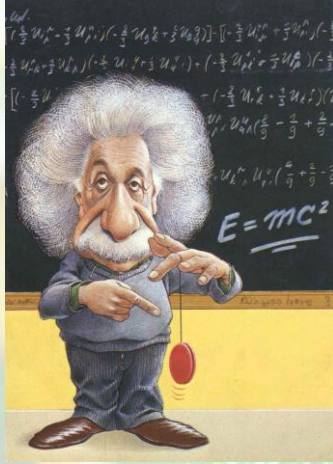# An interactive approach inside the university: how to feed sustainability on social networks and users' proposals

Federico Dattila
University of Turin
Member of GreenTo

2nd UNI-SET Energy Clustering Event
26-28 September 2016
Polytechnic of Turin

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Why am I here to bore you?

- my past: the hard life of a **Bachelor degree** in Physics

- a thesis which changed my life -> Report about **"The energetic efficiency of the Campus Luigi Einaudi" (2015)** , with regards to **GreenUnito**

GreenUnito: istitutional project aimed at the environmental sustainability of UniTo

if you discover that your university is not eco-friendly what shall you do?

L'Efficienza Energetica al Campus Luigi Einaudi

Federico Dattila, Giorgio Ghillardi

2015

- Lack of an **effective differentiation of collected rubbish**
- PCs kept in a **stand-by mode overnight**
- Lack of sensors to **switch off** the lighting in not used **toilets**
- Inside the Main Hall **lighting on**, even during **sunny days**
- Night **lighting** inside the **closed garage**

How is all this possible?
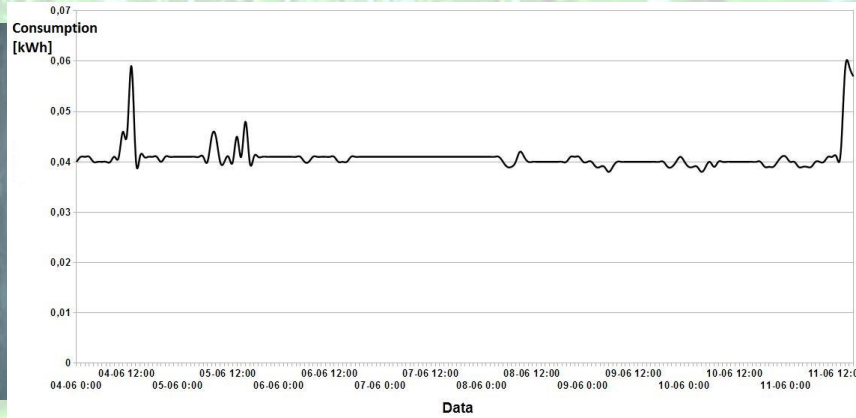
Consequences

- **119800 kg of CO_2**

- **Absorption of 6000 trees***

- **Consumption of 83 families****

- **43 scholarships of 1000 €**

Possible annual savings in detail

Item	Savings [€]	Savings [kWh]
Internal lighting	14800	80000
PCs	7500	40100
Toilets	6400	31800
External lighting	6000	31600
Garage lighting	5000	26100
Vending machines	2300	12400
Main Hall lighting	700	3400
TOTAL	**42700**	**225400**

*Annual absorption of an urban tree ~ 20 kg of CO_2
**Average energetic consumption of an Italian family ~ 2700 kWh

Possible solutions

1. Changes from the **top**: information given to the **Technical Management** of the University -> it takes time!

2. Second solution: trying to involve people -> changes from the **bottom**

Students and users should change their own University!

Steps

1. On a Social Network: **GreenUnito** on Facebook
https://www.facebook.com/greenunito/?fref=ts

2. Public conference about **GreenUnito**: *12 december 2015* -> everything started

3. Public events to encourage students to join an eco-friendly **student organization,** named **GreenTo** : *April-June 2016* -> we hardly got new members

4. Necessity of broadening our audience -> **how can you involve people in a quicker way**?

Projects

- organization of a two-day event about sustainability and mobility -> **UNITI X UNITO** *10-11 November 2016*

- Partecipation to "**LoveToRide**", a challenge about going to work by bike -> *16 September - 31 October 2016*

It is hard to convince people to be eco-friendly:

- Previous activities aimed at an **already eco-friendly audience**

- "LoveToRide"-> you need the app and you will involve **just cyclists**!
  We need a fast mechanism of **sharing** -> more ideas, more people, many more ideas and so on ...

That's why we need more people and in just a few weeks!

Sustainability cannot wait forever!

How to get a quick sharing?

The idea of a **social network** is simple:

    1. share ideas, pictures, activities and sentences

    2. do something to **get likes** and **sharings** in the virtual life

   3. take the best (and the worst) of **other users**

The application of a social network to involve people in being sustainable -> **why not**?

Our simple idea...

- Taking pictures of **eco-friendly actions**

- **Sharing them** on Facebook or Twitter through an **hashtag**

- **more eco-friendly actions** -> more likes and sharings -> **more users**

- If you take eco-friendly actions, **you get prizes**

A photographic contest during two weeks or one month -> the more sustainable actions you take, the better prizes you win
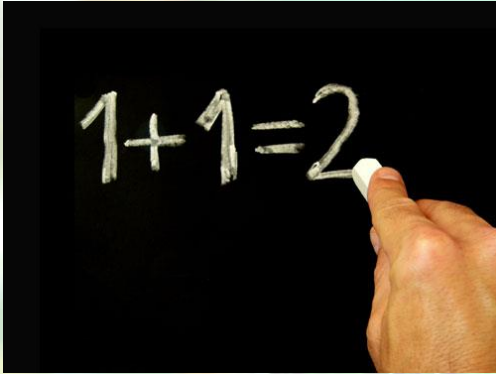
... not easy to do

BIG PROBLEM ->Time and tasks: we are just 8-10 active members in GreenTo, but the contest requires

- **organization**: development of ideas and clear rules

- **money**: someone must pay for the prizes

- **event**: monitoring of new posts

- **diffusion**: website

It did not seem possible in a reasonable time (1-2 months)

It was already done!

Social media platform

Purpose: reward eco-friendly behaviour!

GreenApes: YOU ARE NOT ALONE IN THE JUNGLE

https://www.greenapes.com/en

1. **Registration** via web and mobile apps (possible with Fb account or SMS)
2. **Share** green actions and ideas, including pictures and text
3. **Be inspired** and find new sustainable friends
4. **Earn "BankoNuts"** and win discounts and prizes

DANGER, WE ARE ENTERING THE JUNGLE!

greenApes
the sustainability social network

greenApes is a Benefit Corporation, it was founded in 2012 by sustainability experts and ICT professionals. It introduces social and economic incentives for sustainable lifestyles, helping circulation of best practices, ideas and local initiatives.

After 2 years of testing it was launched in Florence (Sep 30, 2015) and in Essen (European Green Capital 2017).

72% of users in Florence reported they have adopted new sustainable behaviours since they started using the app.

60000 actions & ideas shared

It is a system open for integration

greenApes can be connected via (APIs) to external apps (Car2Go, Apple Health.. soon apps from UniTo?). Integrations are possible also with other institutional partners: in Florence users collect bonus points for public transport subscriptions and for bringing special waste to the recycling stations.

Real rewards are offered by eco-friendly partners

A free smoothie, discounts on organic products, tickets for theatre and movies… Partners in town can join the scheme offering a "special treat" to participants in exchange for their BankoNuts (points).

Step 1: Register!

Step1 Step2

Hello there!

To Sign-up with one click

Login with Facebook

Login with Sms

No worries, this does not let the app post to Facebook and you can choose to be anonymous

How will you be known in the jungle?

You can change this at any time

Proud to be green

I'm green but shy

Federico Dattila

HowlingFederico

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Step 2: Share!

Storie Cibo Muoversi Casa Shopping

Ho scoperto un progetto fantastico
+100 XP ✓

Bikes of Florence - Vi racconto la storia della mia bici
+100 XP ✓

Ho visto un bel film sul tema della sostenibilità
+100 XP ✓

Ho partecipato alla campagna
+100 XP ✓

Step 3: Be inspired!
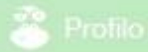
Step 4: win such a prize!

#Wewillgreenyou-GreenApes

- one-month contest (*November 2016*)

- Users of **UniTo** (students, professors and workers)

- Sharing of **eco-friendly behaviours** through **GreenApes**

- **Final prizes** to the winners

Final purpose -> get the continuous use of **GreenApes** in Turin : not just during the contest, but in everyday life

Do you want us to green you?

Acknowledgements

Thanks to

- **GreenApes Project** *info@greenapes.com*

- **Giorgio Ghillardi**, University of Turin

- **Dario Cottafava**, University of Turin

- **GreenTo**, student organization

Thank you for your attention

Questions? I'm ready!

Let's focus a bit on:

- **"The energetic efficiency of the Campus Luigi Einaudi" (2015)**

- **GreenApes**

- **GreenUnito**