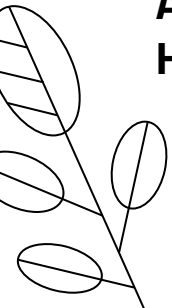
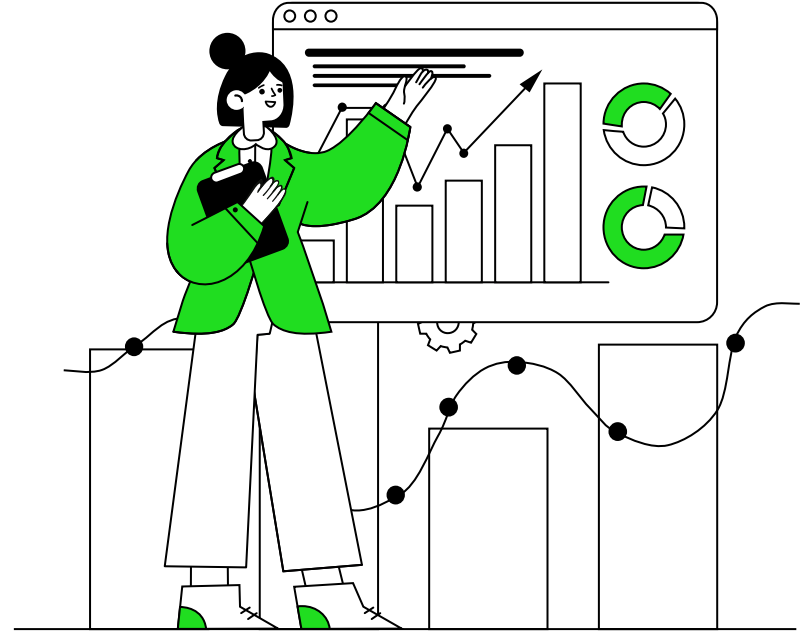




Services for a Greener Future 2022

# ECO CHARGE

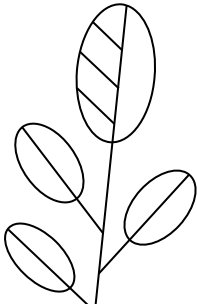
**Annija A. Cimermane, Eskil Wouters,  
Hanna K. Randaru, Saga M. M. Erichsen**



# OUR CHALLENGE



How to make education more resource efficient and decrease the environmental costs and impact?



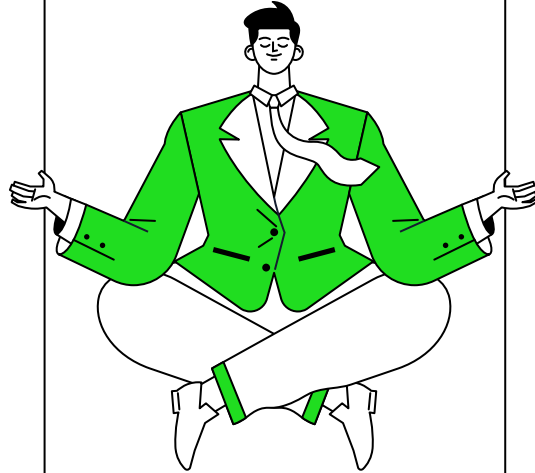


# WHY IS IT A CHALLENGE? WHY DO WE NEED A SOLUTION?



## CHALLENGE

In the era where everything is centered around resource preservation, changes have to be implemented in all levels of life



## SOLUTION

Tackling these issues early on

# TEAM APPROACH

**ASSESSING THE TEAM**

Different hats -  
Discovering our  
different skills

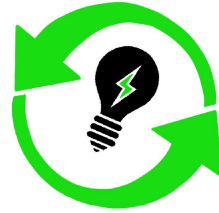
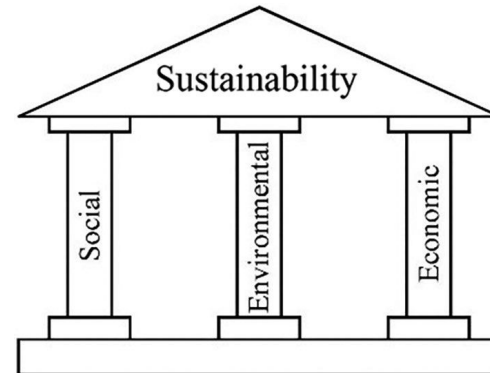
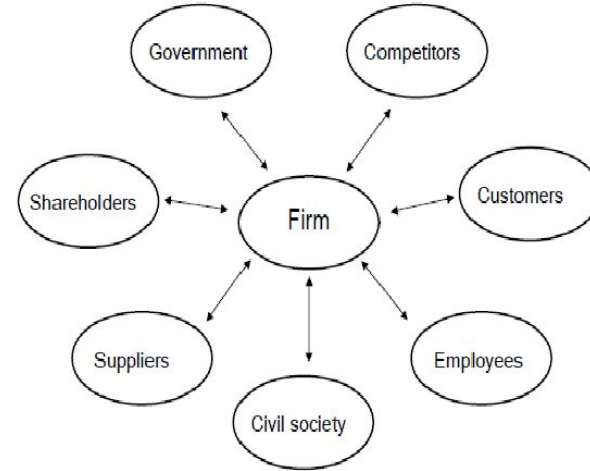
**BRAINSTORMING**

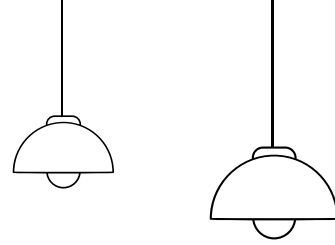
Many ideas -  
speaking with  
mentors

**DEVELOPING OUR  
BUSINESS IDEA**

Finding facts -  
Making of  
presentation

# SOLUTION APPROACH

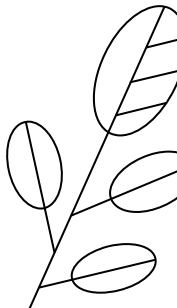
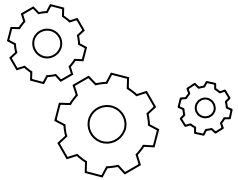




## OUR SOLUTION

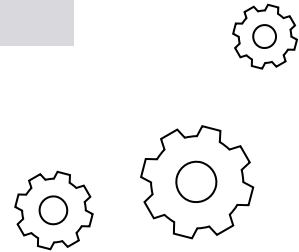
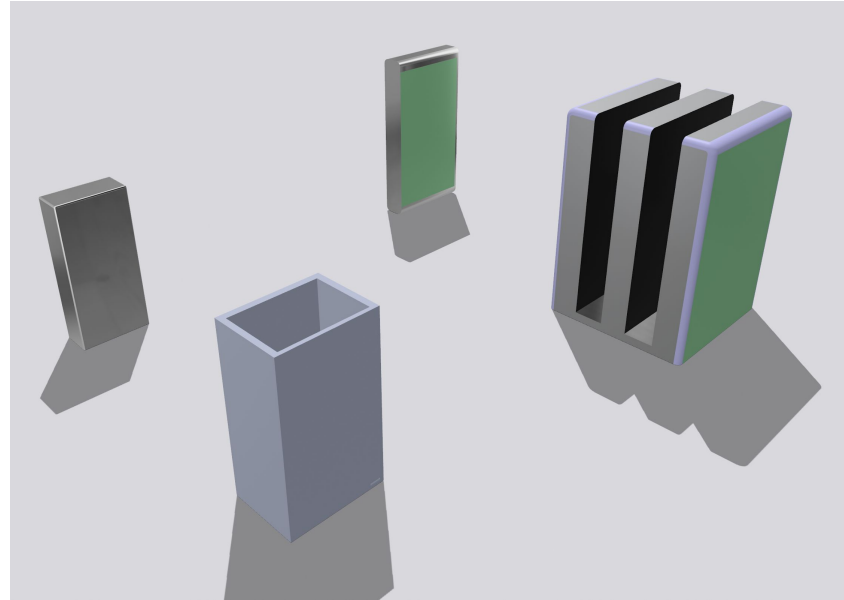
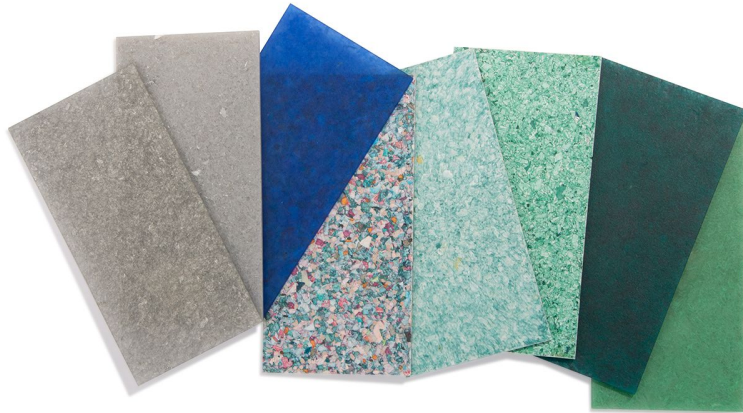


- Generate electricity from biking
- Get rewarded for using your bike
- High demand for biking
- All kinds of bike
- Average bike can generate 0.11 kW per hour(adult)
  - 1000 people = 110 kWh per day



# OUR PROTOTYPE

- Recycled materials
- App-EcoCharge
- Different usage possibilities



# GENERAL TREND



Finland - ~20% cycle to school in winter, ~50% in spring/fall (Finnish National Transport Survey 2016)

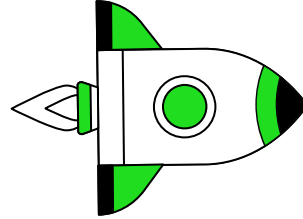
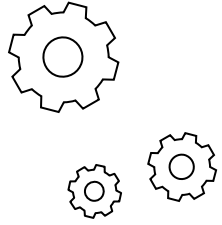
Netherlands - ~70% (Colloquium Vervoersplanologisch Speurwerk 2008)

Germany - ~60% (Schönbach et al. 2020)



Kids In Finland Ride Their Bicycles To School In -17°C Weather



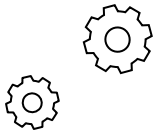


## **ACTION** PLAN

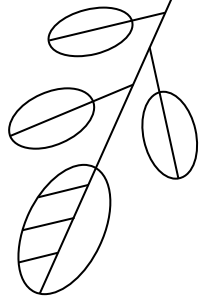
- Price: 50-70€
- Reward system
- Selling to schools and individuals
- Future

## **IMPACT** OVERVIEW

- Less CO<sub>2</sub> emission
- We promote:
  - healthy everyday movement
  - the usage of recycled materials





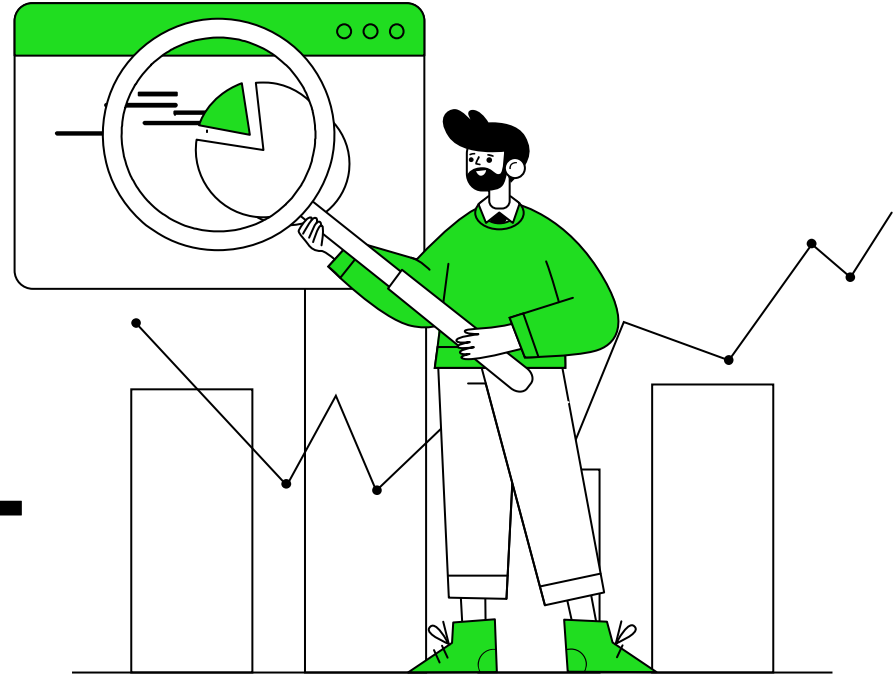


# REFLECTION

- Great teamwork
- Few complications

# WIN, WIN, WIN MODEL

- Health, climate, profit



# THANK YOU!

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