

# Your Future **me** Design Thinking Problem Brief

Department:

**Operations, Technology, Events and Hospitality Management**

Opening question:

How can we encourage organisations and individuals to acknowledge the effects of climate change by making more sustainable choices?

Context:

Carbon Literacy is about being aware of the impact of everyday activities on the climate and knowing what steps can be taken to reduce emissions as an individual, and why it's important that we all take these steps. The actions of individuals and organisations can and do make a difference in an attempt to create a low carbon culture.

We want you to consider ways that we can empower both organisations and individuals to drive sustainability, consider and think about the realities of situation and how different demographics may feel about it. This must be done in a human focused, empathetic manner that acknowledges the wide range of challenges faced by different groups.

Starting points/ prompts:

- What is Carbon Literacy and what does it mean to be aware of the impact of everyday activities on the climate?
- What steps can be taken to reduce emissions as an individual, a community group, or an organisation?
- What specific role can technology/business technology play in this?
- Why is it important that we as students take these steps?
- What issues are competing with sustainability e.g. the cost of living crisis and how can they be addressed in the drive for sustainability?
- You may also wish to discuss ways in which you can reduce your own environmental impact and the benefits of doing so.