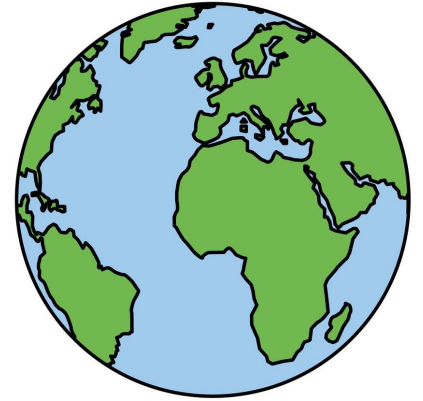# Team 5 Planeteers

Final Group Presentation

Yuri Shin, Juwan Son, Jungwon Youn,

Salma Elbehary, Hatyja Nuriyeva

🌍 Planeteers

Yuri
#Positivity
#Passion

Jungwon
#Good listener
#Fun

Salma
#Enthusiastic
#Sustainability-seeker

Juwan
#Rational
#Idealist

Hatyja
#Simplifier
#Climate_activist

Target Group: University students

EMPATHIZE

Problem Statement

University students lack the capacity to act in sustainable consuming ways due to lack of motivation.

Intention-Action Gap

5 WHYs – Defining the Problem

Why?
Why do university students consume a lot?

Becau[se]
1. products sold in large quantity but at a cheap price
2. freedom in consumption patterns/ product choices as they manage their own budget
3. sensitive on trends (jumping on the bandwagon)
4. access to many offers (online, offline)

increase in delivery especially due to COVID (social distancing)

Why?
Why are university students' consumption patterns affected by trends?

Because
1. SNS impact of social media (powerful among young generation)
2. market targets university students as key consumers
3. share common bonds with various people in our community

Why?
Why are university students key consumers in the market?

Because
Many connections are viable between other universities and institutions, companies, organizations, and university students tend to spend a lot on new cultures they can enjoy

Why?
Why do university students face difficulties in maintaining a sustainable lifestyle (especially regarding consumption)?

Because
1. habits formed at a younger age
2. lack of awareness on the importance of sticking to a sustainable lifestyle
3. influence from other students in vicinity

IDEATE

How might we shape sustainable consumption habits for university students?

How might we motivate university students to be actual environment activists?

How might we get students to decrease unnecessary consumption?

How might we encourage university students be interested in waste management (sort out the waste)?

How might we encourage university students to create a mass positive influence to various stakeholders?

How might we get university students interested in the sustainable consumption?

How might we make recycling more engaging in a fun way?

How might we motivate students to lead other students to do sustainable consumption?

How might we encourage student to consume sustainable goods?

How might we bring out behavioral change? (improve habits)

How might we utilize social media for the green actions of university students?

How might we make sure that students well aware of their personal consumption to the environment?

How might we change from using disposable things into recyclable things when there are outdoor group meetings?

How might we encourage the students take the responsibility for sustainable consumtion?

How might we solve the drastic increase in disposable trash in light of COVID?

How might we enhance the influence of social media and trends ' effect on our consumption?

how might we make sure the students daily schedule is integrated in a fun way with being sustainable?

How might we enhance the influence of social media and trends ' effect on our consumption?

How might we easily start implementing circular economy for them and majking them engaged?

How might we bring university students to be involved?

Solution Statement

An online campaign, challenge, competition between universities can encourage sustainable consumption behavior through hashtags and photos to eventually by taking advantage of the massive influence of social media and communities among university students.

Everytime app (used by university students to exchange information)

Instagram (utilizing user-designed filters designated for each university)

Social behavior change communication - addressing consumption habits on an individual level, but apply to many people simultaneously strategic use of communication approaches to promote changes in knowledge, attitudes, norms and behaviors

along with a fun campaign, an eco friendly application that is inclusive to all the sustainability activities (recycling, circular economy, waste separation) and the key points of this application is giving rewards and the most key character is that the engagement is fun as in taking photos and hashtags

PROTOTYPE
(Storyboard)
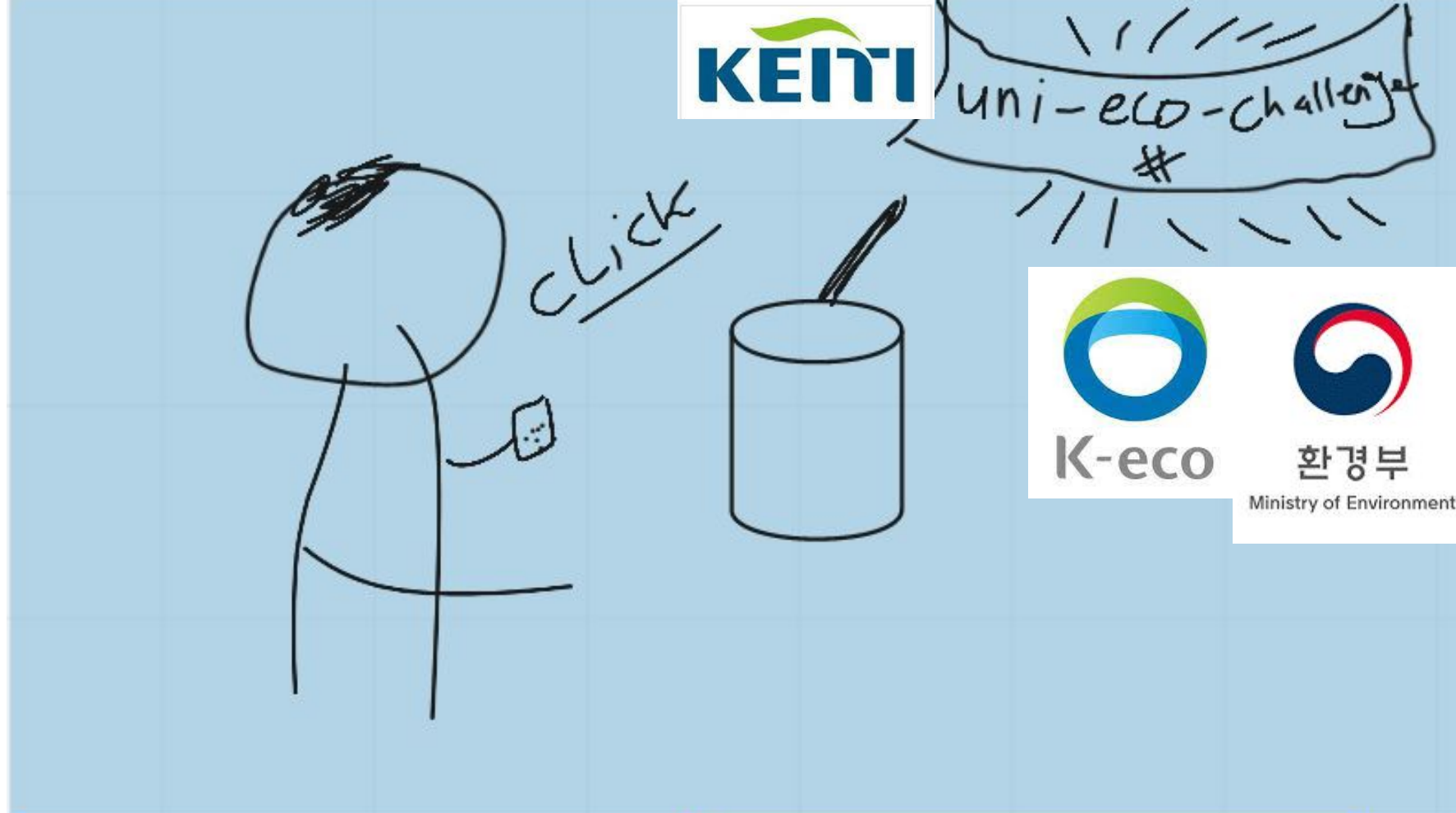
A student heard of the monthly eco-challenge between universities. This month is about using a metal straw and a tumbler.

Script

#1 The student had was using his own tumbler and metal straw and took a photo to participate in the challenge.

Action

OO University

Eco-Savers
환경 지 키 미

@new_glass

Reusable + Metal Straw

Tumbler - Use Challenge

Instagram

The student finds information on how to participate, and the homepage instructs students to search for an Instagram filter and take a photo for qualification.

Script

#2 A student using Instagram filter set for each university and taking a photo of using a tumbler and metal (reusable) straw.

Action

University filters users stat
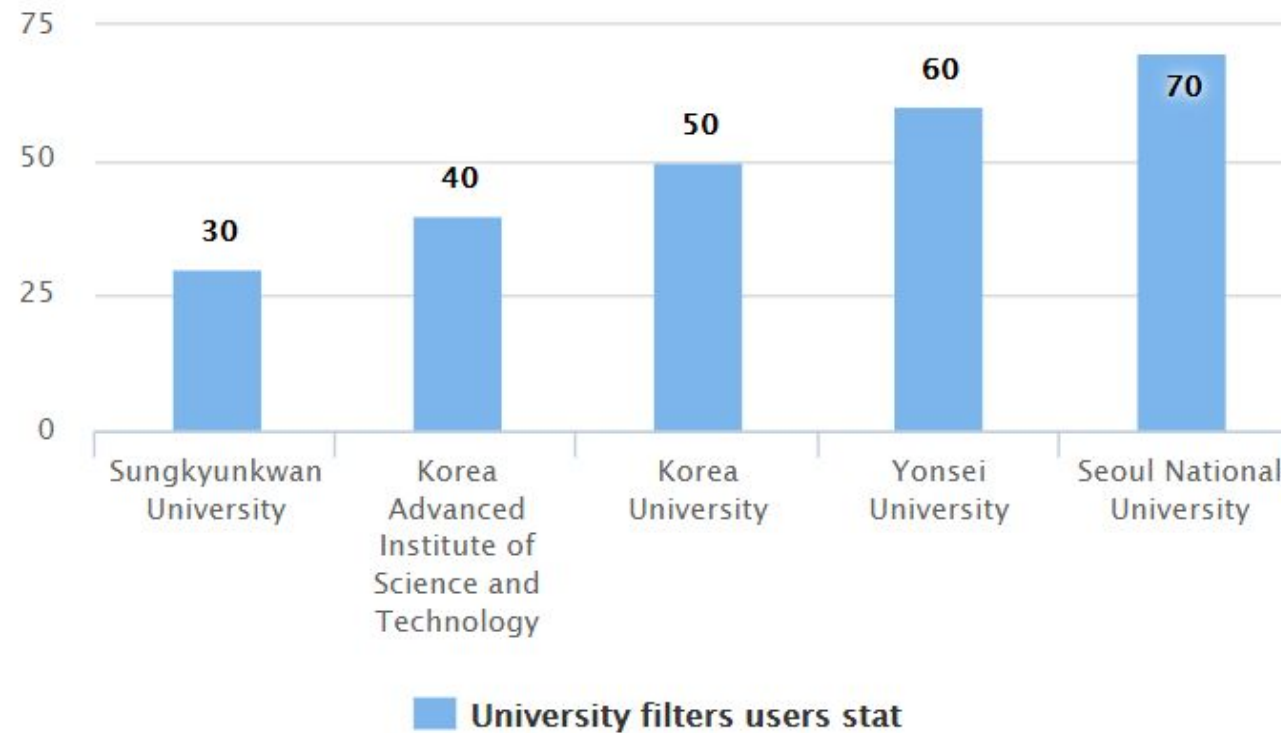
A. The photos has been uploaded now lets calculate the number of users of filters
B. Lets check Instagram to count the users and make a chart
A. So here according to my counting the leading universities in using the sustainable goods

Script

#3 - The admins counting the number of users of each filter and create analytical chart for announcement

Action

The most eco-friend university is @@ university in August
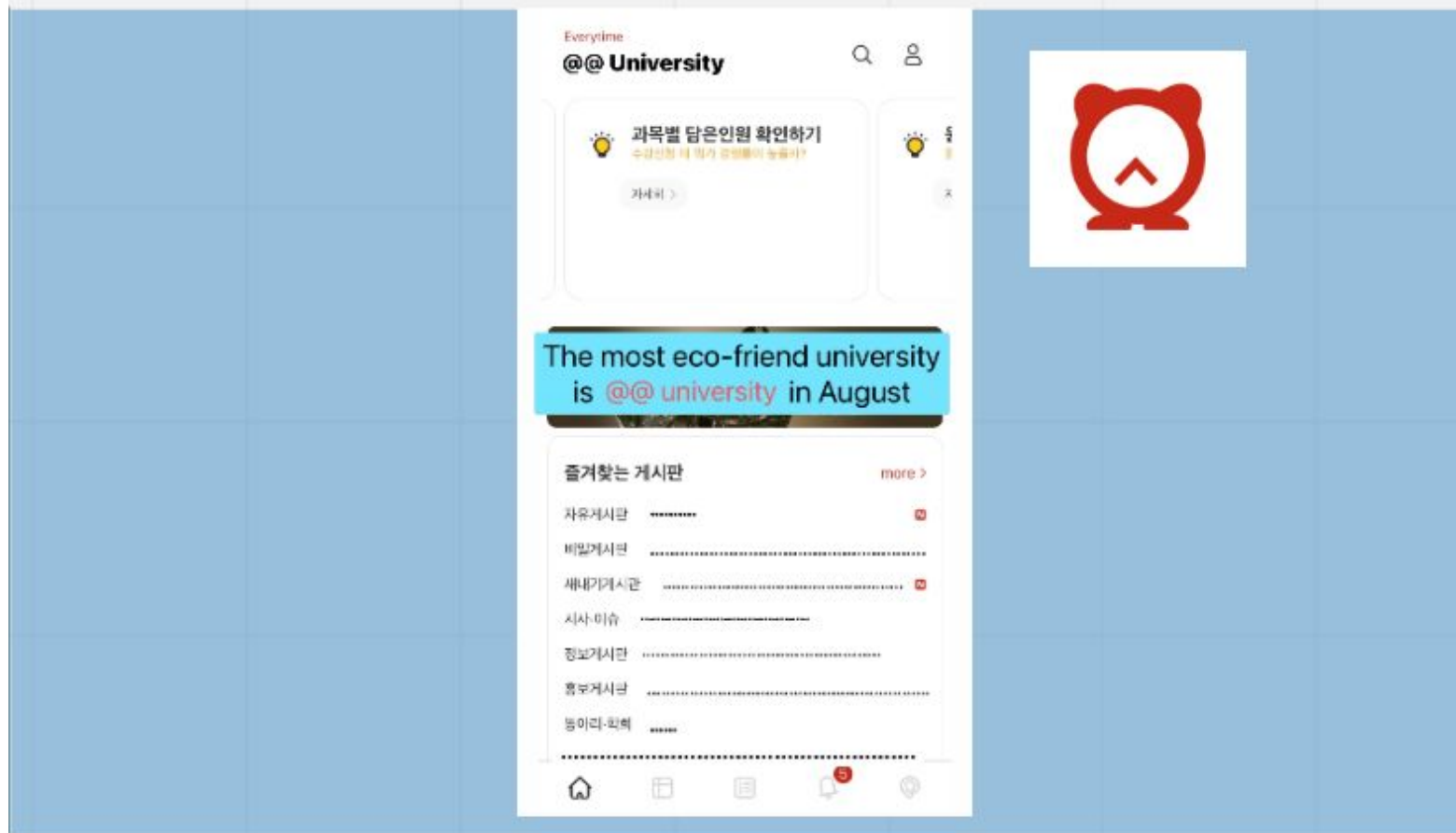
@@ university students: Oh! Our university become the most eco-friend university in Korea this month! Let's keep doing it!
Another university students: @@ university got the title! Let's be a next, we have to get involved in that campaign!

Script

#4 Pick the university with the most participants in the campaign as the most eco-friendly university in Korea and post it on the 'Every time' app's home screen.
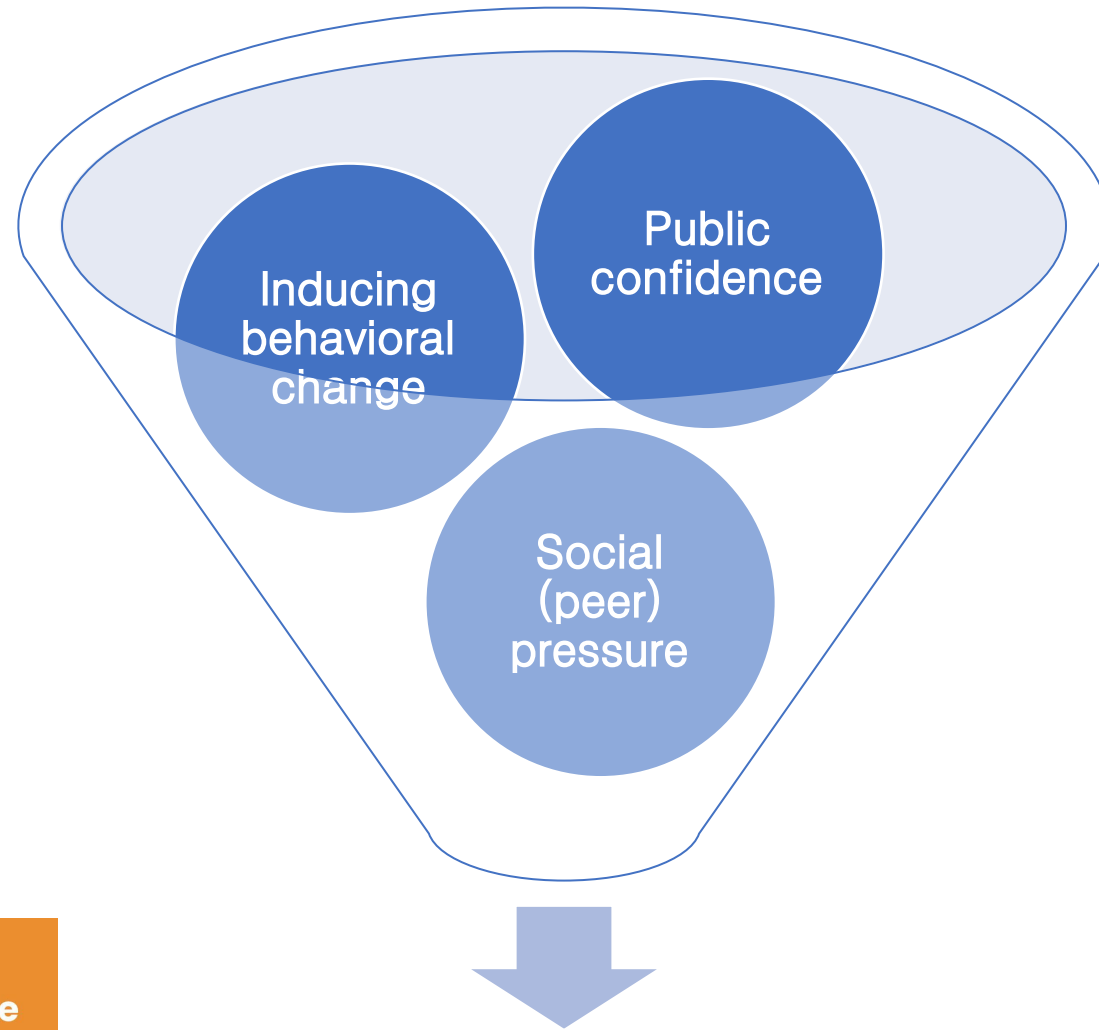
Action
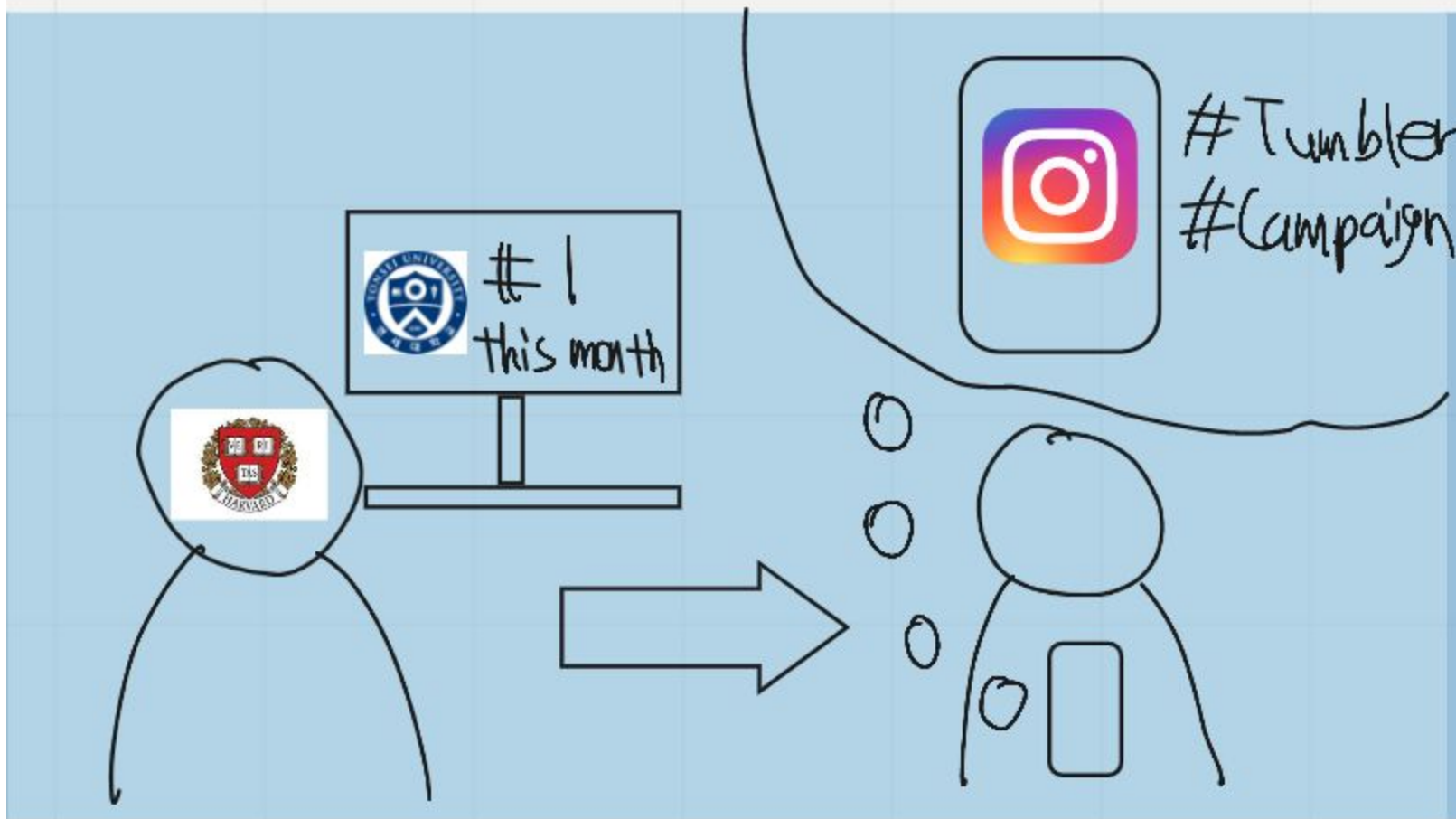
Pain	Gains

• Lack of motivation
  • those who are not interested in conserving the environment
  • those who not active in SNS
  • those who are not concerned with the university's ranking
	• positive use of competition
	• acquiring sustainable consumption lifestyles
	• can work long-term
	• advertisement of both the challenge and the use of green cards

Thank you!