

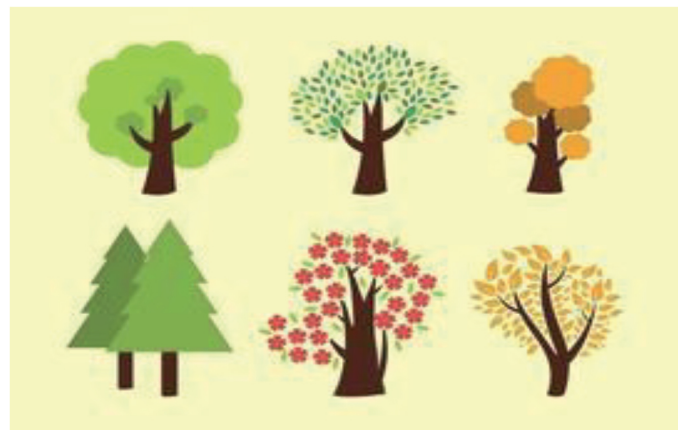
DCU

"Making Strides towards a Greener DCU"



GREEN AWARE Project

An Experiment in using Social Media (most notably video content) to engage with College Students and Faculty, with the goal of increasing Awareness of Smarter Travel campus wide.



DCU

EM105 Group 5: Jordan McConnon

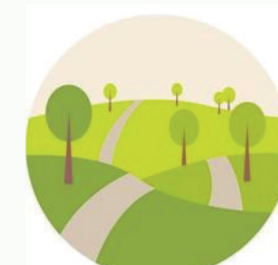
Oscar Scanlan

https://www.youtube.com/channel/UCMno8JgbFXEdh0rxA_PjdiQ?view_as=subscriber

Róisín Feehan

Niamh Briody

Filming and Editing the Content



The aim of this video is to promote awareness on green travel. We hope to get students and faculty involved in trying to make DCU a more environmentally friendly campus. We would like to eliminate as much harmful emissions from vehicles as possible, so we are aiming to get as many members from the college as achievable to try and change their means of transport to a more eco-friendly method.



We filmed these videos across various locations using our mobile phones and a headset. We interviewed numerous students about how they got to the university and how satisfied they were with their commute. The video was edited using iMovie.

SMARTER TRAVEL
Campus Awards 2019

FINALIST