Please submit this completed application and any relevant supporting documentation by the deadline listed on the SSC website to Sustainability-Committee@Illinois.edu.The Working Group Chairs will be in contact with you regarding any questions about the application. If you have any questions about the application process, please contact the SSC at Sustainability-Committee@Illinois.edu.

General Information

Project Name: Sustainability App Gamafication

Total Amount Requested from SSC: $20,000

Project Topic Area(s): □Energy   X Education □Food & Waste
                      □Land   □Water   □Transportation

Contact Information

Applicant Name: Ashish Bhatt
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Project Team

Name	Department	Email
Elizabeth Meschewski	Illinois Sustainable Technology Center	elm2@illinois.edu
Nancy Holm	Illinois Sustainable Technology Center	naholm@illinois.edu
Morgan White	F&S	mbwhite@illinois.edu

Project Information

Please provide a brief background of the project, the goals, and the desired outcomes:

Since climate change and global warming hit the world scene in the field of science, the media has been bombarding us with a plethora of doomsday like proclamations about what will happen to our Earth if we continue on the lifestyle trajectory we have enjoyed until this point. These doomsday predictions, although founded in truth, are overwhelming to the vast majority of people. Instead of wanting to change, people fall into the belief that there is nothing they can do, so they freeze up. The thoughts that we cannot change our lifestyles or that it is too late to mitigate damage caused by climate change are false. The app encourages small and simple lifestyle changes that overtime can have to positive, longterm impacts.

In order to create a successful sustainable lifestyle paradigm shift, I believe that we must begin by making small changes as individuals, local communities and eventually working up to a national and international level. In order to successfully change for the long run, we must use the trends of today's world to our advantage. We must be able to connect with individuals in a way that is convenient for them. Additionally, I think that incentivizing individuals and communities by creating an reward system will help propel our goals forward.

The project itself is centered around the creation of a sustainable lifestyle game app. The goal of the app is to create and spread interest and enthusiasm about ways for people to lead more sustainable lives within their communities—and ultimately enact long-lasting cultural change. By enlightening the users about local opportunities (whether it be affiliated or unaffiliated to the University of Illinois) to help create a more sustainable living space. Another goal of this app is to incentivize students (and others in the community) to decrease their energy consumption and carbon footprint through interpersonal competitions.

The app itself is going to be fashioned like a game. The app will be programmed in such a way so that it can pick up the locations of sustainability related activities around campus. Like Pokemon Go, these places will be hotspots—when the user is in the area, a sustainable icon will pop up with a lesson and some questions, informing the person about the activity (or a basic piece of information) and upon completion, the user will receive points. The points can help people progress through the game, and level up.

One of the facets of the game is for the user to create their own sustainable household and garden (as part of a sustainable community—made up of users from around the area). As the users accrue points and level up, they will be able to buy more items for their house, making it more and more sustainable, and contributing to the community as a whole. Although this is virtual, the users will also gain real world knowledge of ways they can make small changes and create a big change within their community.

Please provide a brief summary of how students will be involved in the project:

As a student at the University of Illinois, last semester, I came up with the idea to create an app that could help create and spread enthusiasm about ways to lead a more sustainable lifestyle and

get involved in sustainable activities around the area. Additionally, students from the Computer Science program at the University will be employed to help do the coding/programming for the app. I would also like to gather/receive feedback from students around campus about ways to enhance the app in a way that would make it more user friendly.

Please provide a brief summary of the project timeline:

1. **Entire Project Timeline:** June 2018-December 2019
2. **Conceptualization:** June-August 2018
3. **Development:** September-November 2018
4. **Alpha Testing:** December 2018-January 2019
5. **Beta Testing and Student Feedback:** February-August 2019
6. **Full Launch:** August 2019
7. **User Feedback:** September-December 2019