



DEFEET EMISSIONS!

First one in the country to degrade their whole Carbon footprint wins the Sustainability award and gets a trip to Iceland...it's renewable there.



Sustainability is a foot!

National Rankings

Aga	60%
Yvonne	55%
Fiona	30%
Octavian	2%

1. [Suggestion box](#)
2. [Heart rate/steps Travel Card tap](#)
[Community Activities to do](#)
[Sustainability feed](#)
3. [Vouchers/prizes Buy tickets now](#)
4. [Top up Leap card/Dublin bikes card](#)

Introduction

An app that encourages sustainability i.e. a national competition.

One of the main features in the app is a gamification and when opened a footprint appears. The aim of the game is to degrade the footprint as much as possible by being sustainable.

How will it work?

The app is connected to Leap cards, Dublin bikes cards and you can buy train tickets. It records when you have been on public transport by swiping Leap Card or simply pressing Travel Card option and tapping phone screen on transport scanner. I.e eliminating need for any other card and just using phone for all modes of transport.

What are the prizes?

A year bus/train/tram pass as the main prize for the region winner and smaller vouchers if you are being sustainable. App also offers special commute days and vouchers.

How do I increase my chances of winning?

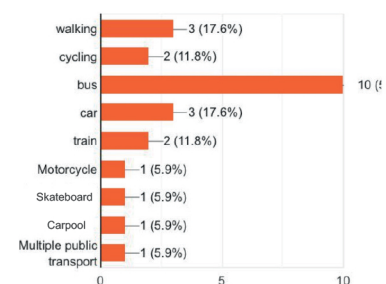
If a sustainable person does extra community activities they can further degrade their footprint and increase the likelihood of winning. When you do something good for the environment you simply post a picture or some evidence of the event on your feed and it gives you extra points.

How much will it cost and will we make money?

Hire a computer programmer for 55,000.
Bus Éireann and Dublin bikes will pay a fee to be included in the app. Money will be obtained from displaying advertisements and hopefully government funding.

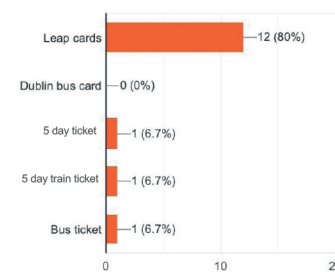
How do you commute to college?

17 responses



Do you commute by train or bus? if so, do you have either a

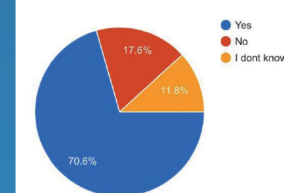
15 responses



Have a sole!

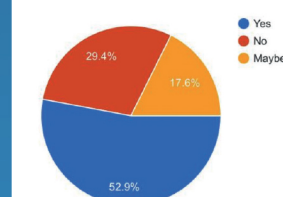
If you use either of these or other types, would you be interested in an app that provides you with rewards like vouchers and more?

17 responses



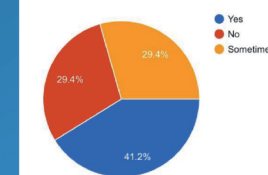
Are there limitations to which mode of transport that you can take or can you take different options?

17 responses



Is there a lot of traffic congestion with the route you take to college which could possibly make you late for your lectures, labs or tutorials?

17 responses



Heel The World!



By Aimee Shanley-Brookes and Andrew Brohan

SMARTER TRAVEL
Campus Awards 2019

FINALIST