

Code Legacy Adoption Plan

(Junior Division)

Our team is called Code Legacy, and together we developed EcoLand, the application that aims to help the environment through technology. The purpose is that the user can become aware, doing so by collecting garbage, reporting sewage points and participating in a community. Our intention is to be able to reach a large audience where everyone has a goal: to take care of the environment through small actions.

How we get people to use our app

We created a validation survey (social networks and whatsapp), explained the objectives of the APP and asked for opinions on the initiatives. From this, we get the public's responses, what people in real life perceive about these environmental issues.

This way we were able to realize how much the app could help in this area, by asking an audience that often lives with these problems what they think.

How will we convince people to use our app

We plan to promote mainly on social media and events related to the subject we are working on.

To convince them that they need our application, we will include in our content:

- Real and current data on how much our city and residents are impacted by incorrect waste disposal;
- Solutions for the correct disposal of waste;
- News about the recovery of the environment after adopted measures;
- Monitoring the resolution of complaints;
- Partnership with public and private bodies and social influencers regarding our initiative;