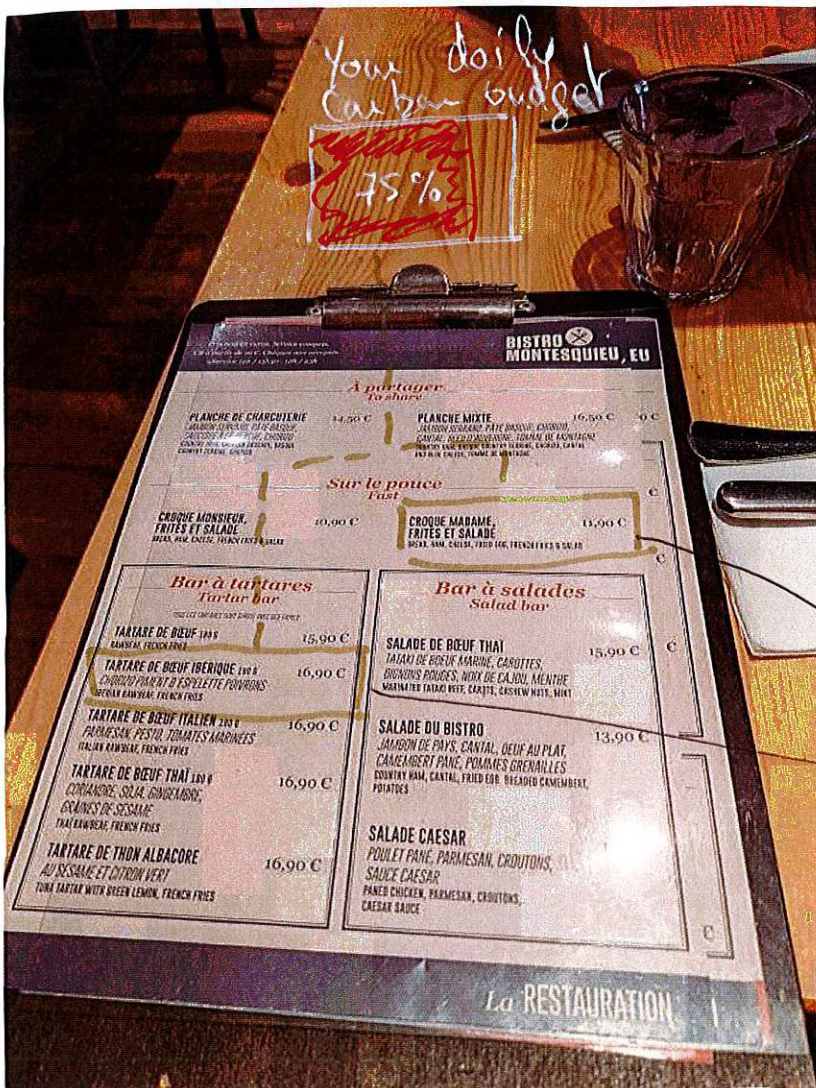
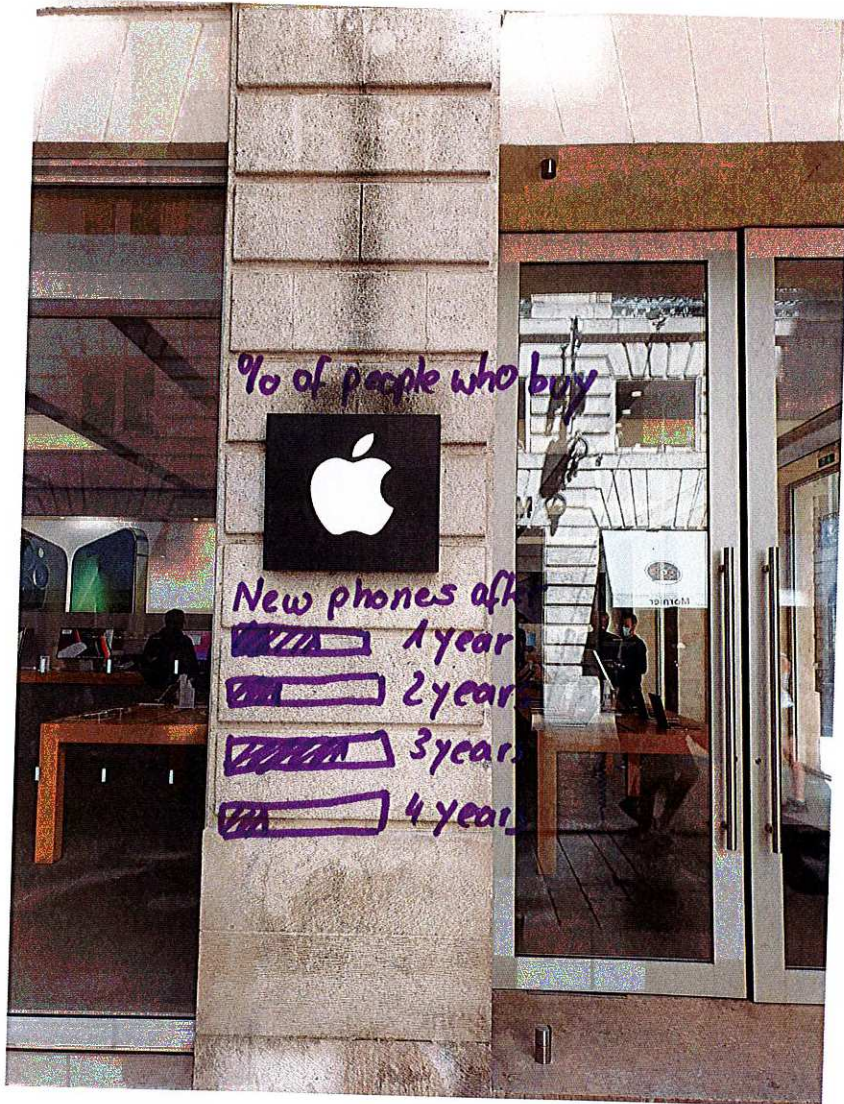


Effect of / decisions...  
 Buying / purchases

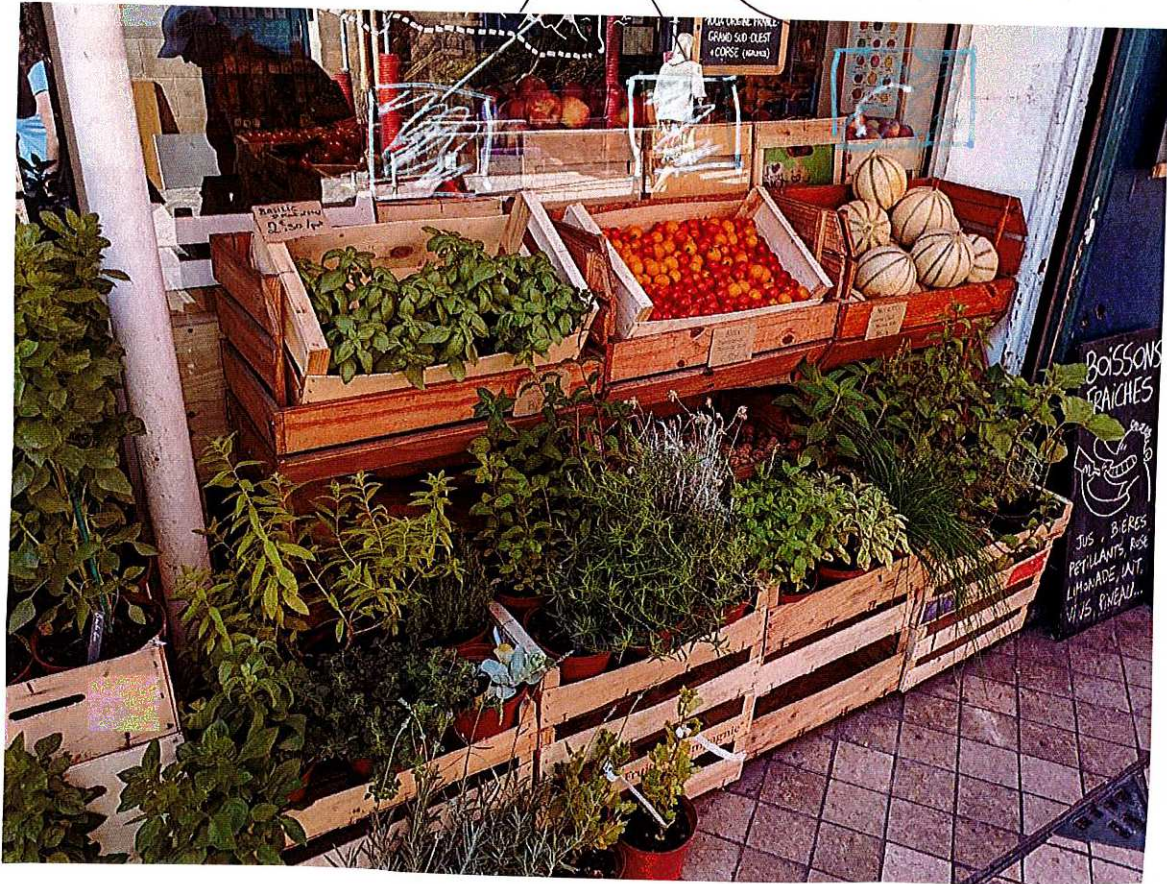


Daily Carbon Budget is  
 function of  
 what is  
 selected by  
 the user



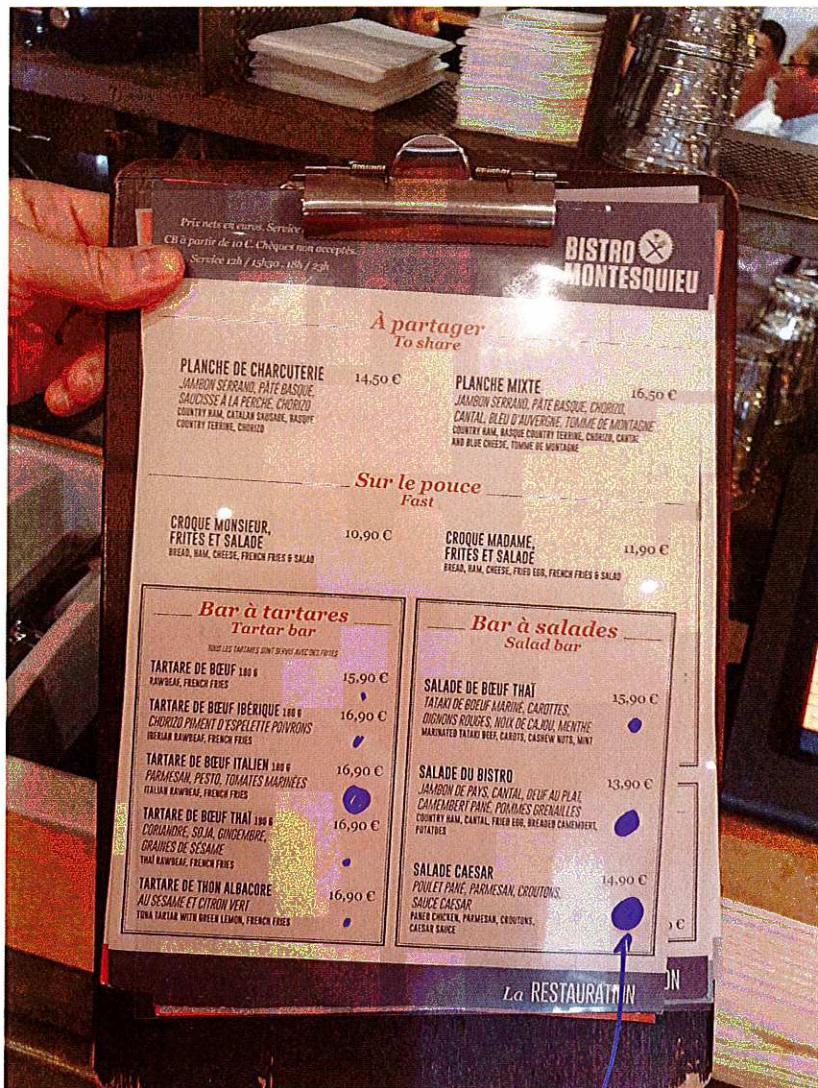
↑ help ppl see that they don't need a new phone to be cool

Flap showing the  
provenance of the products





shows which ingredients travelled the least or have lowest impact on env.



Petra

Meal CO<sub>2</sub>  
score

Prix nets en euros. Service  
CJ à partir de 10 €. Chèques non acceptés.  
Services 12h / 13h30 - 18h / 19h

**BISTRO**  
**MONTESQUIEU**

**À partager**  
*To share*

**PLANCHE DE CHARCUTERIE** 14,50 €  
JAMBON SERRANO, PÂTE BASQUE,  
SAUCISSE À LA PERCHE, CHORIZO,  
COUNTRY HAM, CATALAN SAUSAGE, BACON,  
COUNTRY FERME, CHORIZO

**PLANCHE MIXTE** 16,50 €  
JAMBON SERRANO, PÂTE BASQUE, CHORIZO,  
CANTAL, BLEU D'Auvergne, TOMME DE MONTAGNE,  
COUNTRY HAM, BASQUE COUNTRY FERME, CHORIZO, CANTAL,  
AND BLUE CHEESE, TOMME DE MONTAGNE

**Sur le pouce**  
*Fast*

**CROQUE MONSIEUR,**  
**FRITES ET SALADE** 10,90 €  
BREAD, HAM, CHEESE, FRENCH FRIES & SALAD

**CROQUE MADAME,**  
**FRITES ET SALADE** 11,90 €  
BREAD, HAM, CHEESE, FRENCH FRIES & SALAD

**Bar à tartares**  
*Tartar bar*

TOUTES LES TARTARES SONT SERVIES AVEC DES Frites

**TARTARE DE BŒUF** 180 g 15,90 €  
RAW BEEF, FRENCH FRIES

**TARTARE DE BŒUF IBERIQUE** 180 g 16,90 €  
CHORIZO PIMENT D'ESPELETTE, POIVRONS  
REBLAN RAW BEEF, FRENCH FRIES

**TARTARE DE BŒUF ITALIEN** 180 g 16,90 €  
PARMESAN, PESTO, TOMATES MARINÉES  
ITALIAN RAW BEEF, FRENCH FRIES

**TARTARE DE BŒUF THAI** 180 g 16,90 €  
CORIANDRE, SOJA, GINSENG, GRAINES DE SESAME,  
THAI RAW BEEF, FRENCH FRIES

**TARTARE DE THON ALBACORE** 16,90 €  
AU SASSAÏME ET CITRON VERT  
TUNA TARTAR WITH DRESSING LEMON, FRENCH FRIES

**Bar à salades**  
*Salad bar*

**SALADE DE BŒUF THAI** 15,90 €  
TATAKI DE BŒUF MARINÉ, CAROTTES,  
DINDONS ROUGES, NOIX DE CAJOU, MENTHE,  
MARIANNE TATAKI BEEF, CARROT, CAJON WITTO, MINT

**SALADE DU BISTRO** 13,90 €  
JAMBON DE PARIS, CANTAL, ŒUF AU PLAT,  
CAMEMBERT FINE, POMMES GRENAILLES,  
COUNTRY HAM, CANTAL, FRENCH EGG, DRESSING CAMEMBERT,  
POTATRES

**SALADE CAESAR** 14,90 €  
POULET FRAIS, PARMESAN, CROUTONS,  
SAUCE CAESAR  
FRESH CHICKEN, PARMESAN, CROUTONS,  
CAESAR SAUCE

La RESTAURANT IN

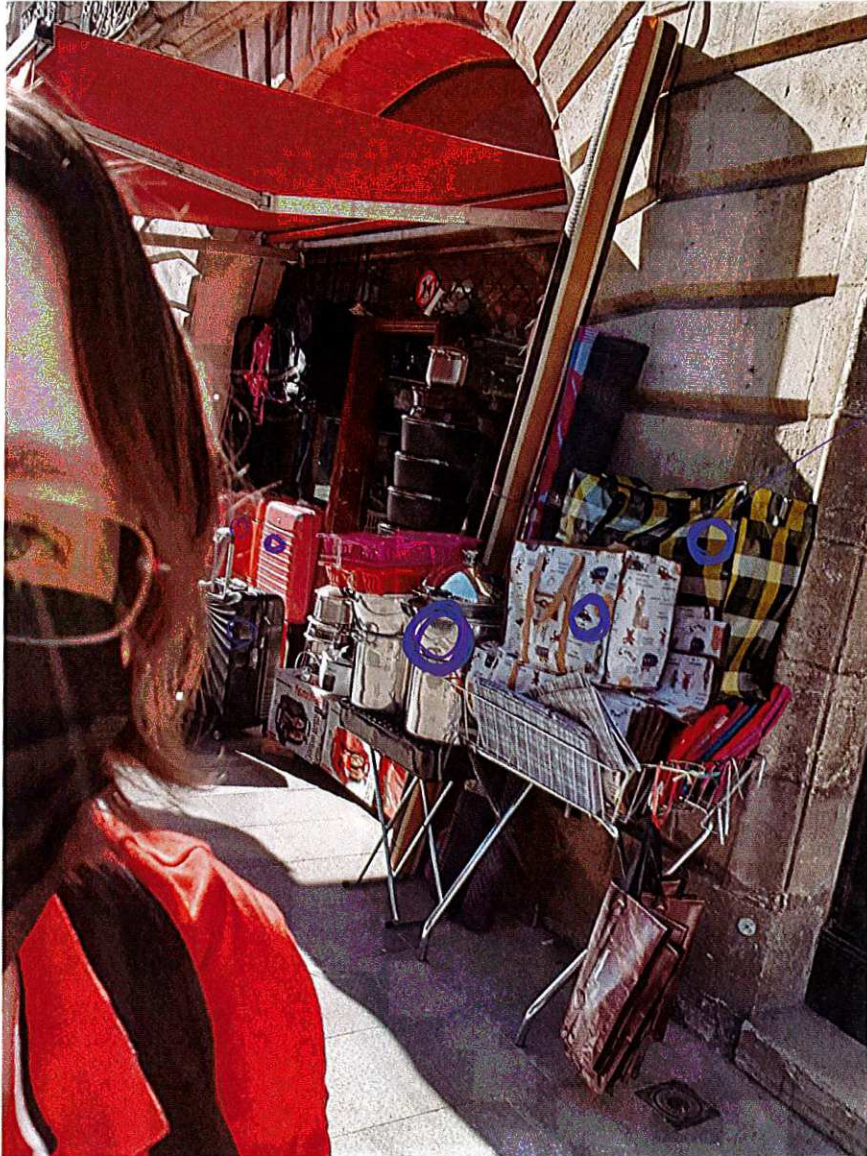
Environmental activism



How can we make better ads?



Petra



represent  
how long  
objects are  
expected to  
last





Give overview where products come from (or CO<sub>2</sub> emitted, ...)

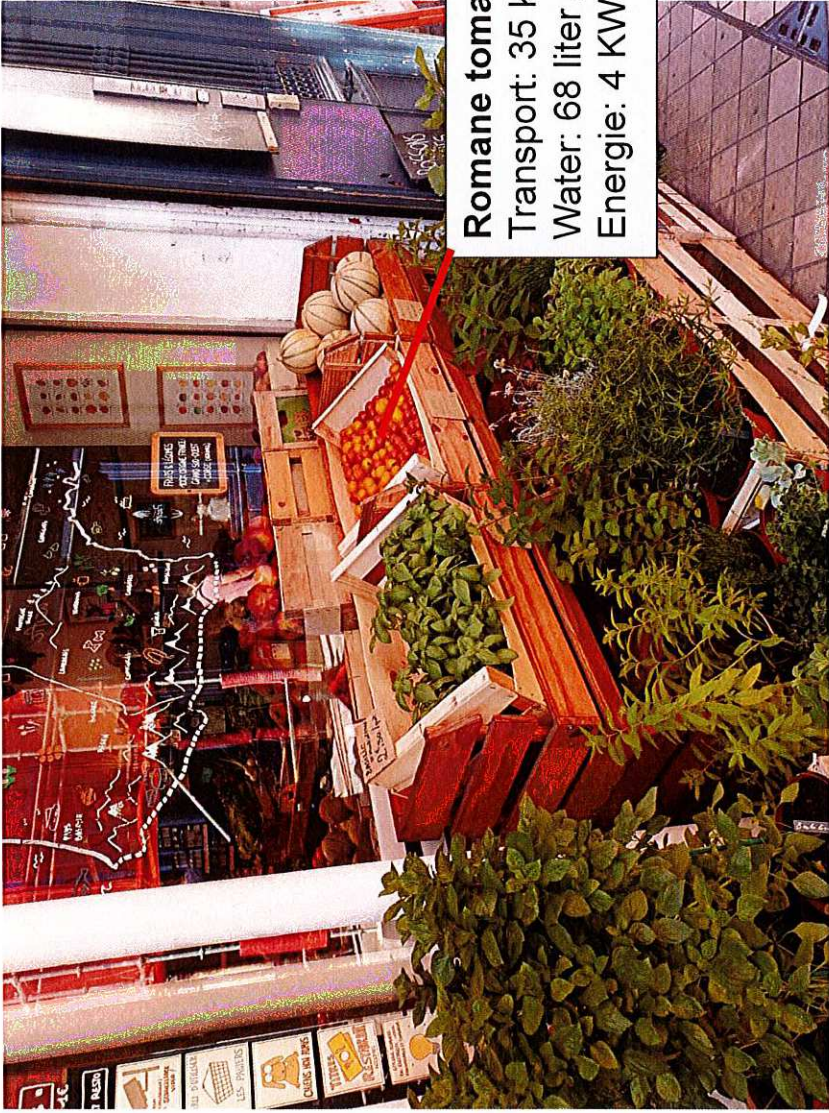


Arnaud



Lijie Shop → history  
 report prix-qualité → line chart

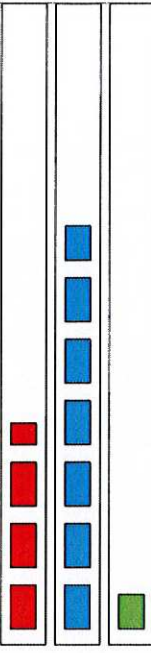




Explain where the produce was harvested

how much water/energie is required to grow it

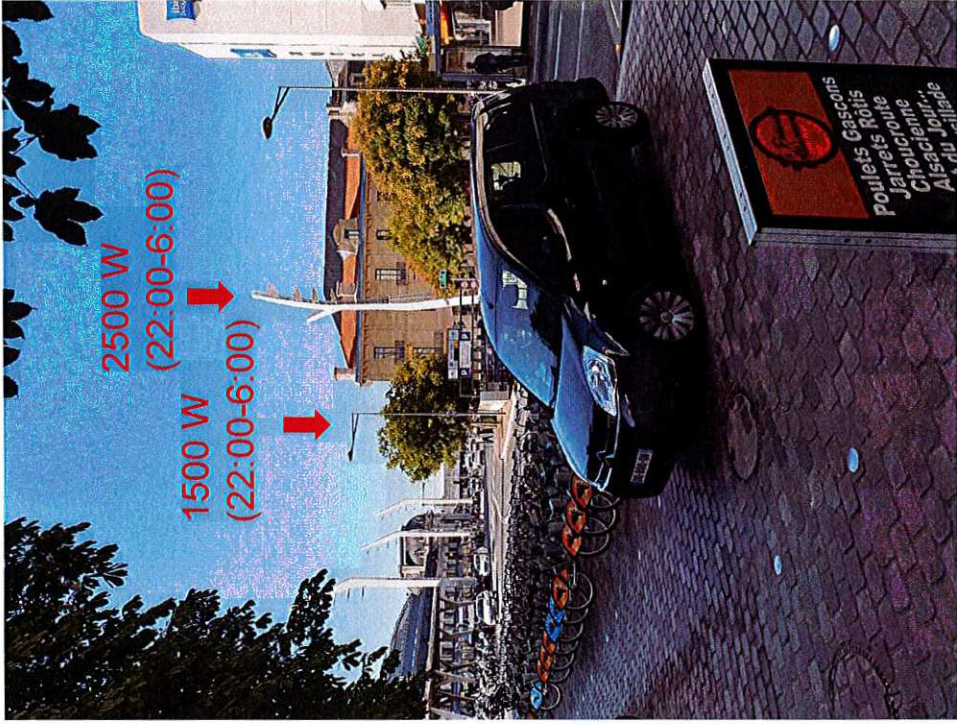
**Romane tomatoes**  
 Transport: 35 km  
 Water: 68 liter / kg  
 Energie: 4 KWSt / kg



Energy  
from lights



projecting at  
night, quantity of  
electricity wasted.



Streetlights: show how much power the consume

Dieter

Places

Highlight nearby infrastructure which helps to preserve the environment:

- Garbage can
- Next tram stop



Dieter



Garden (park):

history → timeline

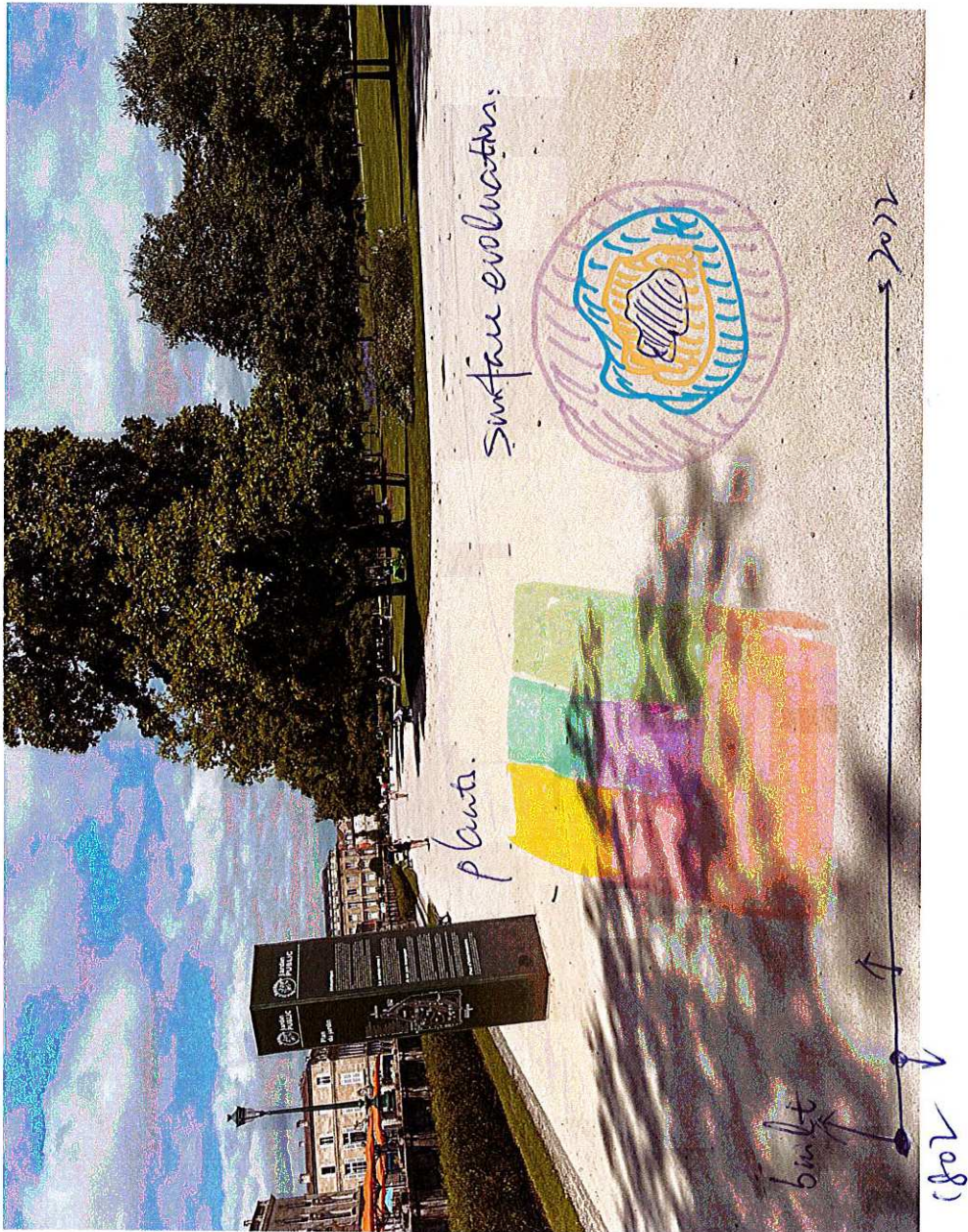
surface → ~~scribble~~

no name. dont

plants → ~~scribble~~  
tree map.

{ color: types

size: quantity



Lijie

# Cars



CO<sub>2</sub> emitted per minute by an Australian  
vehicle of this type (or specifically  
this vehicle) embedded in the wheels

EVERYTIME A CAR PASSES  
THERE: shows the CO<sub>2</sub> released in  
the air (proportion)



Morgane

Gas wasted by idling





feedback  
readable  
or  
scam  
(phone)



qty of times the taxi drove  
without anybody = CO<sub>2</sub>

or

CO<sub>2</sub> produced for 1 course divided by nb  
of ~~drivers~~  
clients

2 hours "à l'arrêt"  
but running

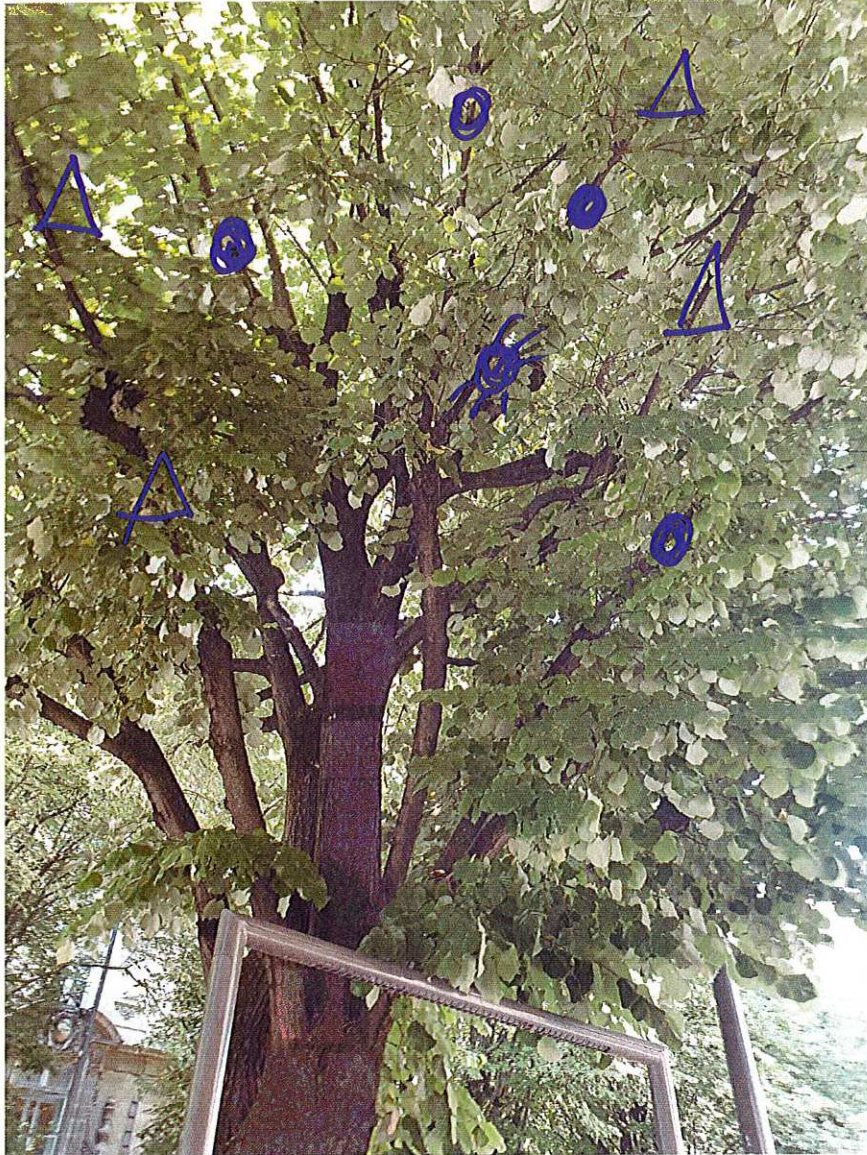
---

4kg CO<sub>2</sub> / individual  
+ 1 - average

Data about PLANTS



CO<sub>2</sub> LOSS per each TREE CUTTED  
PLACED IN PROXIMITY WITH A CUTTED  
TREE

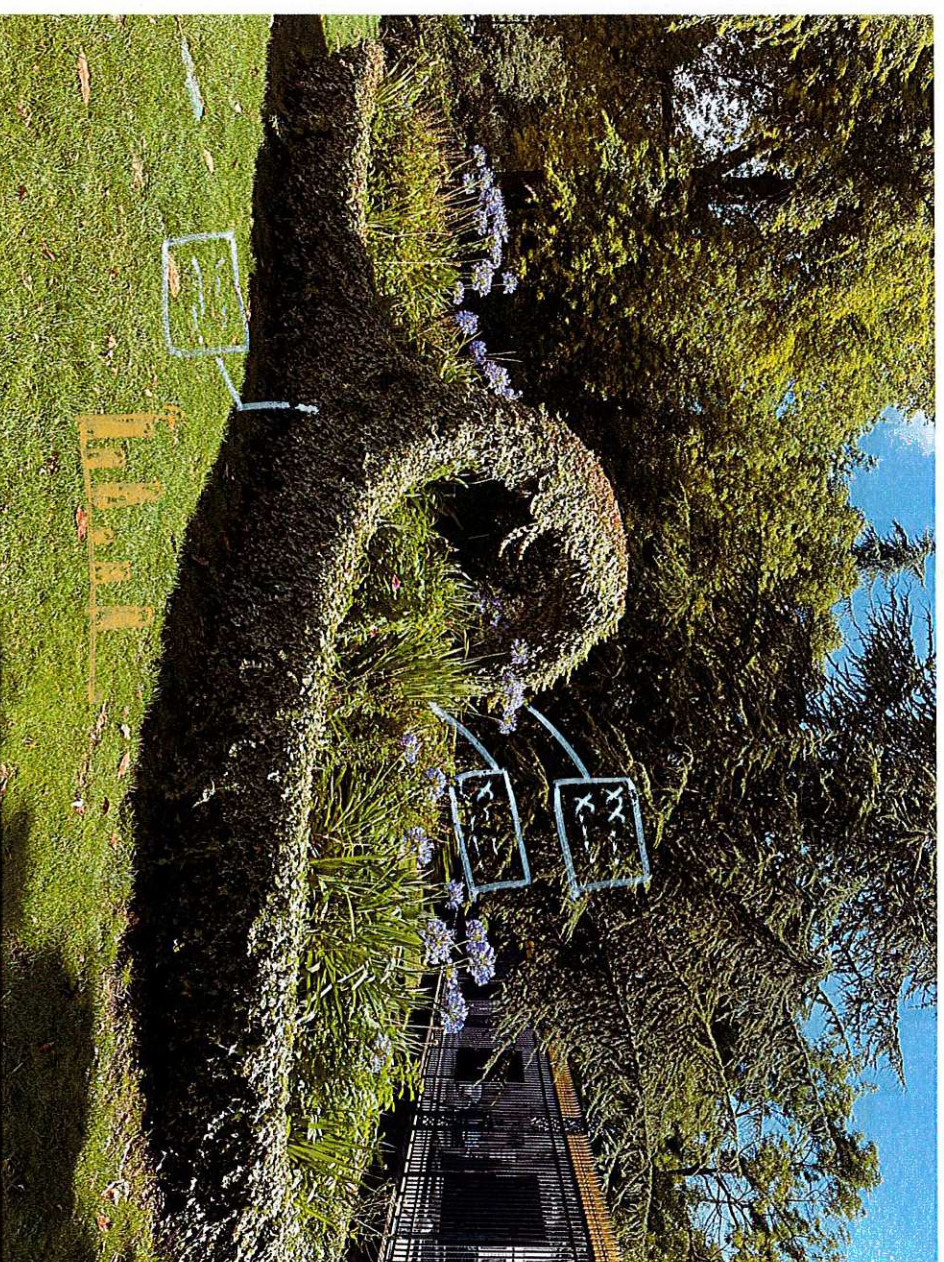


show #animals who benefit  
from tree



To of pavement  
vs  
To of grass  
(phone)  
with  
geo coord.





Garden park:

plants type/year  
pruning frequency.  
→ bar chart +  
timeline.

Lijie

How many trees are there in the city

What is the watering state of the trees and other plants?



Dieter



Arnaud

Tree bubble

positive framing ≠ Co2

HEAT PRODUCED BY CAMP IN TERMS  
OF CONTRIBUTION TO GLOBAL WARMING



Federica

Heating  
insulation



Overlay thermal imaging on the facade to convey how good the insulation is. Better done in winter.

Dieter

A world in miniature of the neighborhood

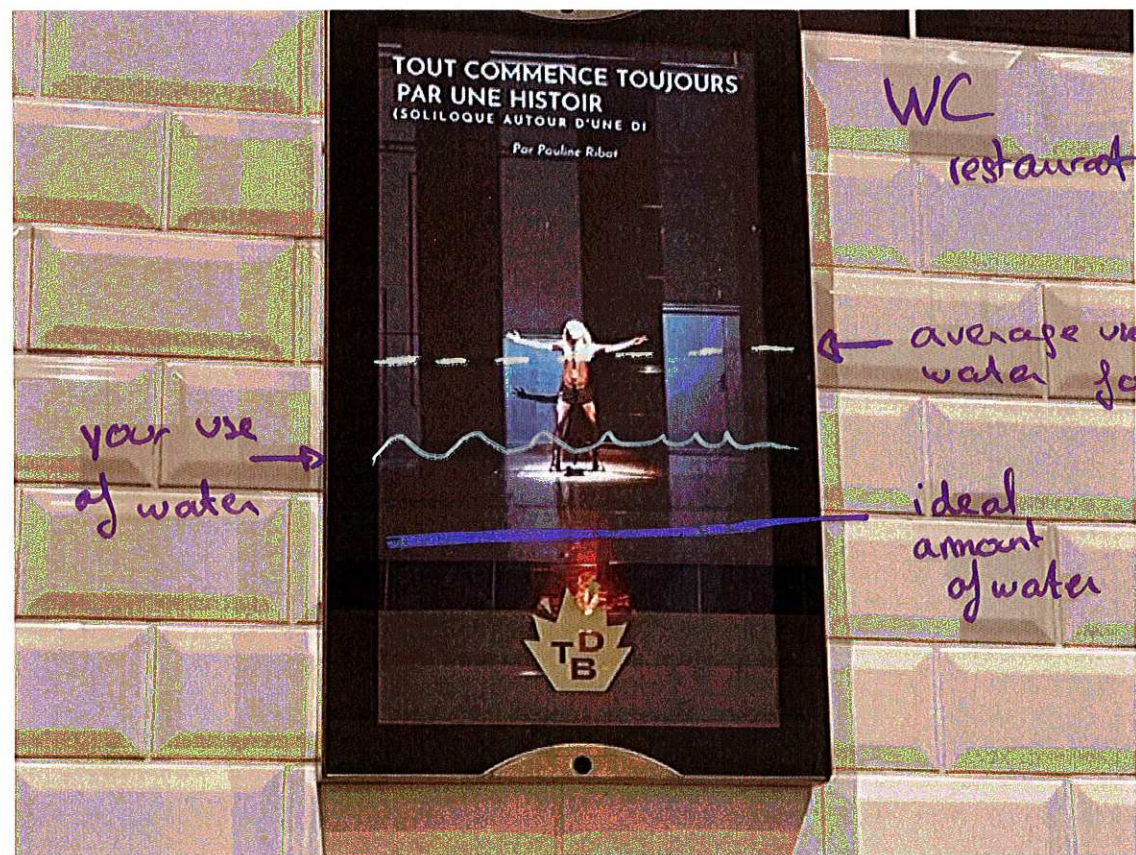
Overlay housing-related properties, such as energy consumption, type of heating, facade insulation



Dieter

# Data about WATER

Leana



WC restaurant

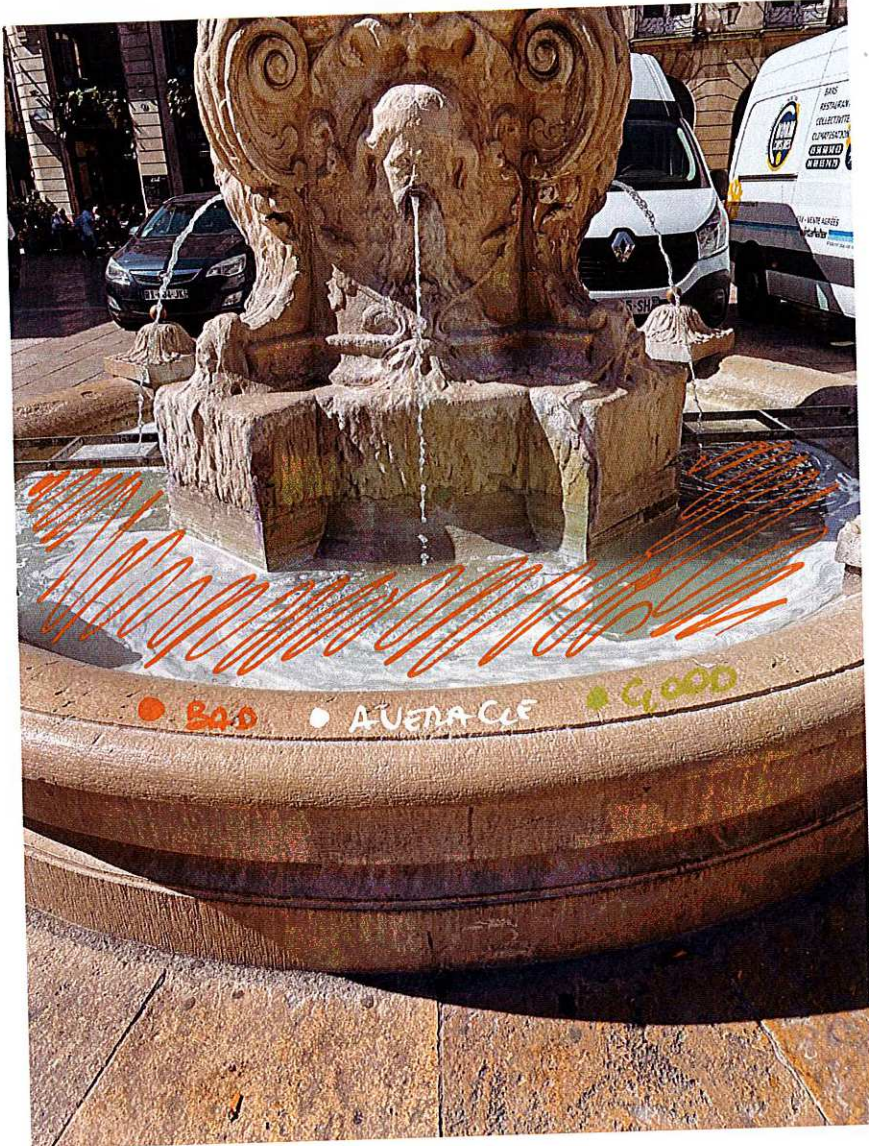
your use of water →

← average use of water for 7 flush

ideal amount of water

TD B

WATER CLARITY EMBEDDED IN WATER  
COLOR (As we NATURAL COLORANT)

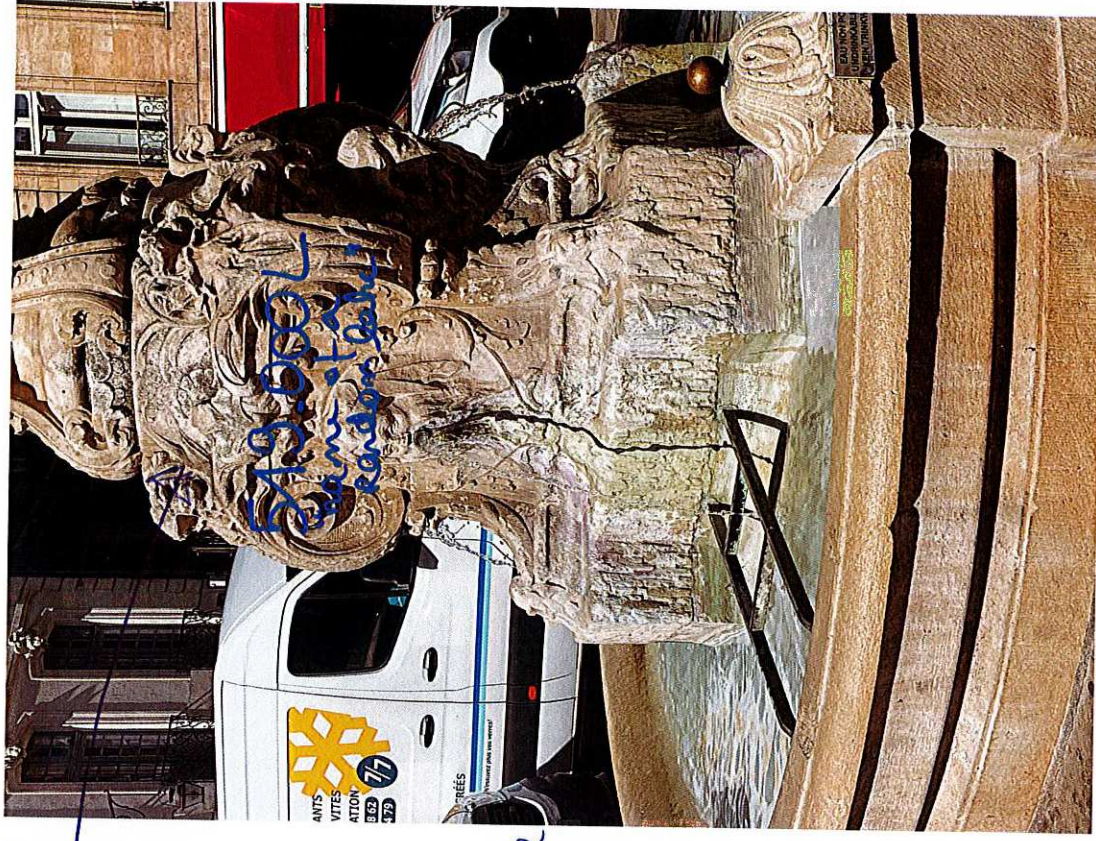


Federica



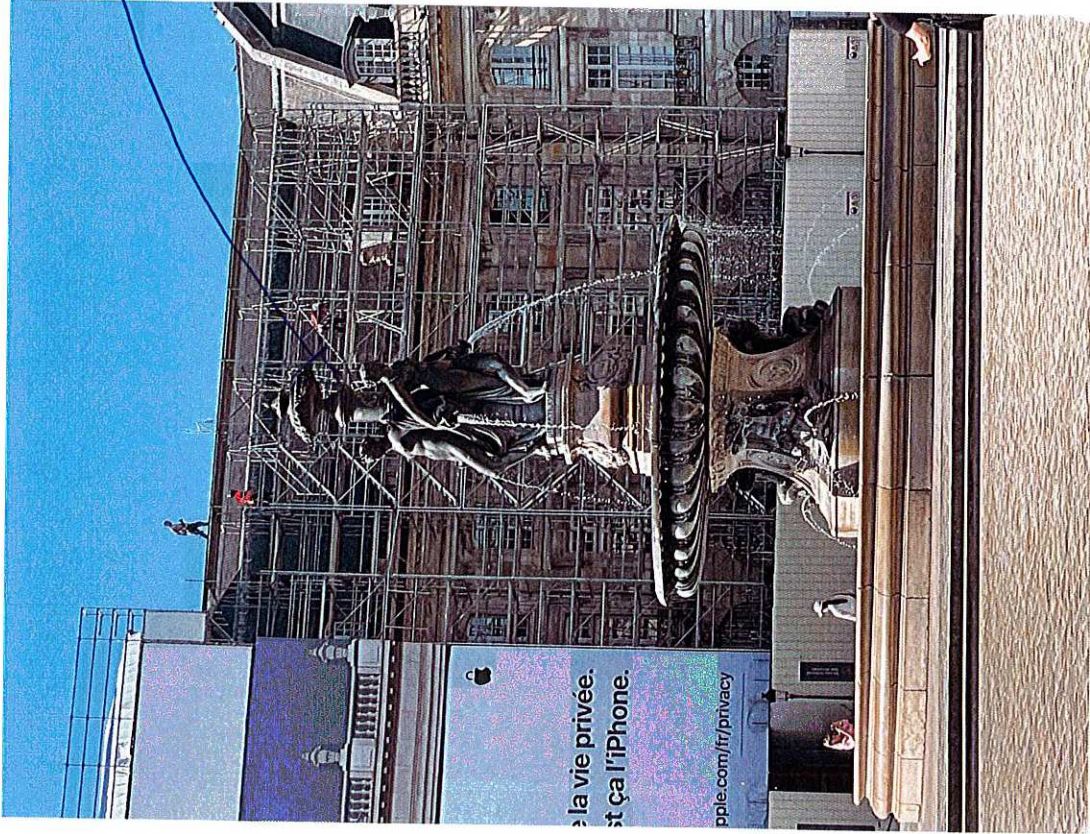
Water quality → composition → bar charts { color = over the limit  
(eg. H.O. N.P.)





top  
of fountain

shows how  
much water  
was wasted  
since the  
beginning  
of the year  
+ an equivalence  
with a lake  
or something



Morgane

# Transport

Leana

dashboard



kwatt  
=  
x km

x Co<sub>2</sub>  
avoided

← riders taken today



To show ppl that the bikes are  
in active use & worth checking  
out



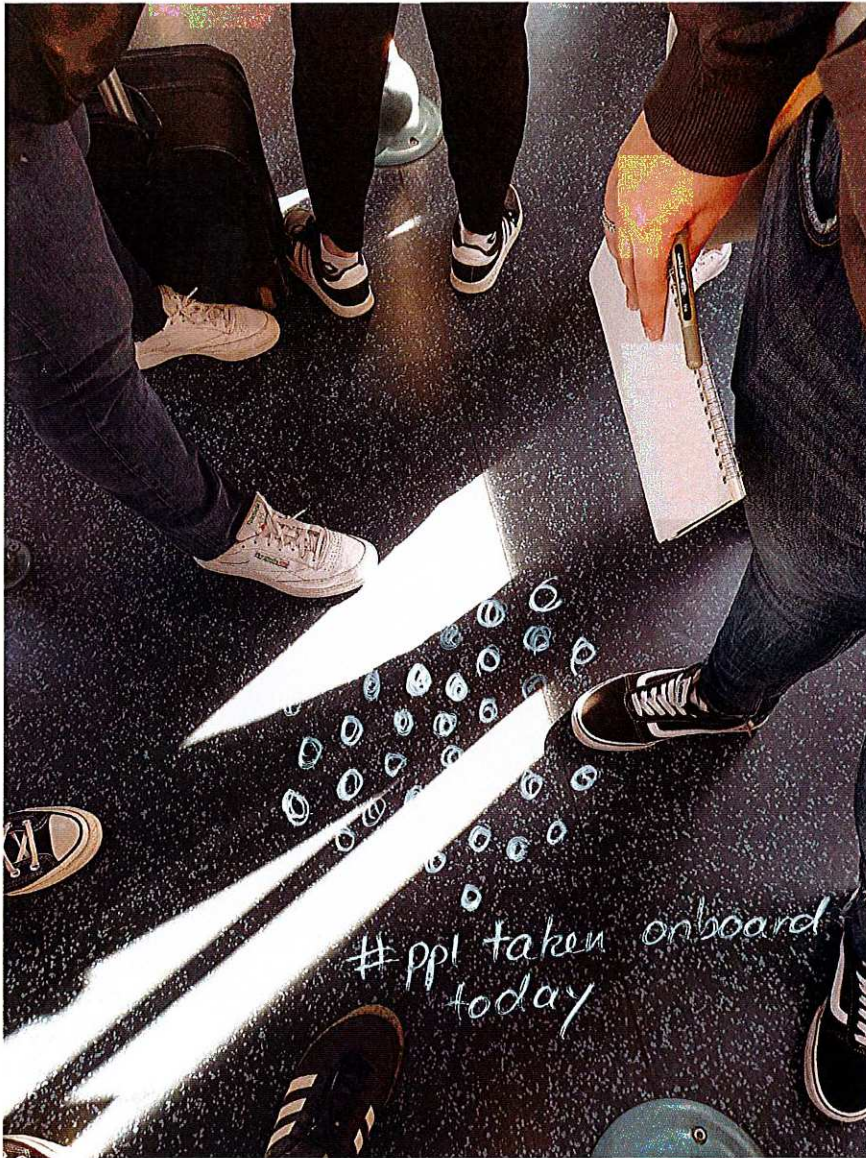
many of ppl took the bus today and how much carbon emissions it has saved (updates in real time)

Morgane

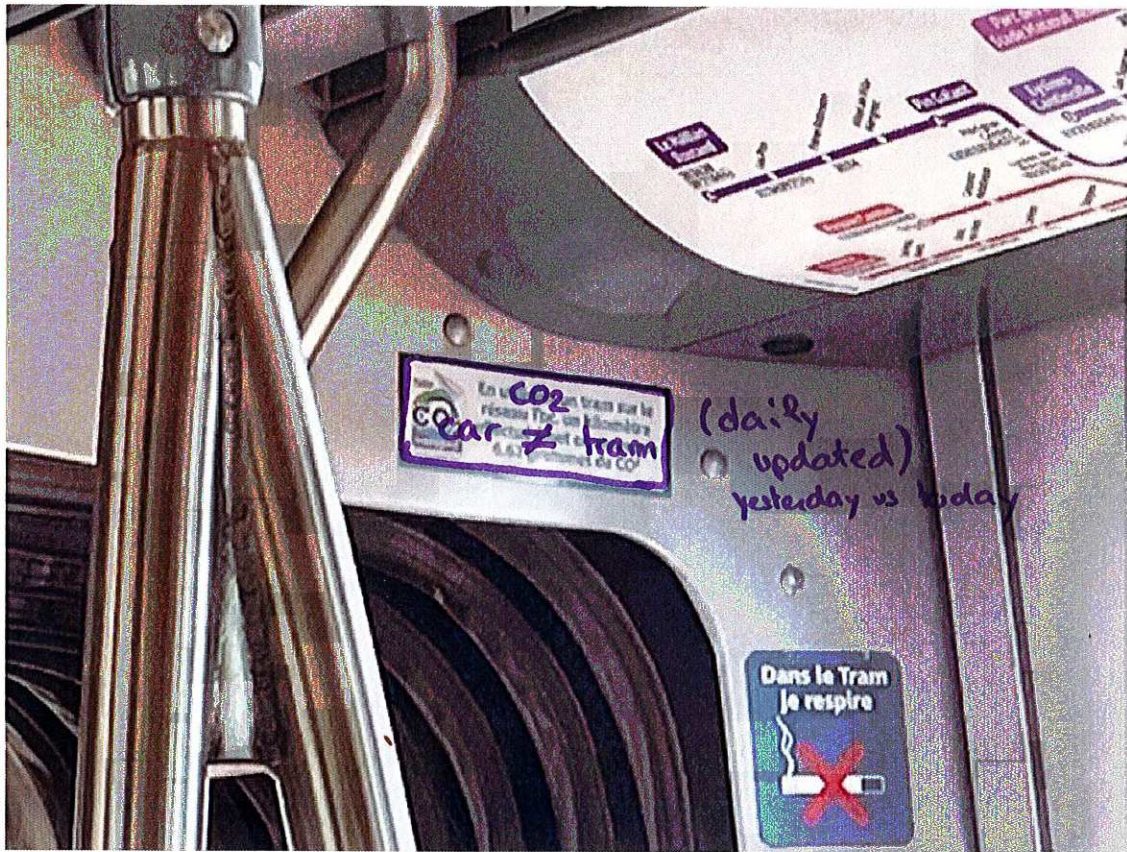
EACH BIKE IN THE PARKING CONTRIBUTES  
TO INCREASE THE LEVEL OF CO<sub>2</sub> SAVED  
IF THE BIKE IS NOT THERE IS x% MORE



Federica

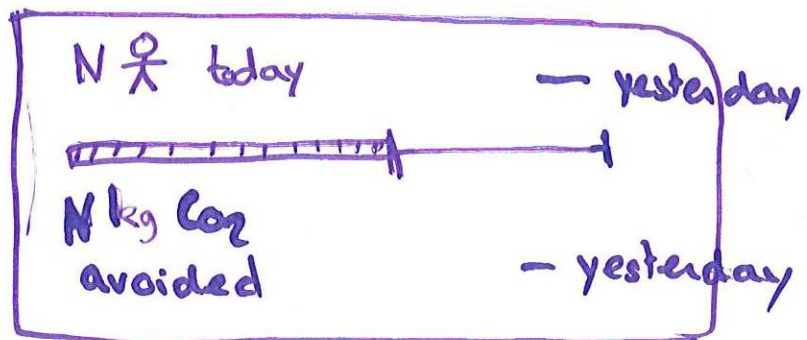


show ppl represented in  
particle flower by scan-ins

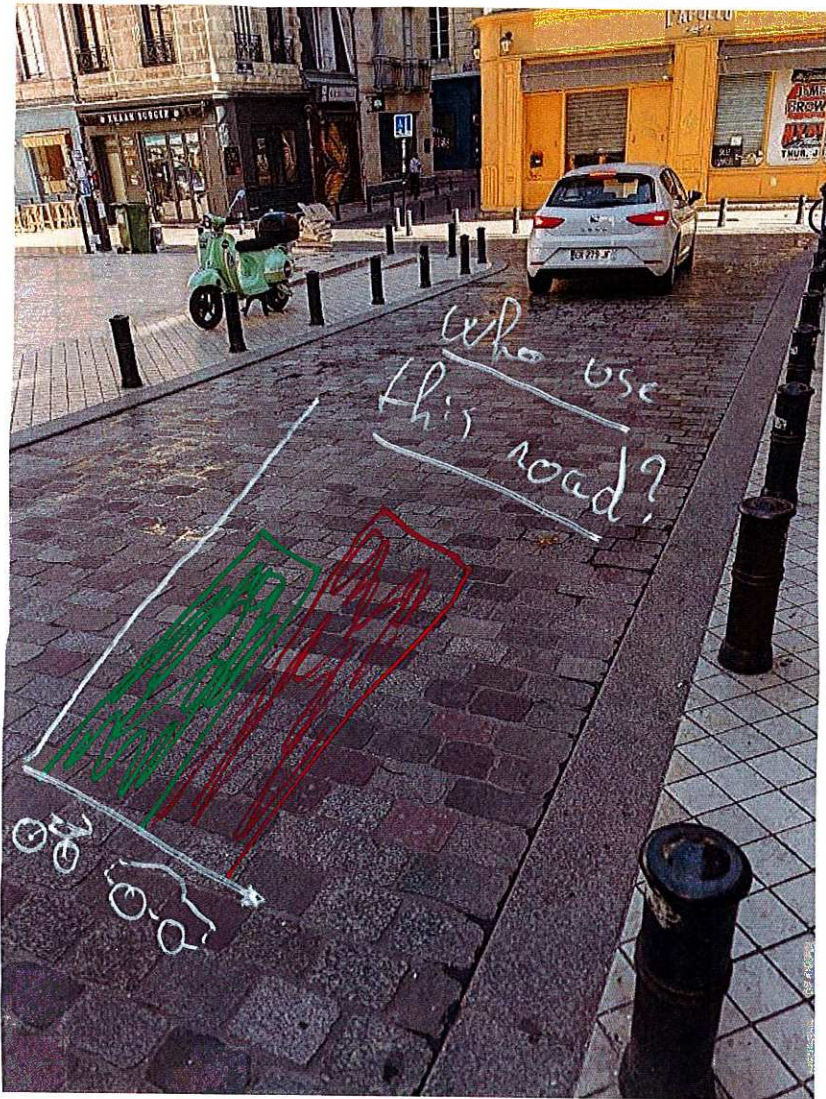


= large panel

→ gamification? each more person taking the tram avoid releasing X CO<sub>2</sub>  
→ beat this score







ud Encourage pro-cycling  
Behaviour



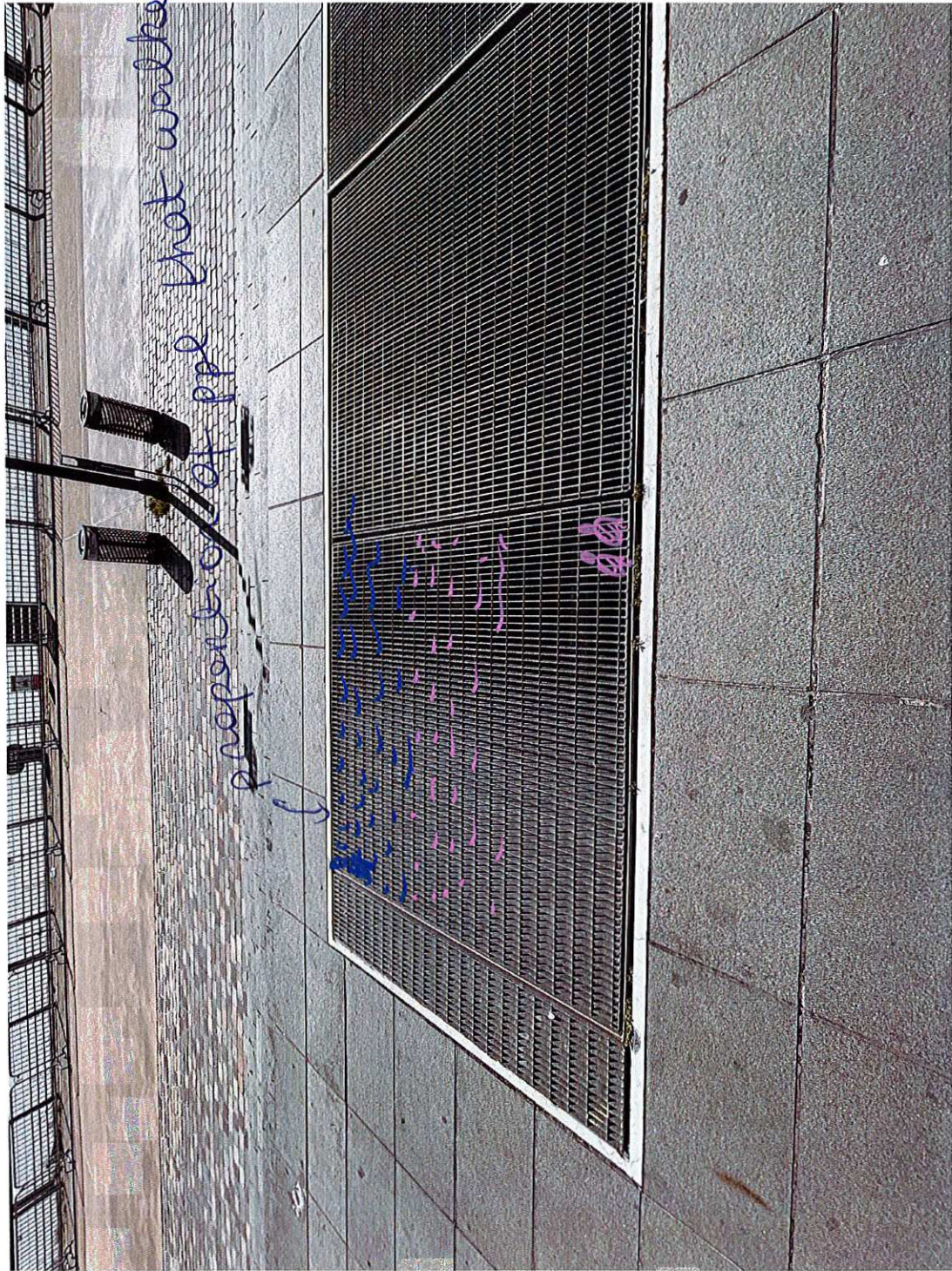
Similar to a step-counter which tracks if the user gets enough exercise, we introduce a personal “resource consumption meter” which tells the user how much environmental resources has been used today.

When considering an action, such as transportation, overlay the resource cost on top of the object under consideration.

For example, the alternatives may be:

- Walking
- Taking the tram
- Taking an e-scooter
- Taking a taxi / own car

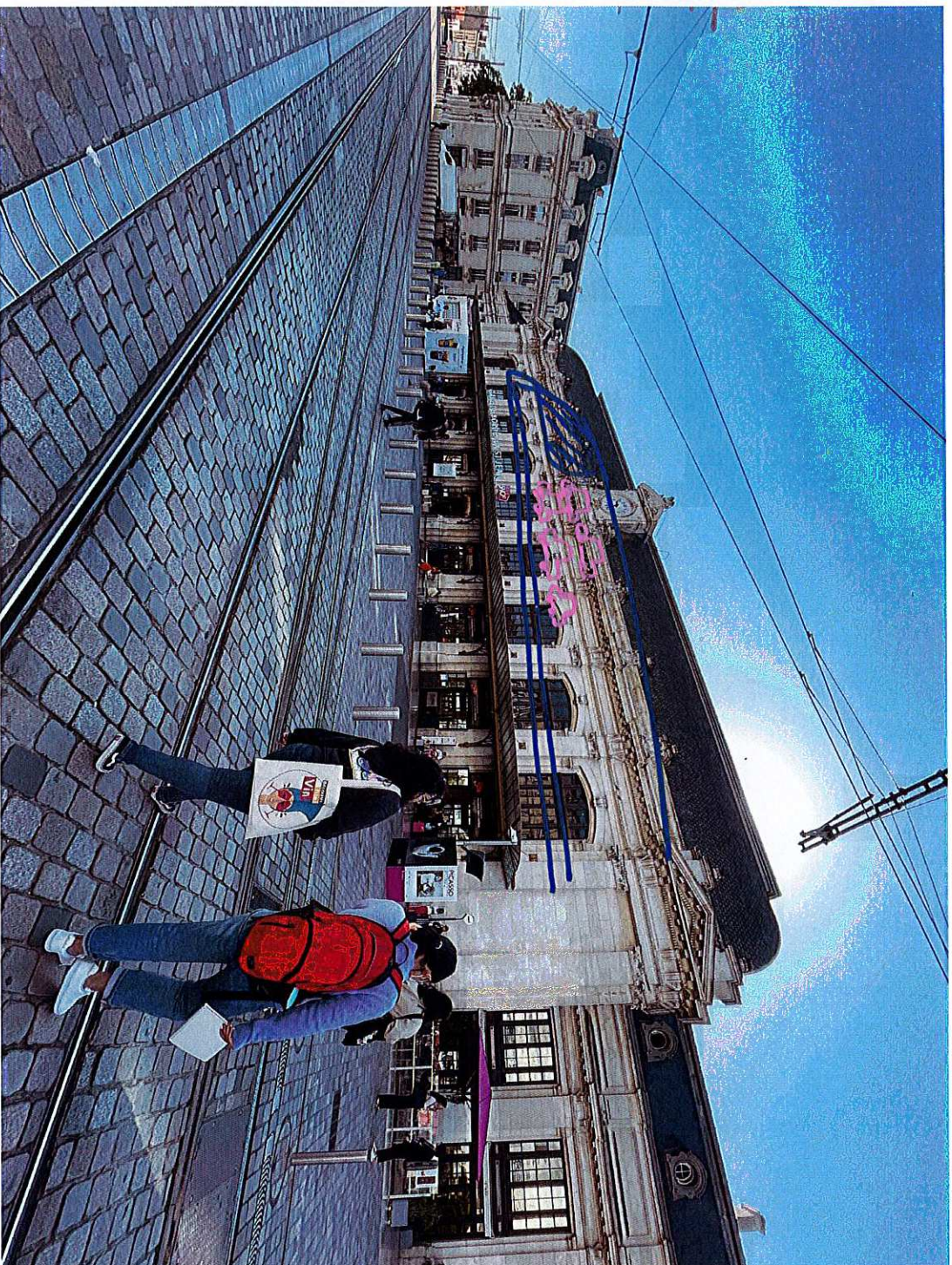
The user would also learn the time required to the destination, so a trade-off can be made.



people who drove by  
there  
companied to

that walked  
properly of ppl

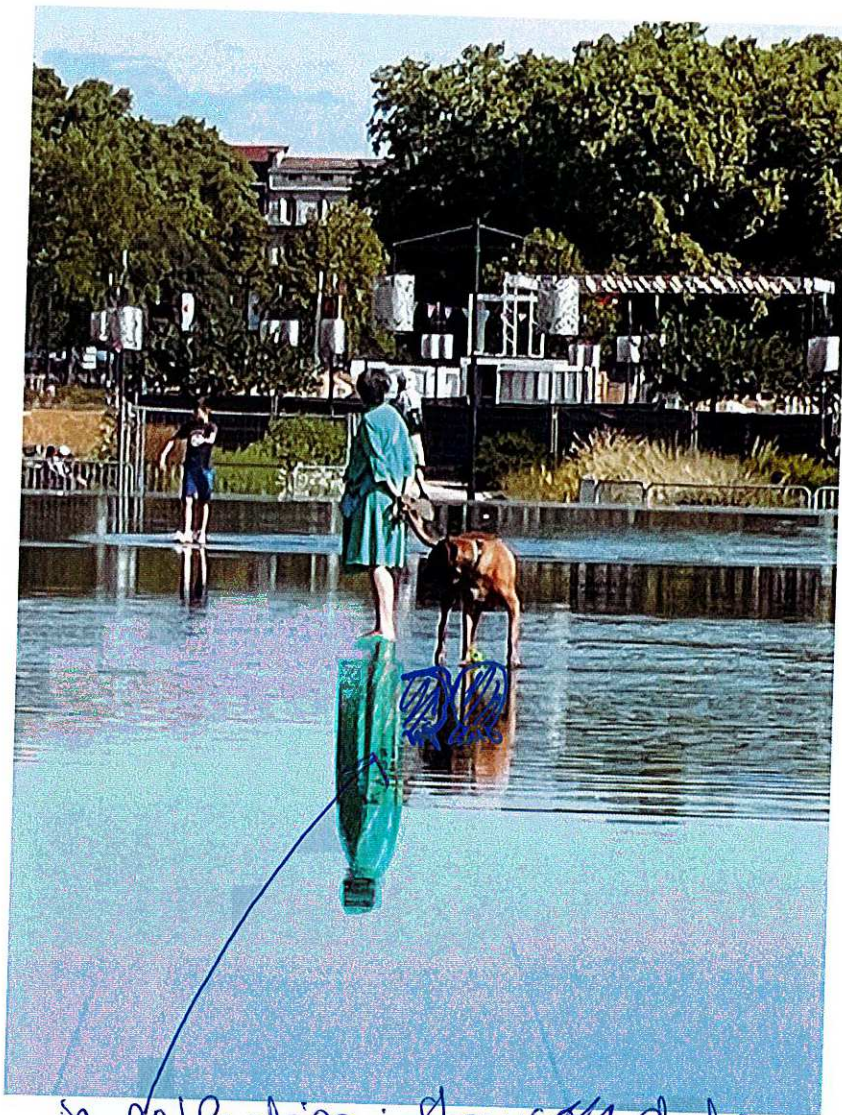
people who drove by  
there  
companied to



Making an "equivalence"  
between trains and  
cars: expressing the numbers  
of passengers taking the  
train daily as the numbers  
of cars it would require

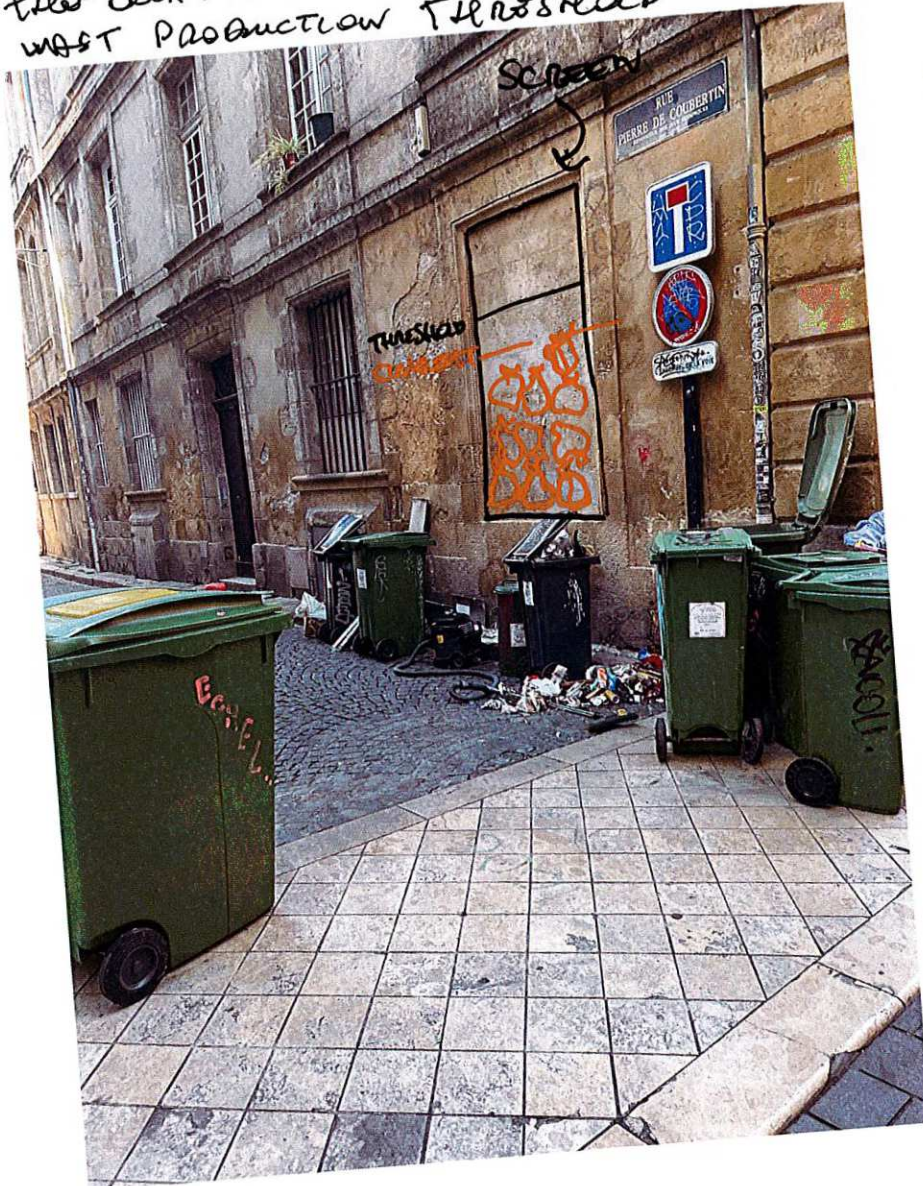
OR  
Showing the difference  
between nb of trains +  
passengers and nb of  
cars + passengers that  
go the same route

trash carbon emission.

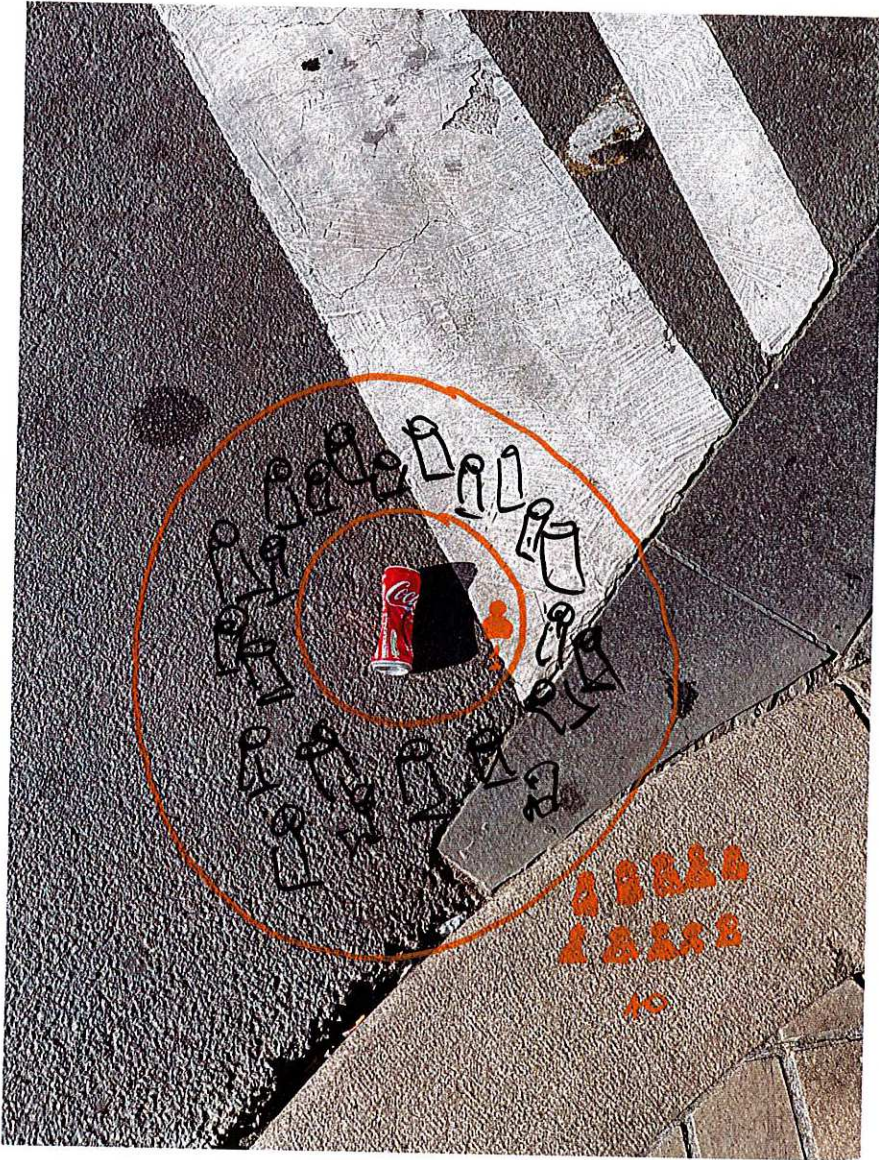


in reflection: Shows ~~data~~ data about the average person living here such as average garbage per year (or less if too much)

SCREEN + SENSORS TO DETECT THE  
LEVEL OF TRASH ON SITE. VISUALIZING  
THE QUANTITY PRODUCE WITH AN "ACCEPTABLE"  
WASTE PRODUCTION THRESHOLD



Federica



PREDICTION: 1 VS 10 PEOPLE  
LEAVING COKE CANS  
ON THE STREET



kg of  
waste  
collected

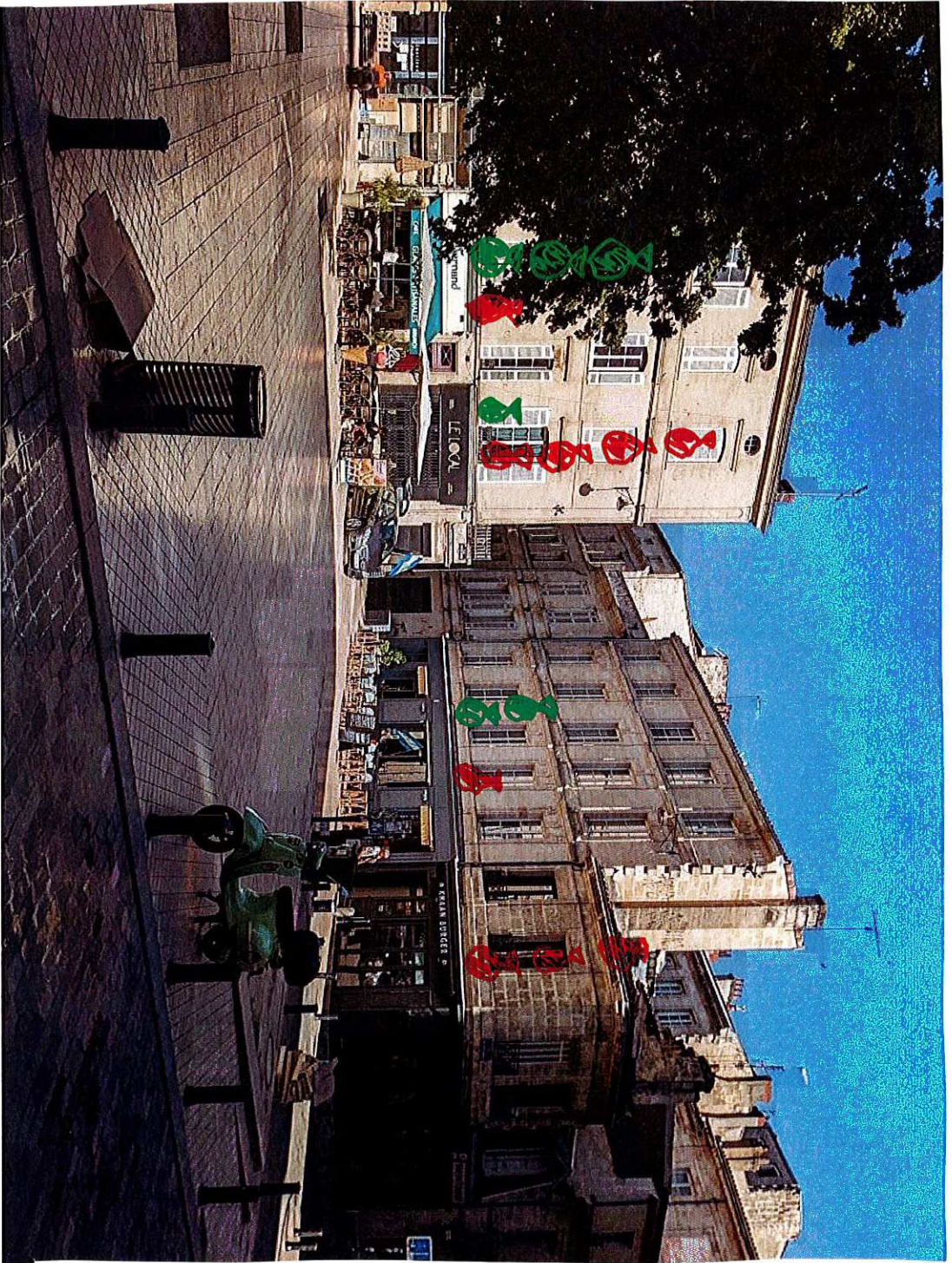
kg of  
waste collected

• which one  
is useless?

+ (with 3D trashbag)

(phone)





Thank of recycle work can paid to non-recycled  
♻️ Recycle ♻️  
non-recycling ♻️



TRASH QUANTITY PRODUCED BY THE PEOPLE  
LIVING IN THE BUILDING, EMBEDDED  
IN THE BUILDING HEALTH ITSELF

transparent  
trash can



(same as the interactive board:  
shows the carbon footprint  
of the "waste")



interactive board on which people can draw

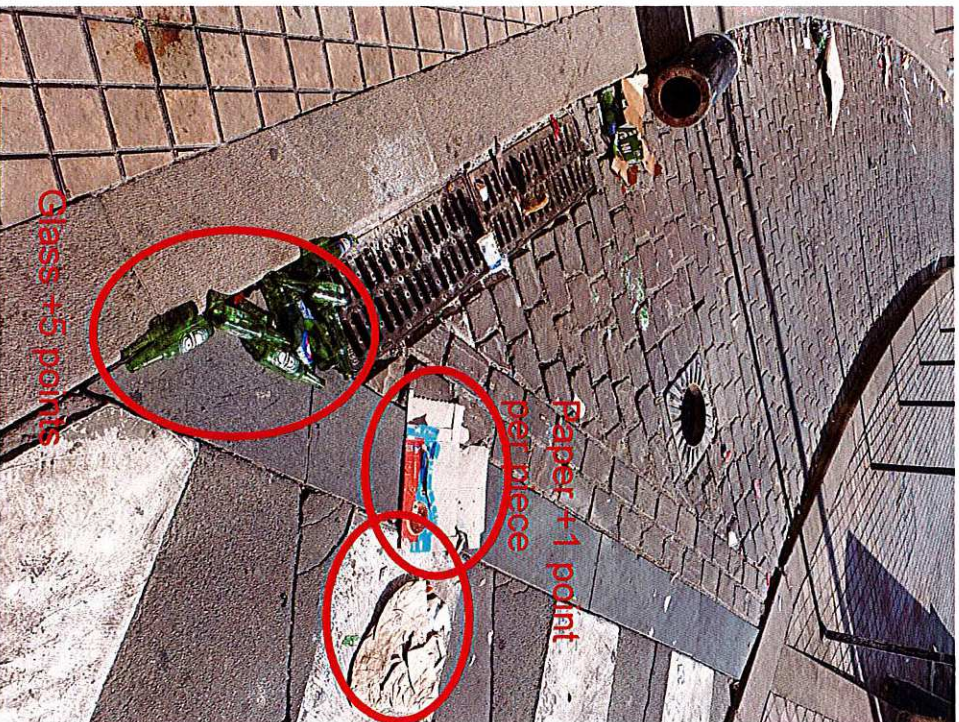
EXAMPLE: the image is on empty trash can  
fixed

Morgane

and people can draw anything they want in it and it will add the ecological footprint of this "waste"



Lijie wooden boxes → how many trees were consumed → pictograph.

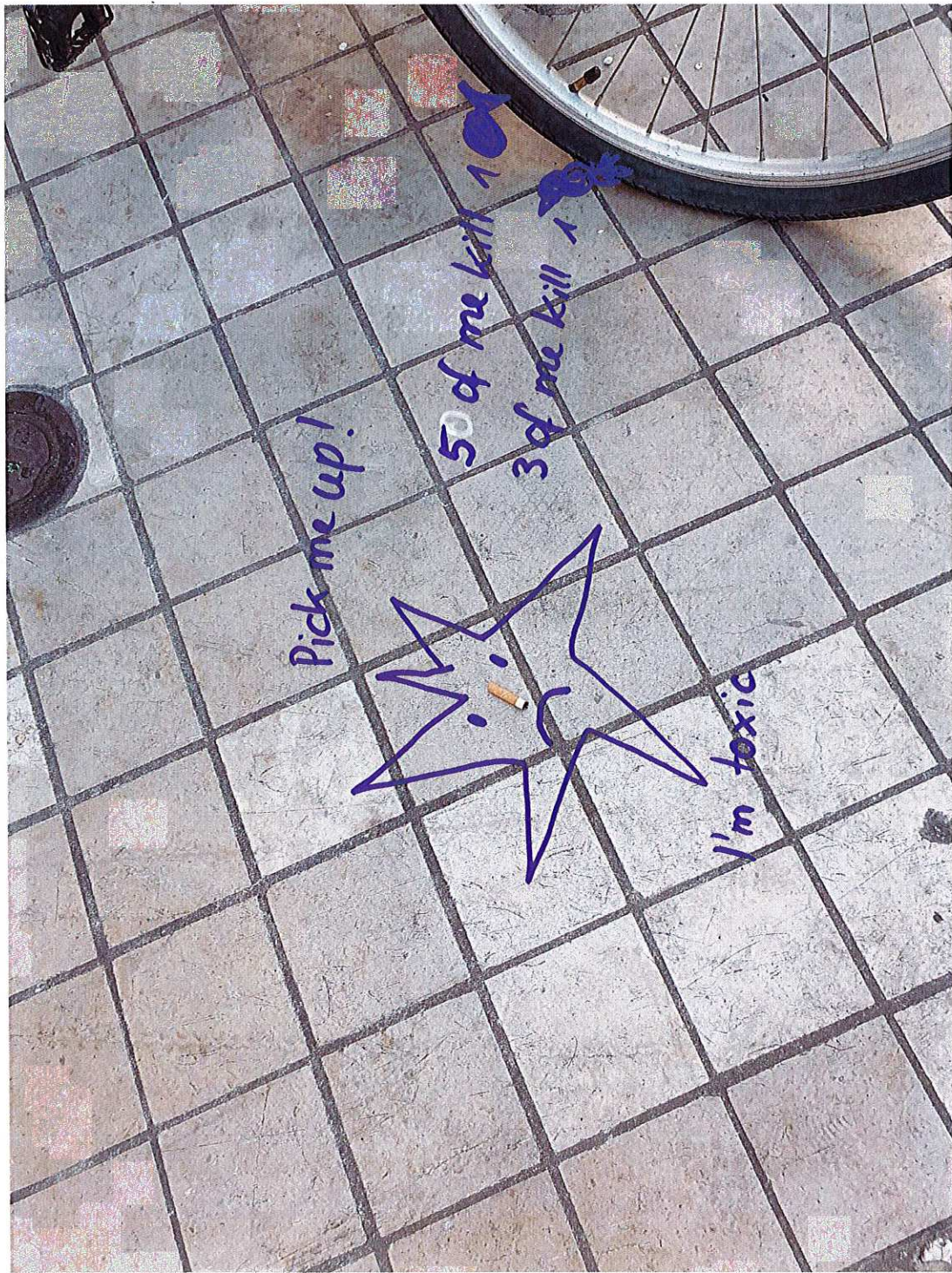


Highlight trash

Encourage observer to dispose of it

Gamification: user gets points for every disposal

Dieter

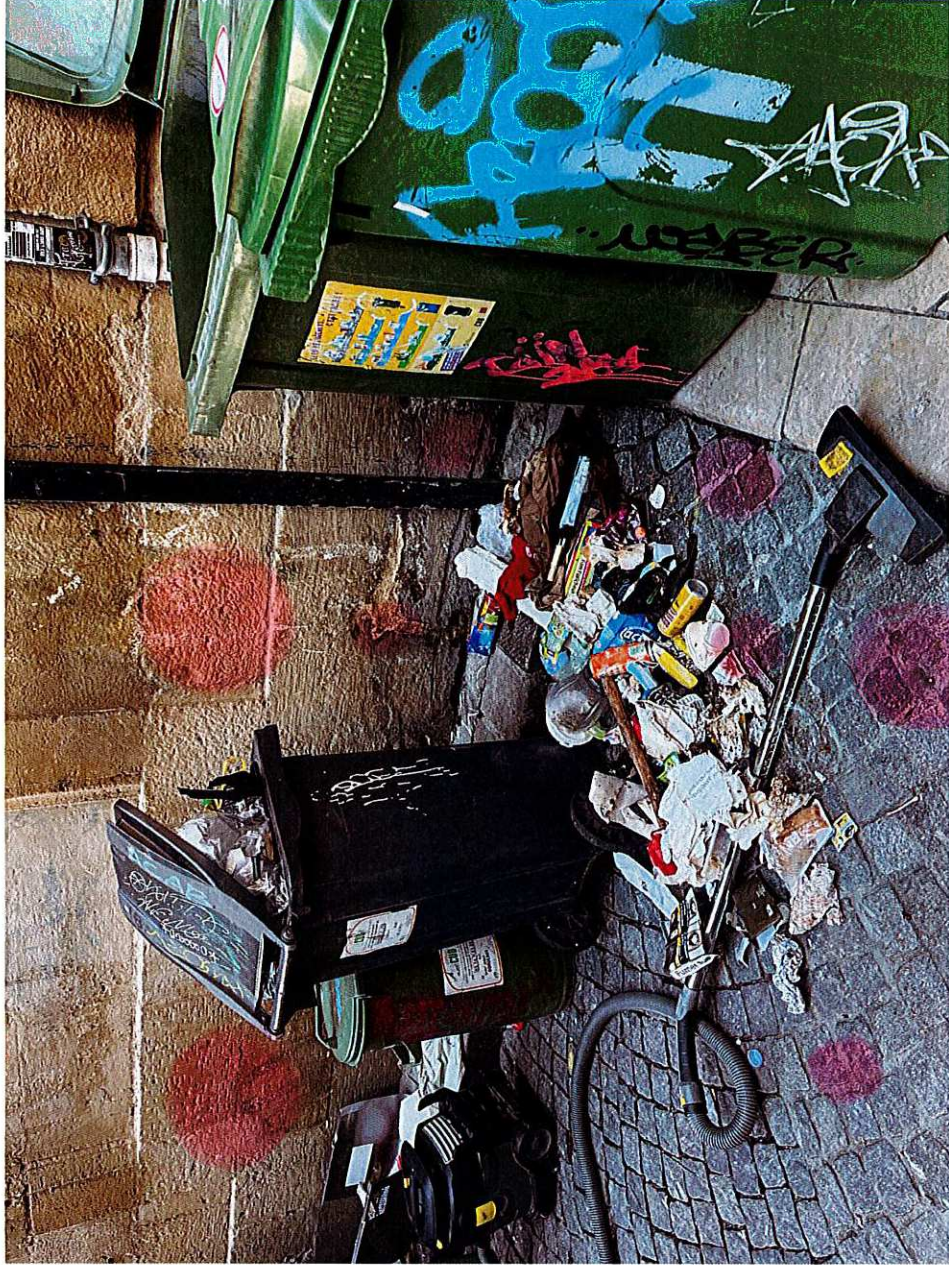


Petra

Fake data here



Lijie



garbage → carbon emission → bubble chart  
Size = quantity  
Color = no specific meaning



# Pollution

making pollution in the  
air visible



Morgane

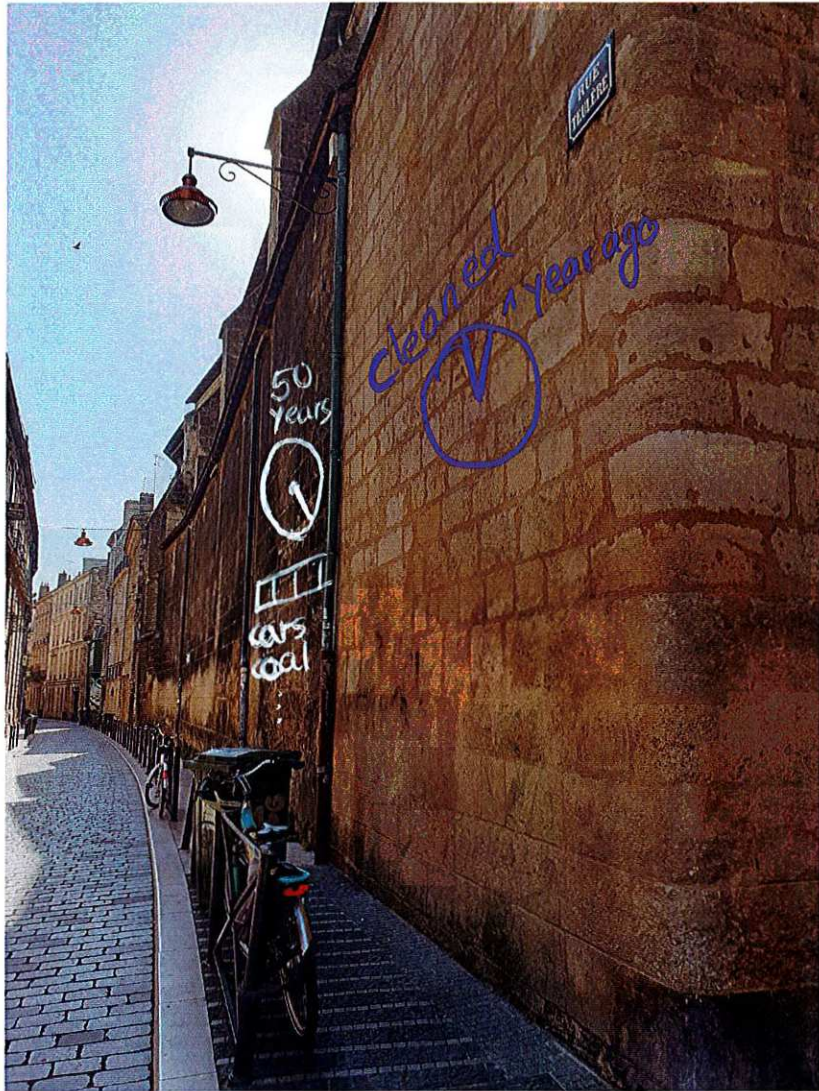


Morgane

level of pollution when compared to last year's

shows pollution  
in the specific  
areas





showing impact of dirty  
air

"Other"  
General  
energy / CO2  
consumption

How ~~how~~ owns this?  
→ Number of previous owners





Lijie La boîte à bon → daily new things → heat map  
 → open/close times per day → line chart (at top).  
 { color: category.  
 { density: stuff items.  
 { color: open or close.



proportion of food that was wasted  
computed in ~~what~~ what proportion  
of the city's population it could  
have ~~the~~ fed



Petra

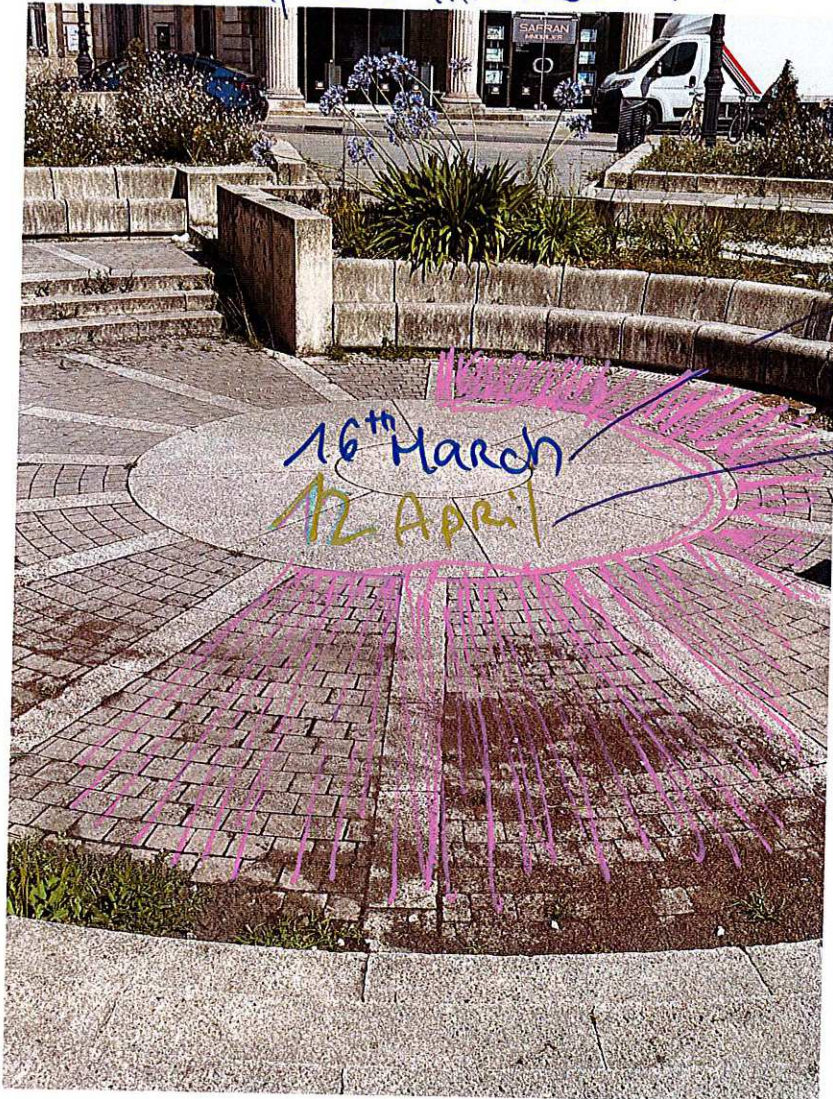
↑  
not really footprint



sculpture → city energy consumption → donut charts  
{ color: energy category (gas, electric, etc)  
| size: proportion of the entire ~~area~~ consumption  
compared to



the cycle/cercle is complete when we have consumed all of non-illimited resources of the year



→ today's date

→ last year's date was this happened

Morgane

~~the~~ a more aesthetic version  
of a "smiley" face depending  
on CO<sub>2</sub> emissions of building



Carbon footprint emitted in this building over time  
(per year) or longer periods  
ENGRAVED



Carbon footprint of a building  
= carbon footprint of its inhabitants  
and construction works