**Criteria for individual project:**

# Best environmental mobile application



ENVIRONMENTAL
EXCELLENCE
SCHOOL AWARD

# Grades 10 – 12: Best environmental mobile application

## The theme: Future of sustainability in the UAE

Sustainable Environment is the 2021 vision of UAE. The country is aiming to create a sustainable development that preserves the environment, Improves the quality of the air, preserves water resources, increases the contribution of clean energy, and implements green growth plans, which are considered the ultimate achievements the country is heading towards.

Your role is to anticipate the future of sustainability in the UAE and how you will play a part in it.

## General guidelines:

- The application must be designed and created by the student.

- The application should be about the future of sustainability in the UAE.

- Make sure the application is activated and works.

# The project criteria table (60 points):

The students are encouraged to be innovative in technology and deliver their environmental message creatively by designing a mobile application.

| Best Environmental Mobile Application Criteria | | |
|---|---|---|
| **Criteria** | **Requirements** | **Marks** |
| **The application name and the design** | The design of the application should incorporate the below:<br><br>• Original name for the application and the icon of the application should reflect the chosen theme<br>• The use of creative and innovative features that would be appealing for the users<br>• Good image resolution and good choice of colors | **10** |
| **The sections and content of the application** | The application includes a variety of sections and innovative content including but not limited to:<br><br>• Articles<br>• Games<br>• Videos and animations<br>• Photo gallery<br><br>The sections and content of the application should be updated regularly. | **25** |
| **Interactivity** | Users can register on the app, able to get notifications, and use search features.<br><br>Includes features that allow interaction with the users such as:<br>• Q&A chat section<br>• Polls<br>• Feedback and suggestion forms | **10** |
| **Digital Innovation** | The application is smart, the user can easily browse through it, download the content, and have access to the content of the application online and offline | **05** |
| **Usage** | The application has a good number of registered users, and the records show that the users often use the application and they're active on it. | **10** |
| **Total** | | **60** |

# Research and content collection (5 points):

- Create a report of 2 pages that explains the purpose behind creating the application, and the message that the student wants to deliver to the community through this application.

- Read articles and books related to the theme to increase the knowledge and to create good content for the application.

- Most of the content should be developed and created by the student himself.

- Conducting online surveys, before starting the project, and once the project is finished as well, in order to compare and see the difference, and to know the requirements needed for creating a successful application.

- Analysing the survey documenting the outcome and results of the surveys.
  (In the form of graphs)

- The survey must be answered by a minimum of 20 people in order to get accurate results.

# Process documentation (10 points):

- Meetings and the research regarding the process of creating the application should be documented.

- The structure and the drafts of the application design should be included in the PDF file.

- The process of activating and launching the application should be documented and the timeline of the process must be included

- Documentation should be in the form of PDF, supported by pictures and videos.

- Pictures and videos of the process of creating the application must be included.

- The video documentation should be in the form of one video that includes short clips of the processes carried out, and the entire video should not be more than 5 minutes.

- All pictures must have clear captions.

- Create a weekly journal with captioned pictures/videos of the processes carried out throughout each week.

# App promotion and marketing communication (5 points):

- Work on an app promotion campaign in a creative and innovative way.

- Encourage the students and the community to download the app through social media platforms. (screenshots must be provided)

- Create informative digital brochures to promote the application and distribute them inside and outside the school (classmates, teachers and the outside community). The content of the brochure should include an explanation and the purpose of the application.

- Add the sample of the brochure when submitting your file.

## Delivering the message (10 points):

- Share the link to the application on social networking sites, and you can choose one or more mediums. (Include the links).

- Awareness sessions should be done inside the school + outside the school. The awareness sessions should be conducted in a minimum of 3 different places). (You can conduct the awareness sessions using Zoom if preferred).

- Online campaigns and environmental workshops.

- The social media accounts must be active and posting on them must be on a regular basis, even after the submission of the project.

## Innovation and originality (5 points):

The application must be innovative in all aspects such as the name, the concept of the application, the features that are added to the application and the content.

Your application idea should be original. Avoid plagiarism.
Assure the variety of the content and avoid repetition.

## Effect and influence (5 points):

- The application has a strong message and vision and should exhibit how students can benefit from the application.

- The influence and impact the application had on the classmates and the teachers after using the application should be mentioned.

- The application should have a long-term influence on the students and the teachers through motivating them to produce similar projects with apparent results in the next academic years.

- Create a survey to know the user's feedback on the application to measure the effect and influence of the app as well as the effect of the student on his classmates and teachers and how the application made a difference.

EESA

ENVIRONMENTAL
EXCELLENCE
SCHOOL AWARD