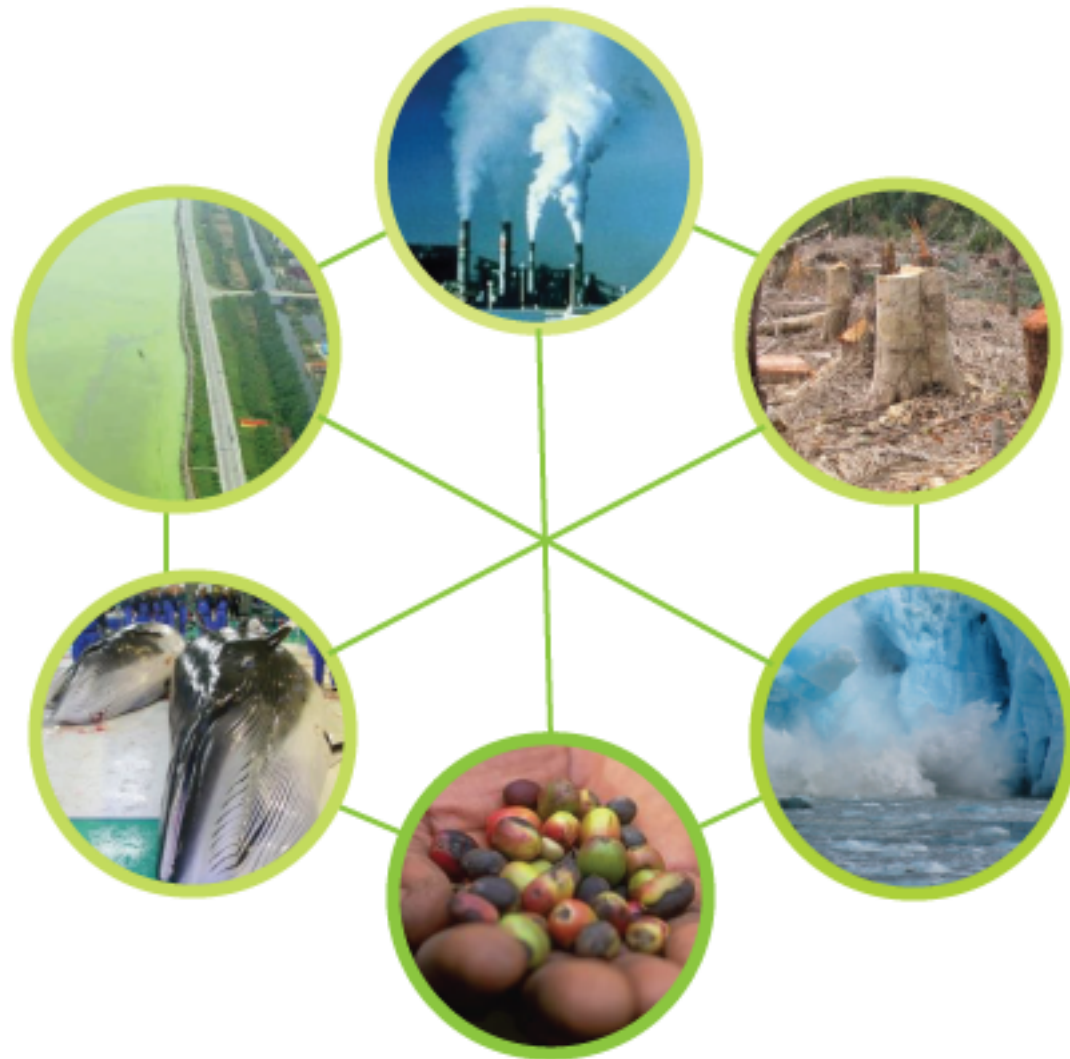




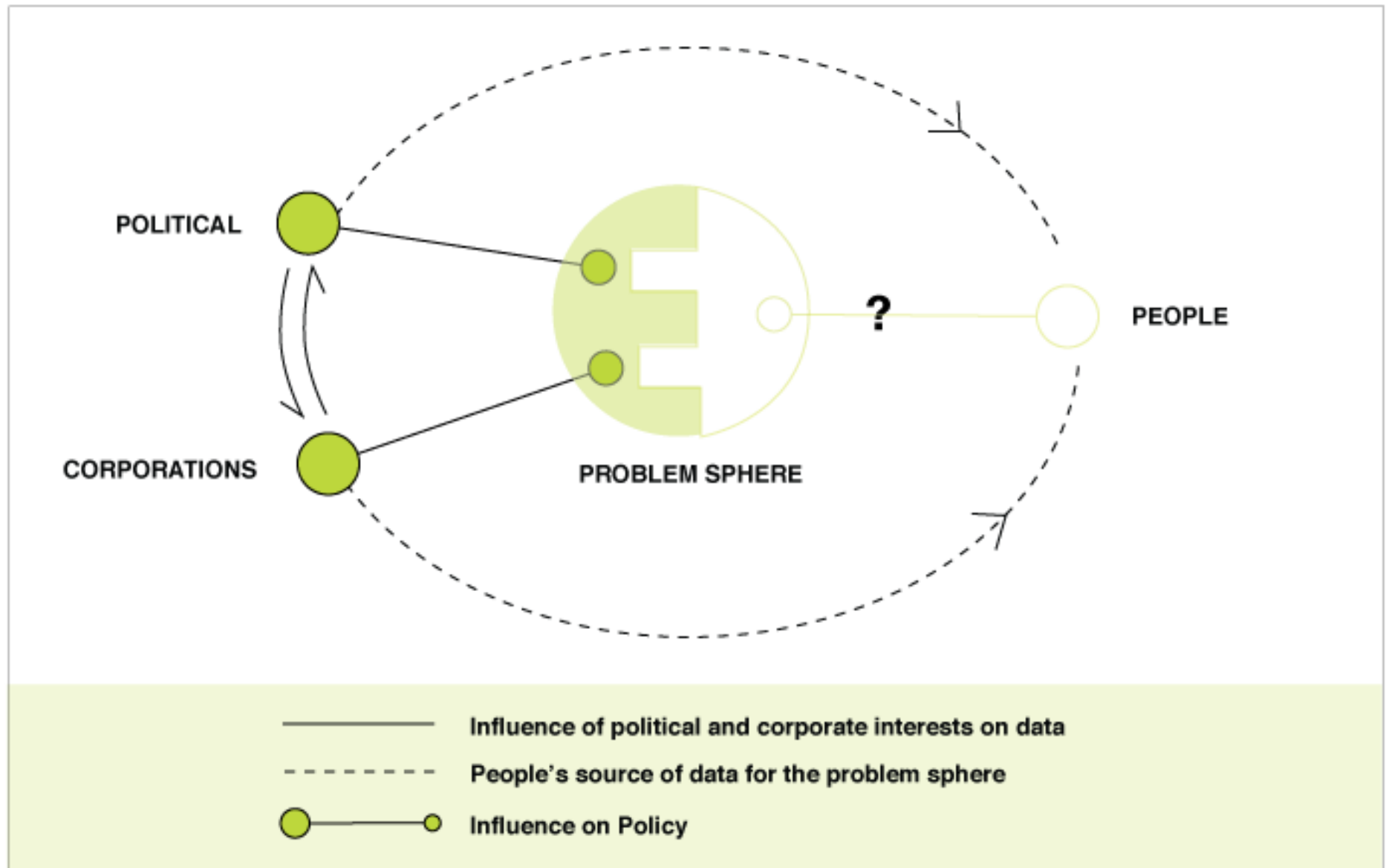
The Green Olympics

Jennifer Dopazo | Christopher Dye | Shipra Gupta | Charles Yust

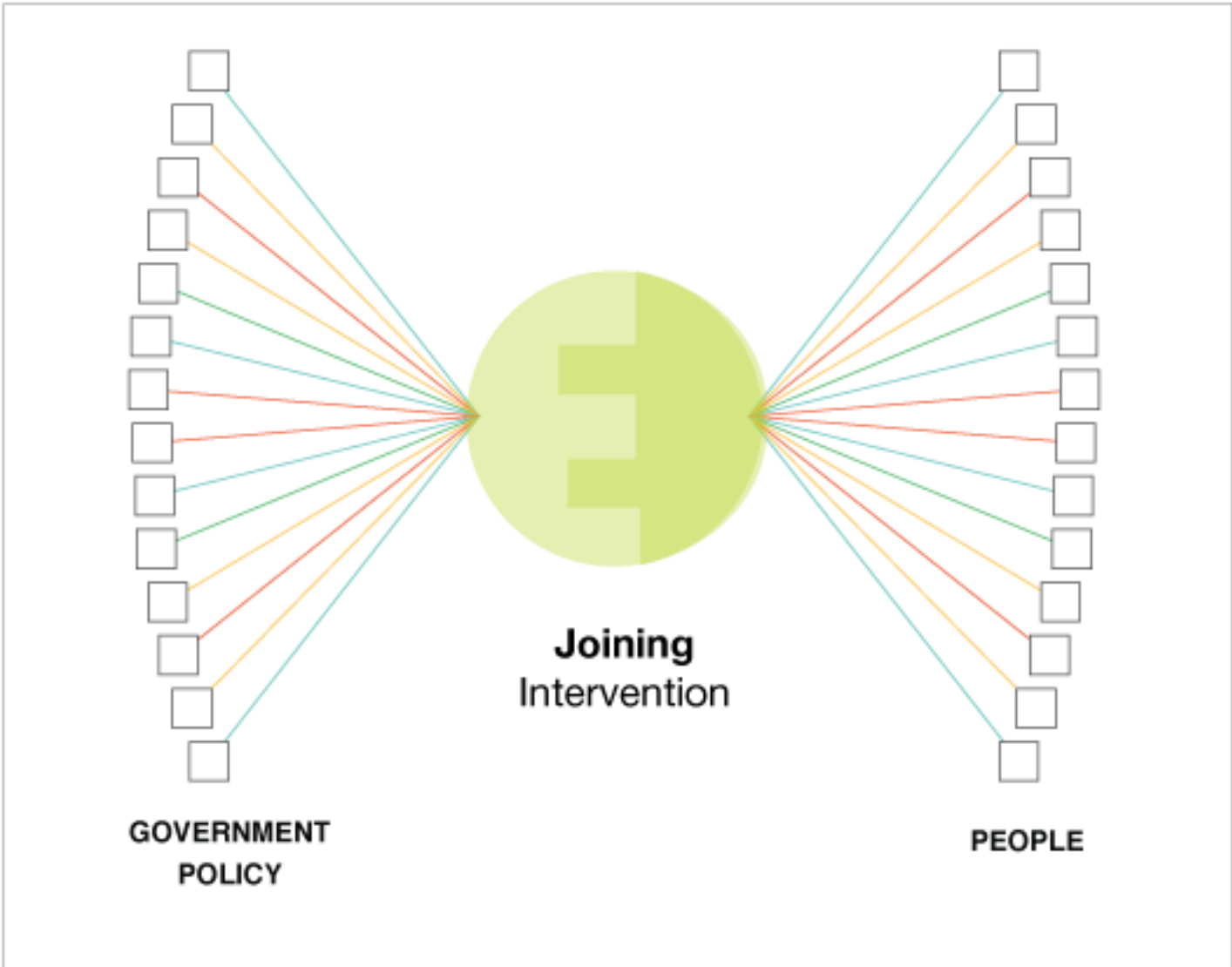
The Problem Sphere: Ecological Imbalance



The Gap: People's inability to access genuine data or formulate policy



The Need: A tool for people's active engagement with govt. policy



The Focus

Air Pollution in China

Pollution Facts

Air pollution is responsible for the deaths of 50,000 newborns each year

Economic losses caused by environmental pollution may account for about 3.8% of China's GDP.
(around US\$100 billion a year)

China's Environmental Standing



①

Rapid Industrialization

②

Cross-border pollution

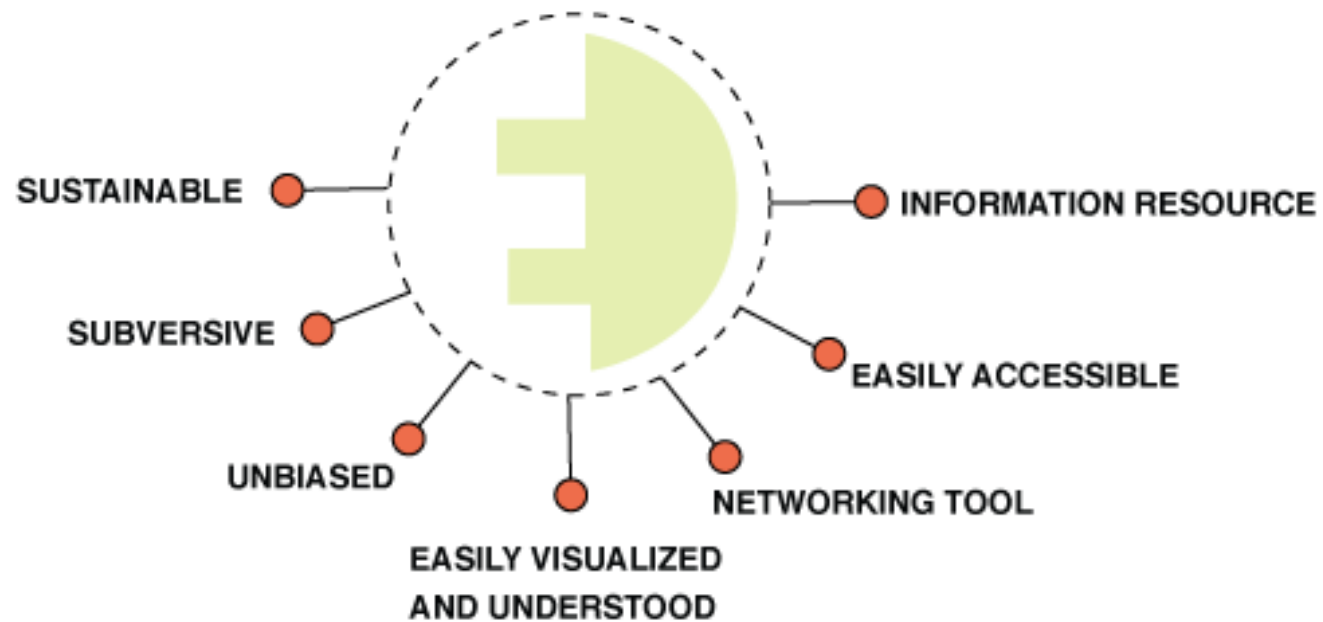
③

Governance doesn't implement tight checks

④

Limited freedom for citizen movements

The Question: What tool will empower China's citizen movement?



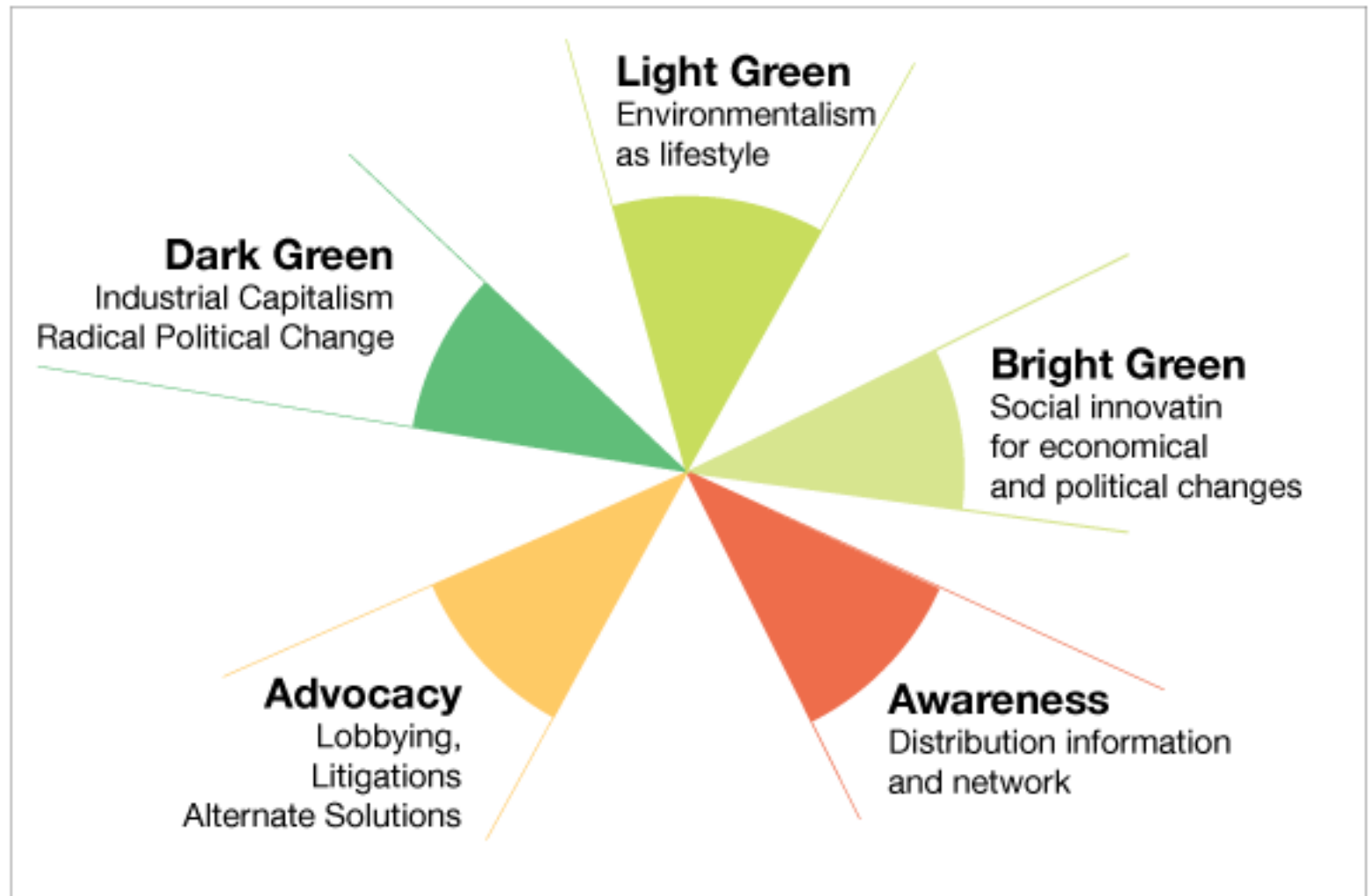
The Precedents

Strategic and Creative Interventions

Ideological precedents: forms of activism



Viridian



Projects: Engage people in global problems locally



Polluted Water Project | The Living
<http://thelivingnewyork.com/rg/rg08>



No Park Project | Natalie Jeremijanko
<http://environmentalhealthclinic.net/projects/nopark>

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ESPAÑOL

CO2 for this Trip by mode vs. other metrics



What you can do ▶



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Visit Amtrak, Greyhound, or HopStop



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Visit Carpool Connect or aRideShare.com



Carbon offsets?
TerraPass, CarbonNeutral
Scientists are sceptical

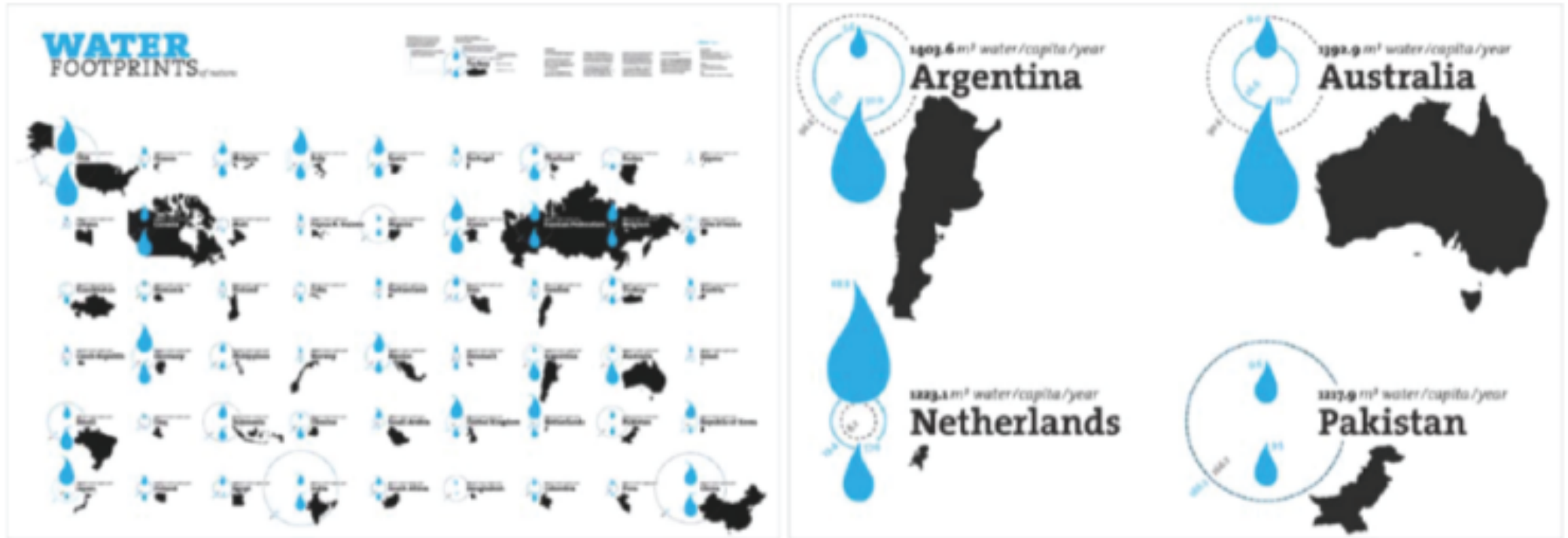


More Info
Want more info?
visit the Real Costs Wiki

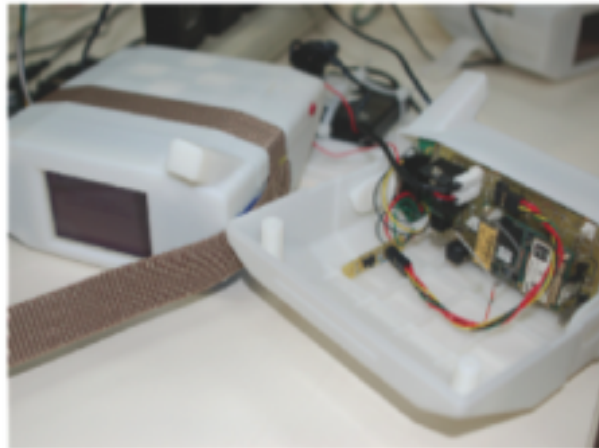


122 Tree-years required to convert 6718 lbs CO2 into Oxygen





The Virtual Water Project | Timm Kekeritz
<http://traumkrieger.de/virtualwater>



AIR | Preemptive Media
<http://pm-air.net>

The Project Proposal

People's environmental movement: Green Olympics 2008

Pollution Facts

“Air pollution could lead to some events at the 2008 Beijing Games being postponed”.

“Sports with short durations will not be a problem but endurance sports like cycling are examples of competitions that might be postponed or delayed”.

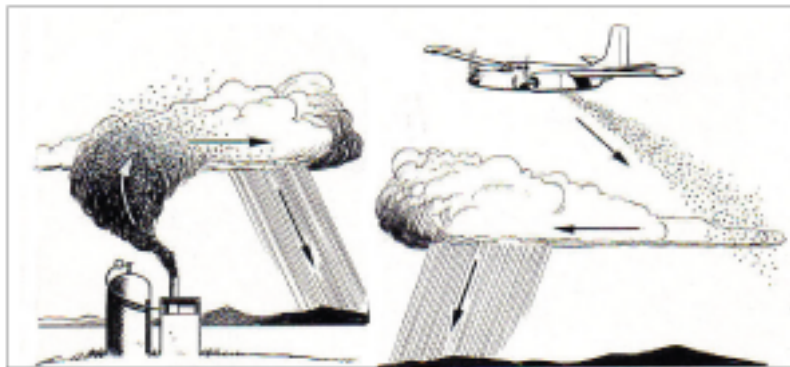
Jacques Rogge. *President of the International Olympic Committee*

Efforts by Chinese government to reduce pollution



Chinese campaign to raise awareness during Olympics.

They are publicizing the increase of number of 'Blue Sky Days' in the city of Beijing.

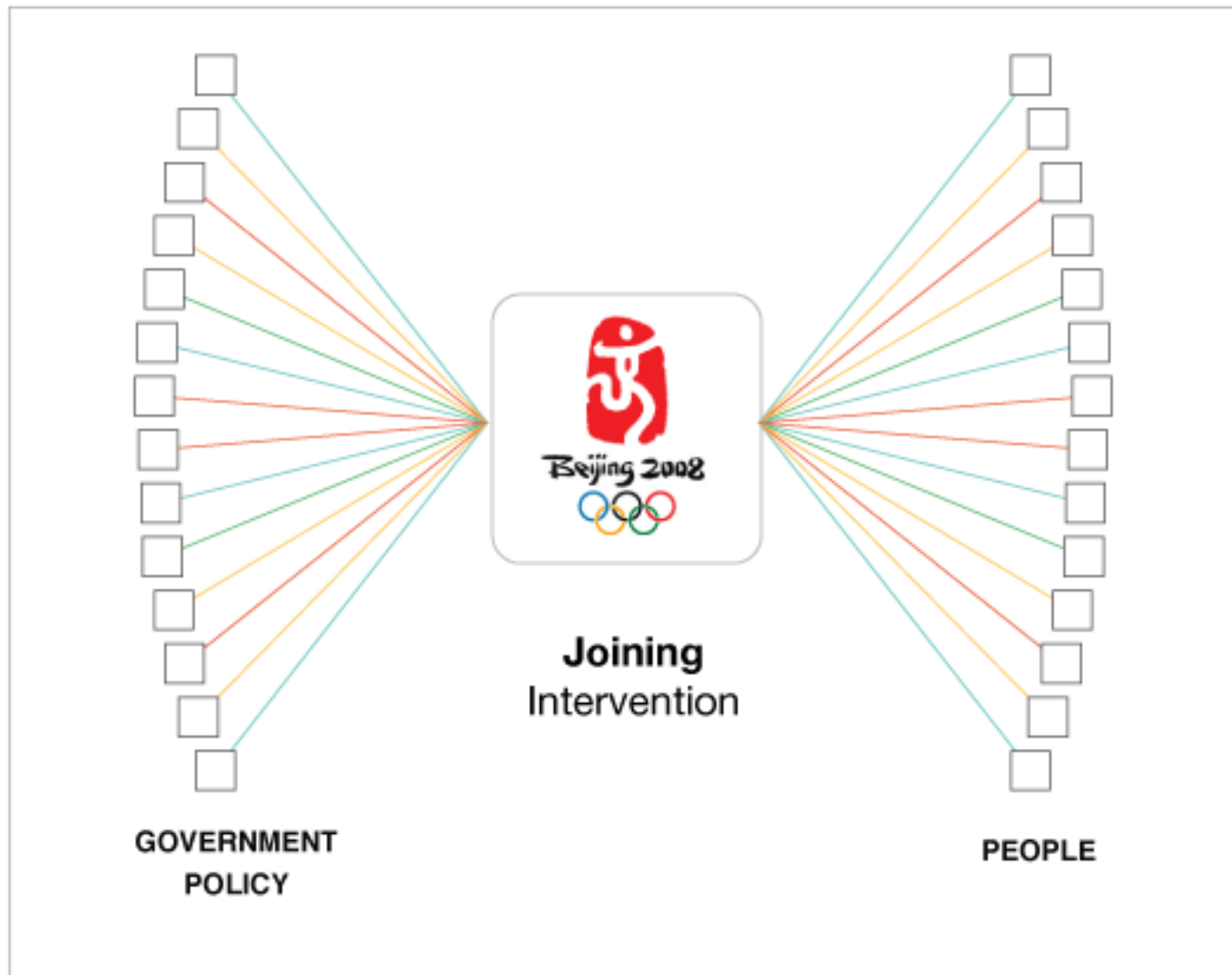


SEEDING: clouds over city to produce artificial rain to clear the sky



RELOCATION: Chemical, steel and pharmaceutical industries outside the city

People's intervention: mass mobilization via olympics



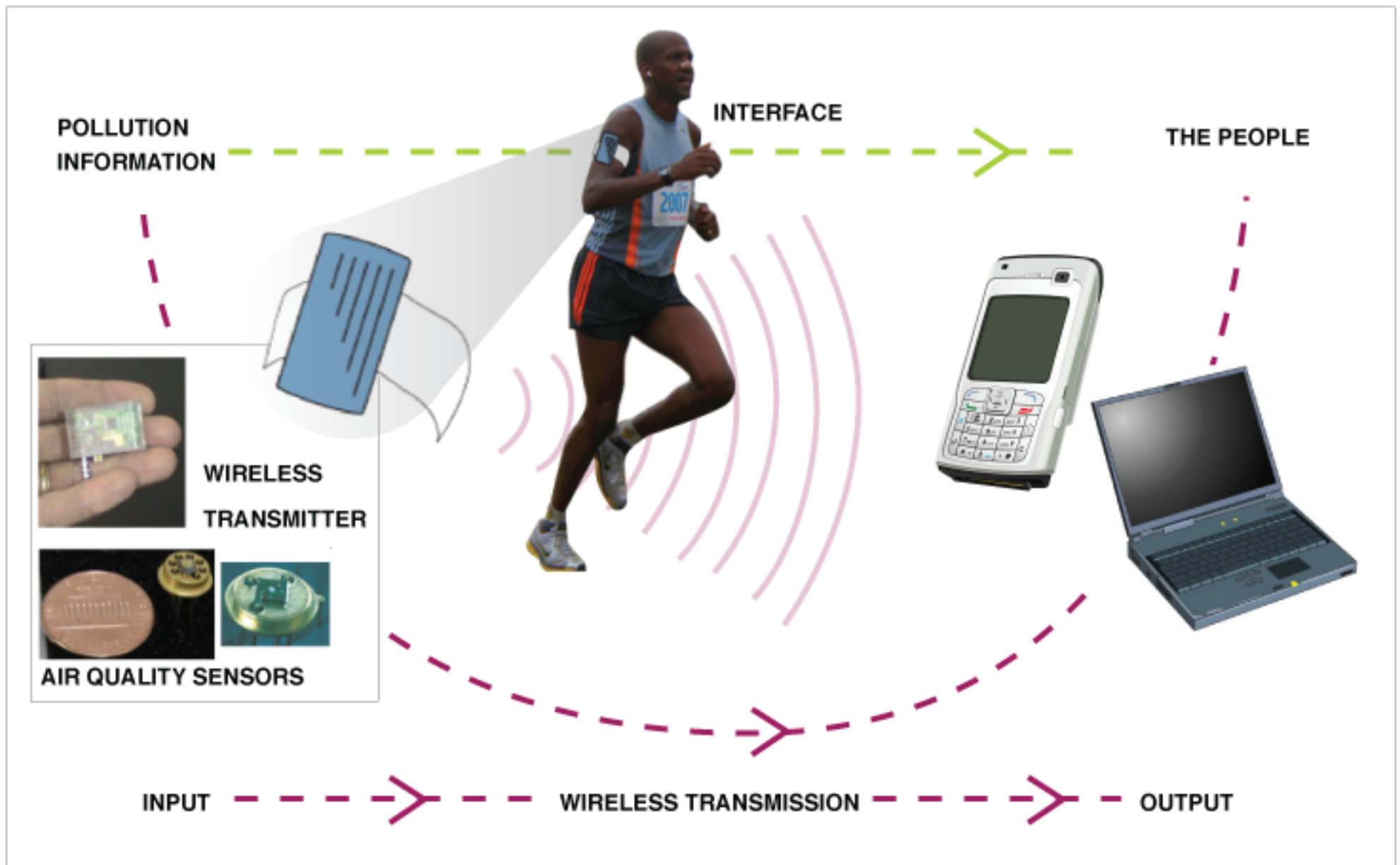
The Function



Concept 1

The player as an interface between air quality data and people

Form: Flow of information through proposed system of intervention





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The official website of the BEIJING 2008 Olympic Games - Games of the XXIX Olympiad

8-24 August 2008



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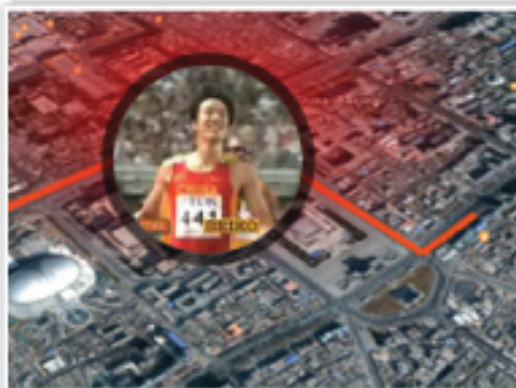
Radio Frequency

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Home > Road to 2008 > Environment

Environment



Help China Win Gold!

Hot

- Beijing's Asuwei plant starts to generate power by marsh gas
- Beijing improves water quality

Beijing's Environment

- Beijing pupils take part in speech contest for environmental protection[2007-06-07]
- Most Beijingers interested in environmental issues[2007-06-05]
- Beijing, Vancouver call on drivers to drive one day less (photo attached)[2007-06-05]
- Beijingers bike to make emission cut come true (photo attached)[2007-06-04]
- Beijingers in WFD campaign (photo attached)[2007-06-04]

Special Reports



Green Olympics: We are in



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COMPETITION SCHEDULE

Legend: ■ Matches ■ Finals

AUGUST 2008	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	
	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	
SPORT																				
Athletics										2	4	6	6	5	3	6	7	7	1	47
Air Quality																				



Events

Navigation icons for various sports:

Athletics



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Liu Xiang | **10,000m Beijing**

prev. time | current time

REDUCE EXHAUST

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441
SEIKO

China - Beijing



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The official website of the BEIJING 2008 Olympic Games - Games of the XXIX Olympiad 8-24 August 2008



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Receive Text
Mobile SMS



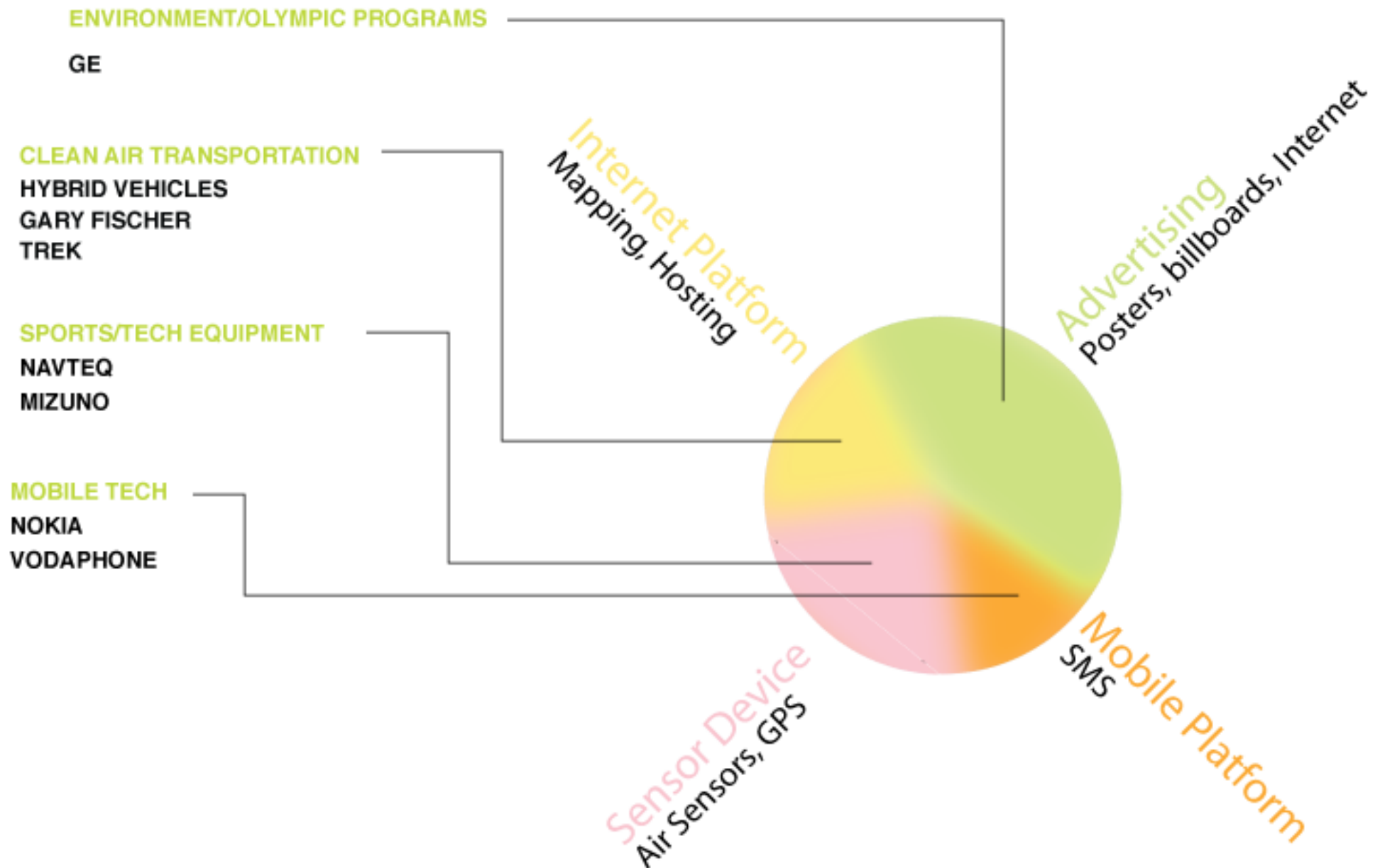
Receive Application
Mobile Internet



Events



Economy: Matching sponsor interest with related spending







王府井大街

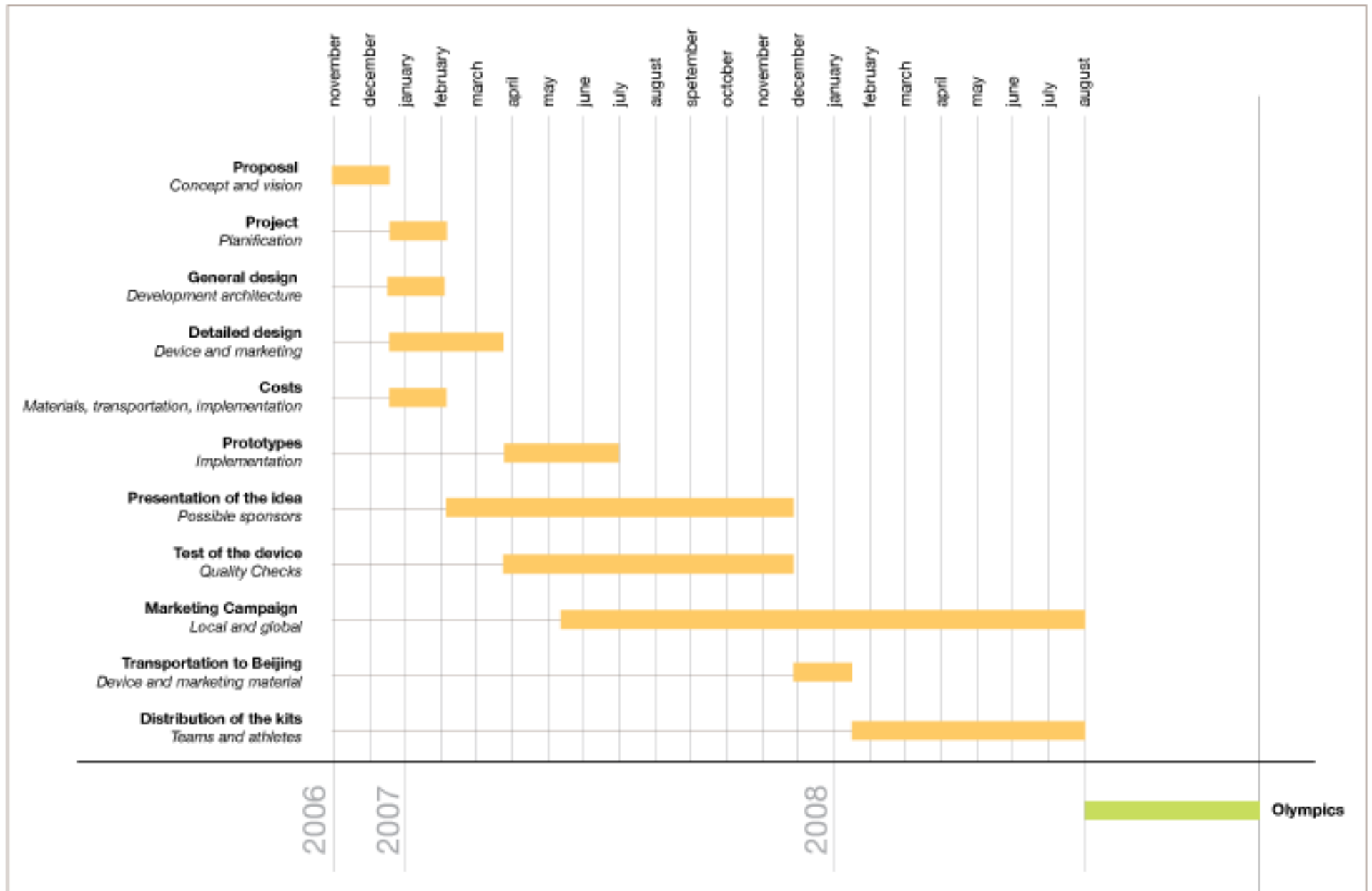
Text "2008" for Details

Environment www.greenolympics.com

Beijing 2008

TMC TREK NAVTEO GE

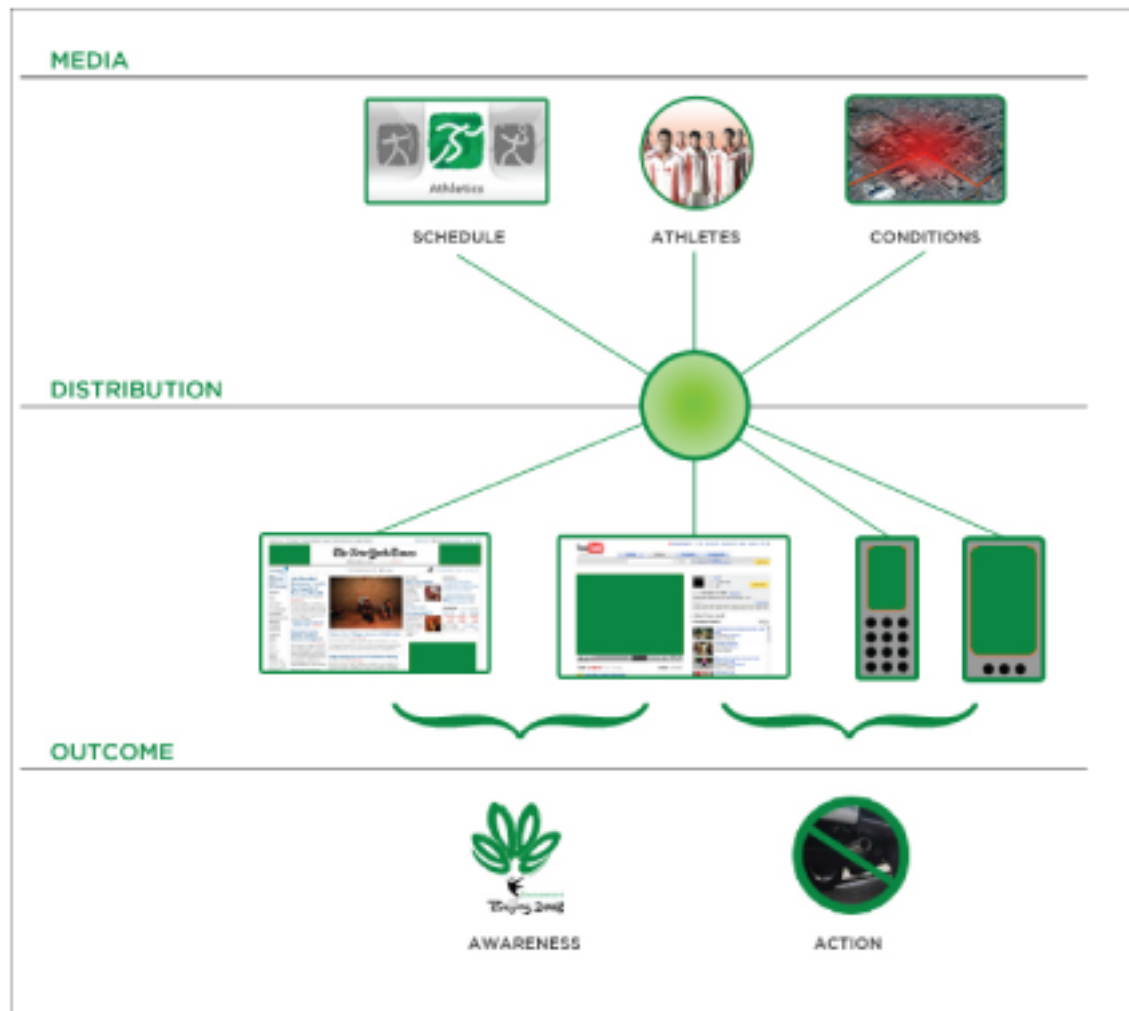
Concept1: Timeline



Concept 2

Fake propaganda creation of previous concept as a viral campaign

Systems map



The fake creation of concept1 as a viral campaign can be executed in a smaller duration of time and with much limited resources. Though real-time air data will still be gathered, player participation will be the constructed aspect of the project. It will serve the same goals as concept 1.

FORM

- > YouTube videos, Vimeo, podcasts
- > Newspapers, magazines, brochures
- > Mobile messaging, e-mails

ECONOMY

A viral campaign is not heavily resource dependent. It can even be launched via a grant from an environmental organization.

Concept2: Timeline

