

- Facebook: to improve the efficiency of the game on the platform
  - Associations: to raise concern
  - Universities: to promote the initiative
  - Institutions: to promote sustainable actions for any users. The city of Paris could promote the game
- Register new activities in the game
  - Find appealing rewards
  - Improve the game with more people

Measure the carbon footprint of the game users in a manifest and quantifiable manner

Community managers, quiz designers, commercial people to find partners

Friendly family through an active Facebook page which promotes sustainable actions and promotes its best users as well as the beginners

The promotion of the game and its subsequent results are to be promoted through Facebook, and word of mouth

Any person can take part of the game. The game is targeted to any person eager to improve its daily practices. Aware of his/her carbon footprint, the targeted user simply doesn't know how to quantify and measure it. He/she simply needs a nudge to make improvements.

To further develop the game, paying some wages could be required. Advertisement could also be beneficial (e.g. in the metro, Facebook)

The game could include some advertisements on other green initiatives, and products that can improve the carbon footprint of users (e.g. promoting an hydrogen car, or some specific food, or shops that develop eco-friendly initiatives)

The extensive utilisation of smartphone through the constant use of GDS, data is not eco-friendly, neither is the life-cycle of a smartphone. The utilisation of Facebook consumes energy due

Develop eco-friendly habits from any possible user. Companies are also pushed into the game to develop social responsibilities. The game gathers all the stakeholders of the

