Background

15 LIFE ON LAND

TARGET 15·4

ENSURE CONSERVATION OF MOUNTAIN ECOSYSTEMS

TARGET 15·5

PROTECT BIODIVERSITY AND NATURAL HABITATS

The level of the public awareness of biodiversity in Korea is reported to reach 70% compared to 96% in France or 94% in China. (Biodiversity Barometer, 2013)

Background

Degradation of environment and biodiversity loss can partly be attributed to humans unthoughtful attitude towards their surroundings.

In Korea especially, the school curriculum has not included any mandatory course/module on environment protection leading us to believe that the future generation might adopt a similar attitude.

Strategy: Free Education System (자율학기제)

A Korean system that provides students with to participateduring the semester; without leaving mid-term, and final exams and entollparticipate in various classes such as career exploration, arts and creative activities It is a curriculum that helps you to learn. (Ministry of Education a, 2013)

Advantages:
- providing students learning opportunities outside standard curriculum
- Aligned with 2030 agenda regarding preparing younger generations, and our goal to instill genuine interest in the threats of biodiversity

Solution

Create an interactive/Inmersive solution which makes Korean middle school students learn and participate and interact with "Life on Land" goals and their ecosystem.

App:

- Learn about endangered areas/species in their province (Academic purpose)

- Integrate habits/things leading to direct/indirect protection of these areas and species (Inciting action purpose)

# Compatibility / 2030 Agenda

Chapter 3 in 2030 Agenda: Supporting national governments to achieve sustainable development

Chapter 3 in 2030 Agenda: Supporting national governments to achieve sustainable development SDG localization refers to the recognition and empowerment of vital local actors (particularly local governments, populations, businesses, small and medium enterprises, and community based organizations) in developing, implementing and reviewing SDG-related measures in cities and communities.
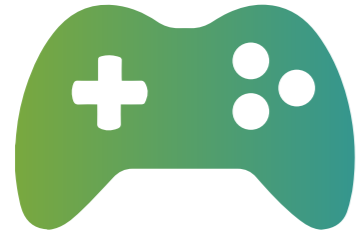
Traction

According to the report by the state-run Korea Information Society Development Institute, 95.9 percent of middle school students and 95.2 percent of high school students owned smartphones as of 2018.

2017년 스마트폰 콘텐츠 이용률(초4~6·중·고등학생, 복수응답) 그래프
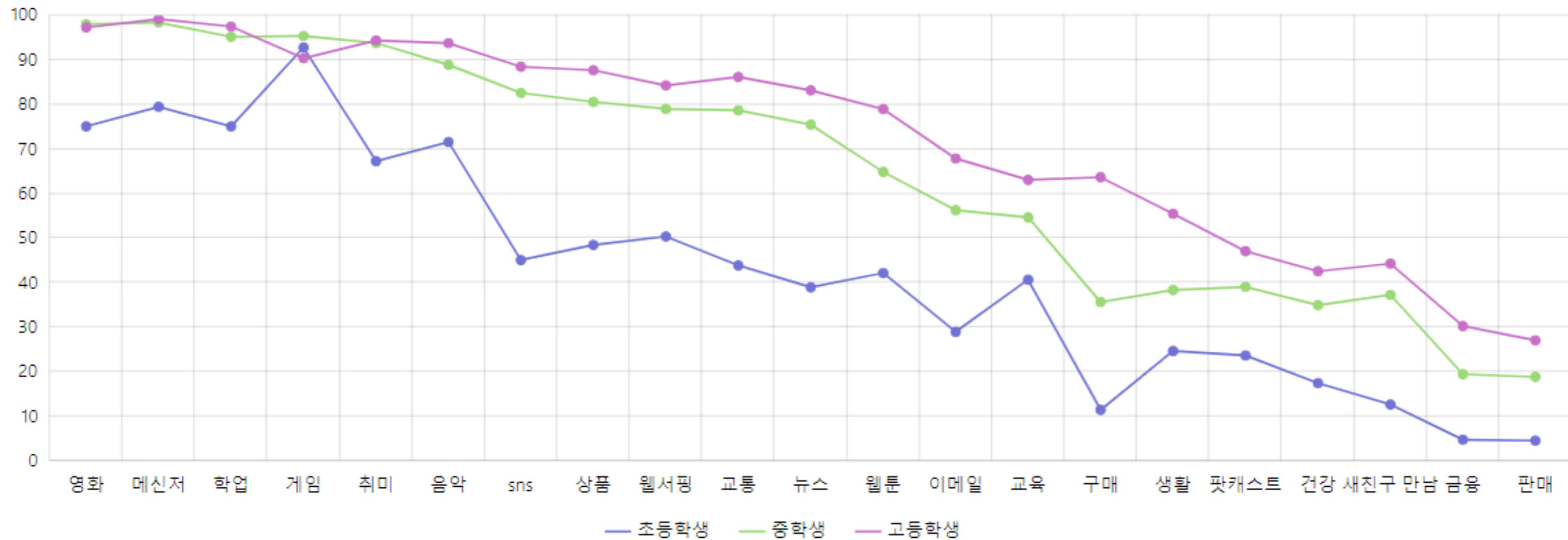
Unfair advantage

Application of the gamification theory in education

Compared to traditional ways of learning, our application will further encourage students to engage and actually take action on the topic of SDG 15.

Augmented Reality for interaction

Immersive education will make middle school students more aware of the reality of endangered species, once again pushing for more action from them after the end of programme