


**OPPORTUNITIES OF MOBILE APPLICATIONS
TO FACILITATE
SUSTAINABLE DEVELOPMENT GOALS**





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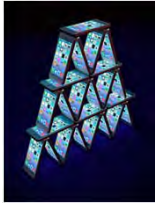
Digital World.

- 2016: global mobile internet user penetration > 50% of the world's population
- Average daily time spent accessing online content from a mobile device (smartphone, tablet etc)
 - 185 minutes daily among Millennials,
 - 110 minutes for Generation X
 - 43 daily minutes for Boomers



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Applications. A Story of Rapid Growth.



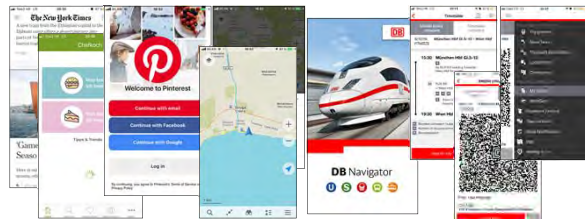
- Relatively easier to create than computer apps
- Considerable lower price
- Translated into a growing industry

Apps available in Apple Store:
 • 800 apps at the month of its launch in July 2008 available
 • 2.2 million in January 2017

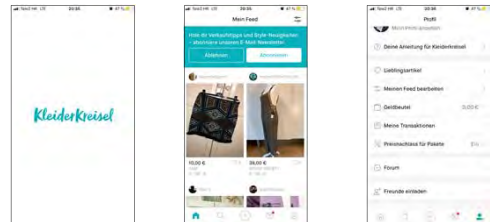
Forecast: Mobile App Downloads Worldwide
 2017: 178.1 billion
 2018: 205.4 billion
 2022: 258.2 billion

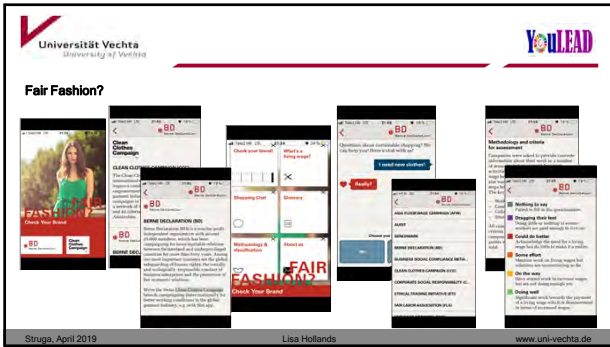
However, estimated: 25 percent apps downloaded worldwide were only used once during first six months of ownership

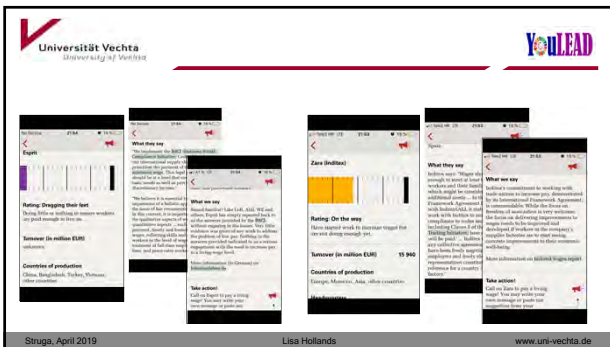
Wide Range.

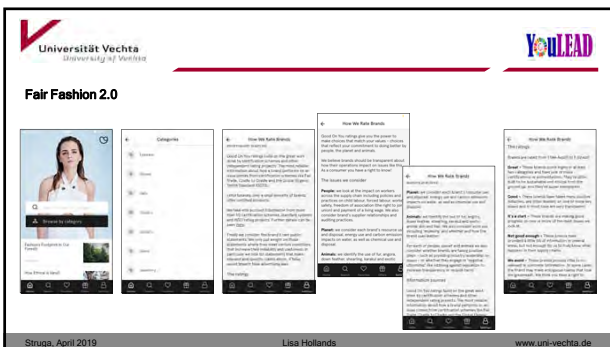


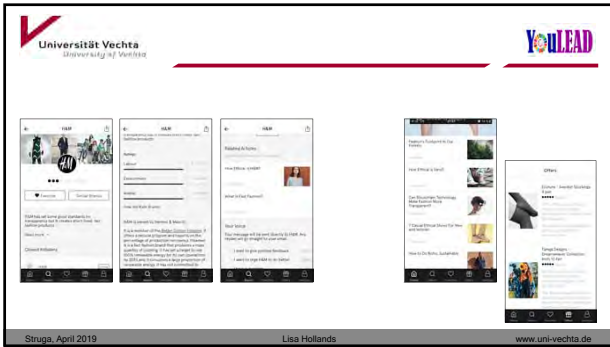
Fashion. Reuse.

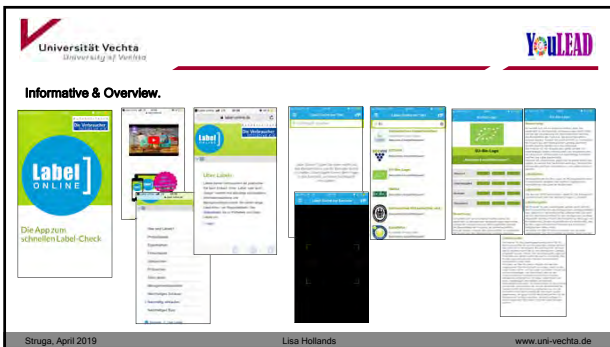


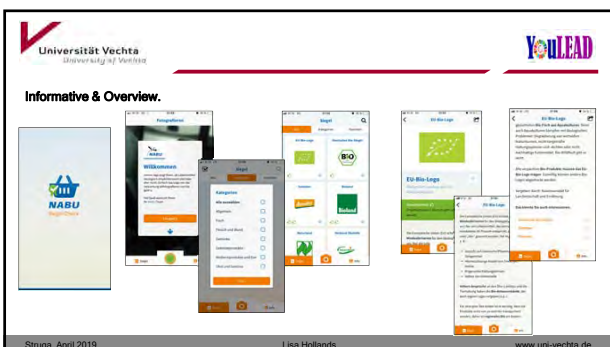

















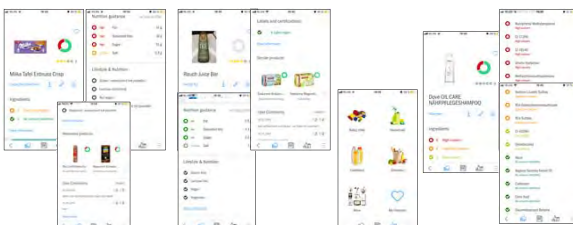



Consumption? Informative & Check up.





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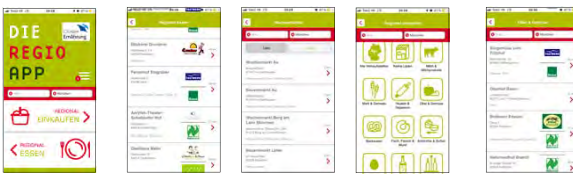





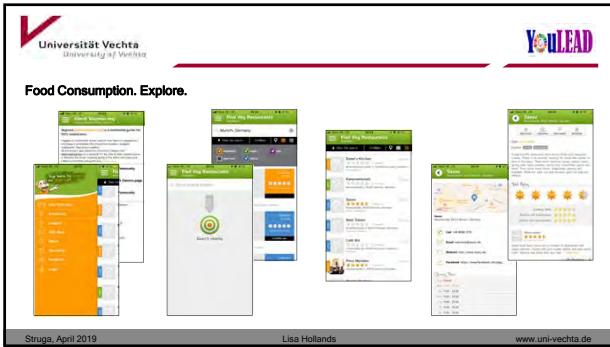
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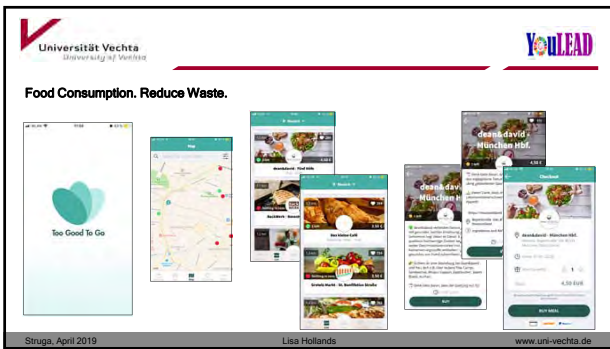



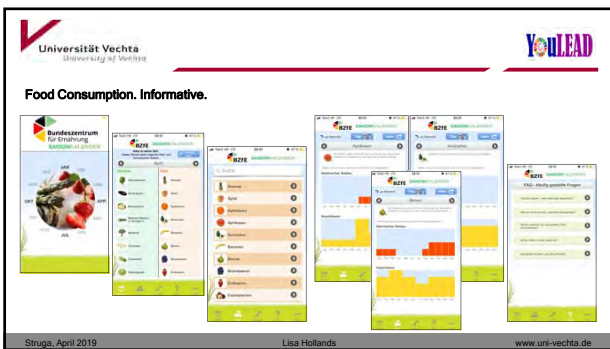
Food Consumption. Explore.





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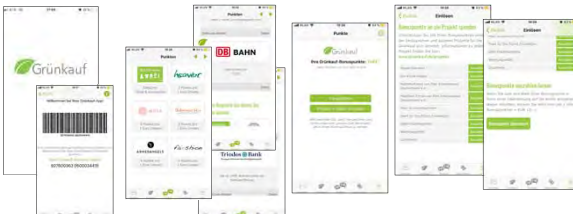








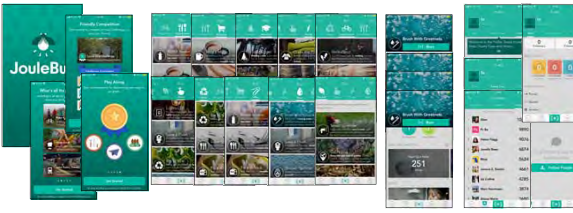
Act - Collect - Be Rewarded.





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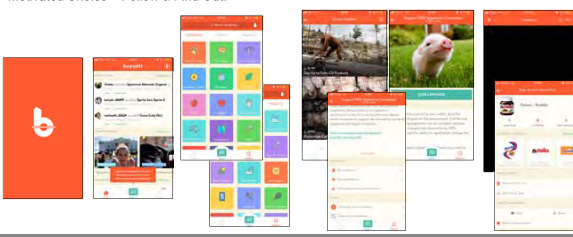
Motivate & Challenge.





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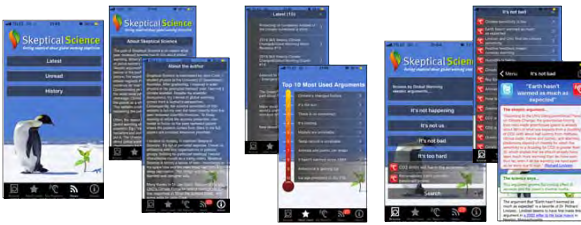
Motivated Choice - Follow & Find Out.





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Informative - Skeptical Science.





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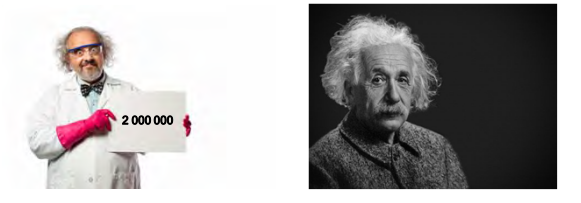



Informative - SDGs.





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Exercise 1: Teamwork exercise on the topic: Status Quo Analysis
 Inventory of already available Apps that help to facilitate the sustainability goals

- Each group should **focus on different SDGs** (named below).
- First everyone should always check the **opportunities available in their own country** (also language)
- Afterwards look into **International Apps** as well
- Already during the research process the results should be integrated in a presentation (ppt) or alternative creative way ☺ .

Group 1 – 1 No poverty, 2 zero hunger, 3 good health and well-being, 12 responsible consumption and production
 Group 2 - 4 quality education, 5 gender equality, 10 reduced inequalities, 17 partnerships for the goals
 Group 3 - 6 clean water and sanitation, 7 affordable and clean energy, 13 climate action, 14 life below water, 15 life on land
 Group 4 - 8 decent work and economic growth, 9 industry innovation and infrastructure, 11 sustainable cities and communities, 16 peace, justice and strong institutions

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Exercise 2: Target Status - World Cafe for brainstorming on present gaps, preferences and options.

1st round: Same groups as in Exercise 1 **answer the 3 questions** on the Flipchart paper on their table (with reference to their SDGs from the Exercise before). **One persons stays** at the table to be the presenter of the results for the next round.

...All the people switch tables and only the presenters stick to their tables. Groups should be mixed now (no fixed order in how to switch tables...)



2nd round: **Presenter tells** new group about the results from the 1st round. People discuss and brainstorm together on what to **add to the ideas**. Again **one presenter** (different person than in 1st round) stays.

...People switch to table at which they haven't been...different presenter stays...

3rd round: Presenter explains ideas. People discuss and brainstorm together on what to add to the ideas. Again See before...

4th round: People switch to **last table** where they haven't been yet. Presenter explains ideas. People discuss One person will be appointed to **present in front of the entire group**.

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Questions

- 1. Based on what you found, what is missing?
 • E.g. Which SDG misses out on corresponding apps? Which apps are flawed, missing out on something ...and why?..
- 2. What would you wish for?
 • E.g. What topic is especially important or suitable to address in an app? What kind of app feature would you wish for (informative, sharing...)? If you could pick one thing that you would love to see addressed in an app - what would it be?
- 3. How could an option look like?
 • E.g. What would be an app that would fill the gap and/ or answer your wishes?

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