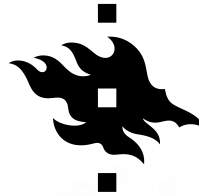


SUSTAINABILITY TRACKER

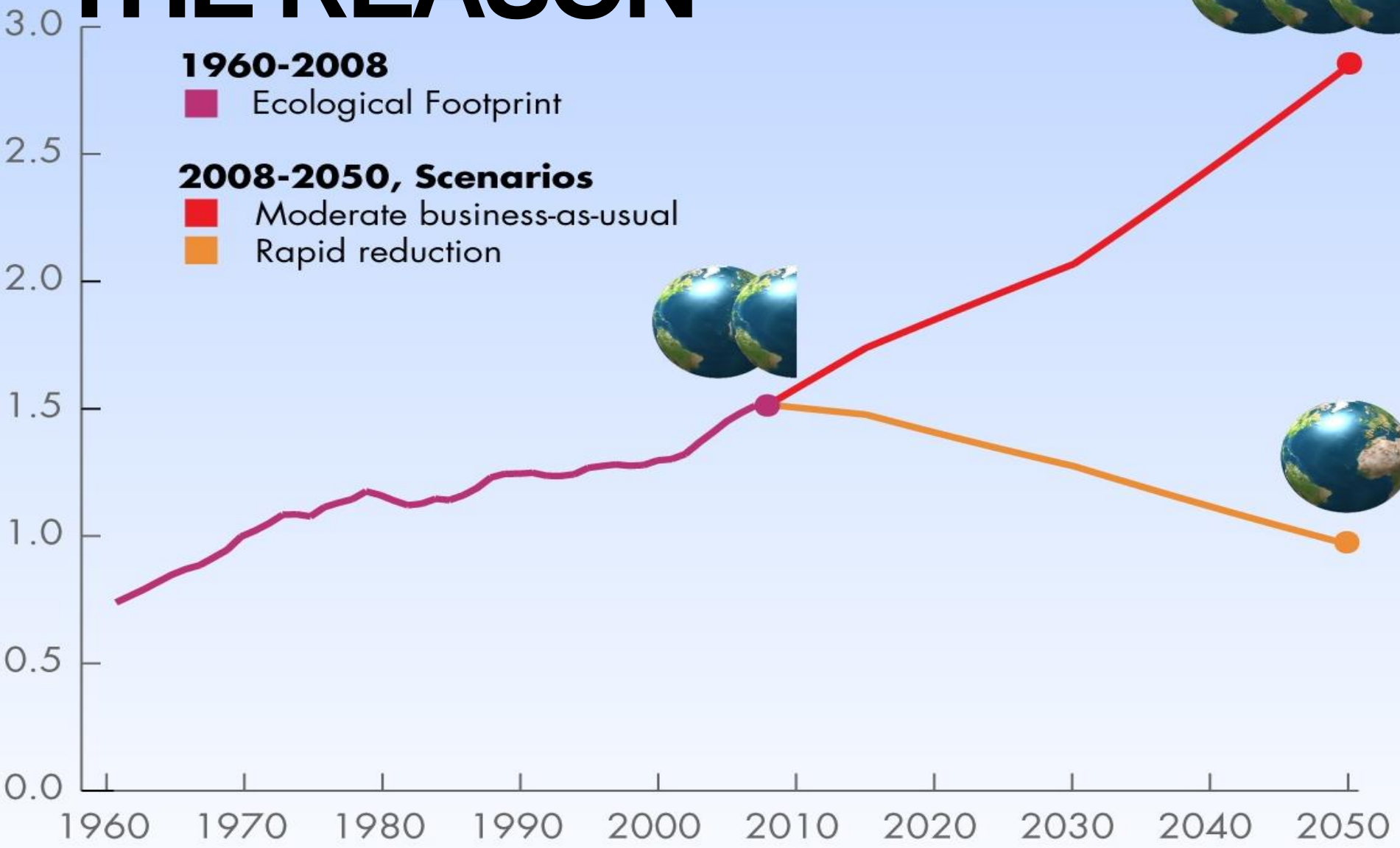


Kaisa Korhonen-Kurki, Senja Laakso, Marja Salo, Janna Pietikäinen, Janne Hukkinen, Leo Stranius + partners



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THE REASON



y-axis: number of planet earths, x-axis: years

THE CHALLENGE

Unsustainable lifestyles

Signals on environmental effects



Photos: K2D2vaca , Amaury Henderick

SOLUTION

Mobile app using existing data bases

Real-time and customized feedback

FEELGOOD FACTORS



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IMPACT

Finnish carbon footprint: 9 000 kg/year

Estimated reduction with the app: 1 000 kg/year

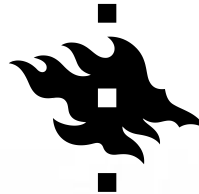
1st: forerunners

**Environmental concern exists
but not yet shown in actions**

**20 000 users → 20 000 tonnes
carbon reduction/ year**

2nd: followers

100 000 users → 1 bilj. kg / year



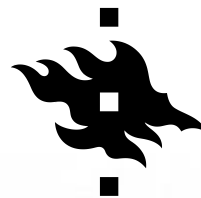
PARTNERS LAYERS

Main partner to start:
**HELEN, SYKE, Taito
United**

Test groups:
**Elisa and UH Alumni
association**



S Y K E



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alumni



HELSINGIN YLIOPISTON
ALUMNIYHDISTYS
ALUMNFÖRENINGEN VID
HELSINGFORS UNIVERSITET

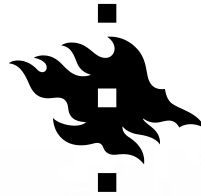
NEXT STEPS

Spring-summer 2015

Feedback mechanism testing (gamification, feelgood factors): Course work by students

Master's thesis worker

Prototype development and testing with Elisa personnel and Alumni association members



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JOIN US!

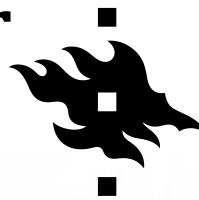
We are looking for new partners and expertise in areas of mobile technologies, mobility tracking and retail.

If you are interested, contact us:

blogs.helsinki.fi/creatingsustainability

kaisa.korhonen@helsinki.fi

#SustainabilityTracker



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