

TARTU ÜLIKOOOL

Solutions Through Raised Awareness BeeAware

Tõnis Tänav, Tarmo Puolokainen, Kristian Pentus
School of Economics and Business Administration,
University of Tartu, Estonia

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SUSTAINABLE DEVELOPMENT

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BeeAware

- Awareness through beekeeping
- The initial idea is to develop an internationally comparable environmental rating, which would be based on the quality analysis of urbanly produced honey, and the wellbeing of the hive itself.
- The result would be indexed and benchmarked cities and neighborhoods

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BeeAware

- Giving people and institutions an opportunity to try beekeeping
- Using the beehives as biomarkers
- Creating a network of beehives in urban areas around the world

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Green Indicator

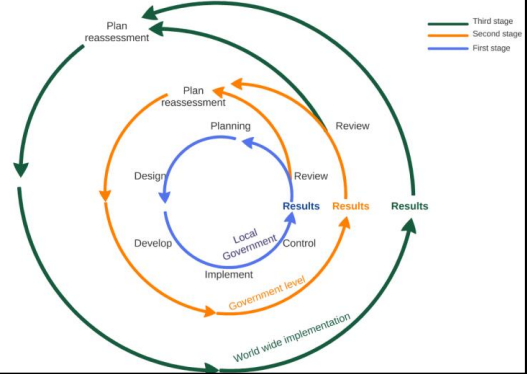
Death rate of bees

Honey production

Honey quality

Implementation process

- Role models, schools, promoting the story
- First implementation would be on local government level
- Secondly on national level



Web Platform



Web Platform

- Personal profile page, with all the info you have sent
- Ranking lists, leader boards and
- Comparison with others
- The ecological rankings of neighbourhoods
- Newsfeed

Gamification

GAMIFICATION

- Gamification techniques strive to leverage people's natural desires for socializing, learning, mastery, competition, achievement, status, self-expression, altruism, or closure.
- Gamification has been used in an attempt to improve employee productivity, health care, financial services, transportation, government recruitment, and others.

Methods - Points

GAMIFICATION

- Earning points as you go, and as your beehive grows. You specifically get points for
 - Keeping beehive data
 - Collecting honey (nozzle gouge)
 - Giving the honey away (cans via post)
 - Extra points for the biggest hive of the week, biggest gainer in hive size etc.

Methods - Goals

- Missions or challenges give users a purpose for interaction
- Most honey collected
- Most frequent data uploads (consistency) as downtime (gives you minus points)
- Most active team/community/neighbourhood
- Most new users added/most beehives
- Best country

Methods - Badges

- An indicator of accomplishment or mastery of a skill
- Best honey collector Badge
- Best data uploader
- Best team/community/neighbourhood
- Most new users added/most beehives
- Best country

Methods - Leveling Up

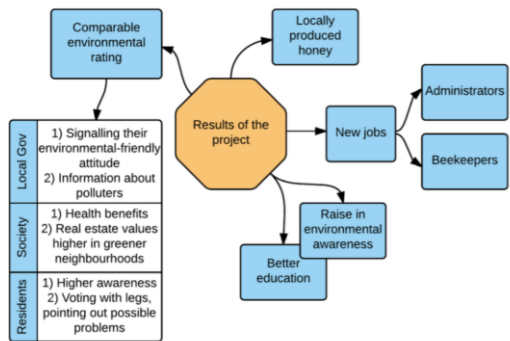
- Highest level users will get benefits from the local government like free parking, sporting equipment etc.
- Gathering events
- Apiary fairs for the program community

Methods - Onboarding

- Learning through the play, through the experience
- Learning from others previous experience to get better,
- Using others previous solutions to solve your situations of very dead bees

Methods - Collaboration

- Measuring how well the cooperation works in local government level.
- the number of greening projects launched in an environment
- how many local government institutions have joined the project



Thank You

tonis.tanav@ut.ee
kristian.pentus@ut.ee