

you can  
be a hero

# platform for action

**sustainable actions by you and me**

friday 27th february 2009

THE DANISH DESIGN SCHOOL | DANMARKS DESIGNSKOLE / CIID COPENHAGEN INSTITUTE OF INTERACTION DESIGN  
The Interaction Design **Pilot Year**





**DSB - a platform for action towards sustainable mobility**

# take a step forward



it's not about changing the world,  
it's about collaboration and inspiring people to make small changes everyday



# education

teachers

children

parents

community

**“there is already a strong community within a school, they support and see each other everyday, communication between parents exists naturally” - Kathrine (mother of two)**

**“the Danish ministry of education is making a special effort to encourage pupils/students, teachers and schools to put the climate on the agenda in the year 2008/09”**

**the Danish ministry of education**



**Københavns Kommune**  
Familie- og Arbejdsmarkedsforvaltningen

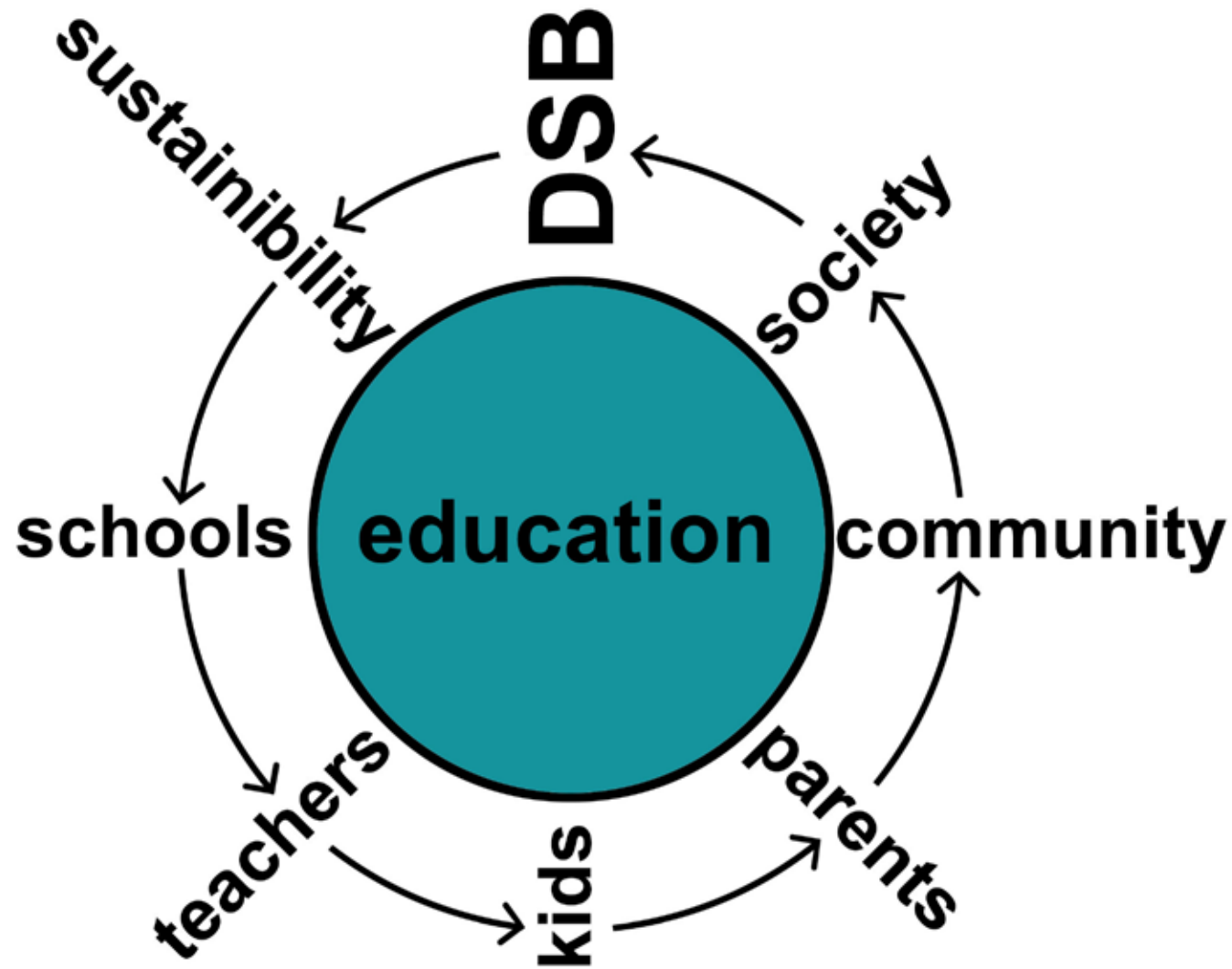
**100m.Skovens Udflytterbørnehave**  
**"Peters Hus"**  
Odensegade 14, st. tv.

**“my children took part in a energy program, they came home asking me many questions”**

**- Anne (head of magootland school)**

**for DSB sustainability is a much bigger vision, it is not about becoming a sustainable company or promoting DSB services.**

**DSB is encouraging everyone to take part in sustainable living habits and be socially responsible**



**platform for action**

communication loop



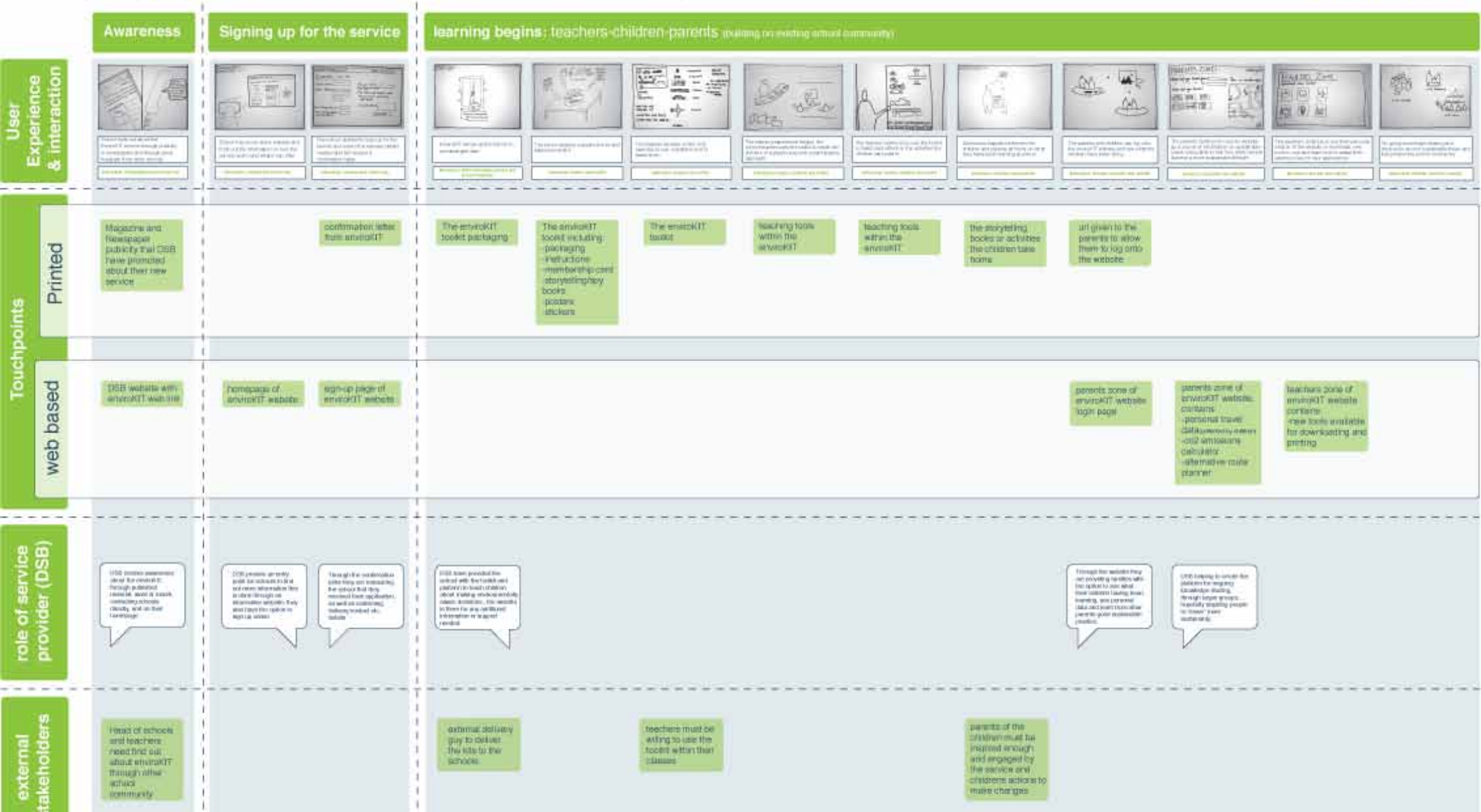
# ENVIRO KIT

**enviroKit is a service which provides schools with a tool kit that enables teachers to implement new participatory methods of educating children about sustainable living.**

**“OBSERVE and LEARN”**

**“make your own decisions”**

**“learn intuitively through doing”**



**the enviroKit  
service experience**



**awareness**

# POLITIKEN.DK

Search bar with 'SØG' button

- Nyheder
- Kultur
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- Tjek
- Politiken TV
- Fotografier
- Tegninger
- Spil
- Tjenester
- News in English

## NEWS IN ENGLISH

Indtast mobilnr.

**SEND**

Gratis link til Politikens mobilsite

**Aktuelt**

Spil for voksne  
Ti nye spil til folk på farten

Årets idealist?  
Giv din stemme her

Guide  
Her kan du se Oscarvinderne

Arkitektur  
Toparkitekt giver fanden i modstand



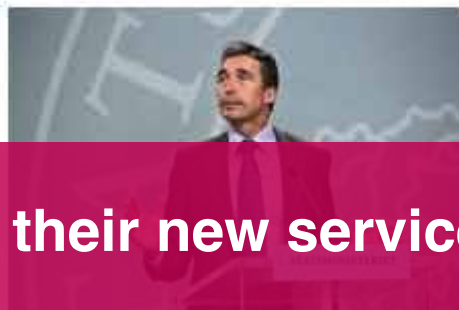
### Public transport to launch school service on environmental issues

25. feb 09:36 The public transportation corporation DSB takes on schools to preach values on sustainable living

[Read more](#)



**Bus drivers back to work Thursday**



**Government tax reform proposal ready**

Annonce

**Klik her og ansøg senest 1. marts**

**TrygFonden**



25. feb Bus drivers back to work Thursday

25. feb Scandlines to lay off 400

24. feb Danish children poisoned in Saudi Arabia

Annonce

**Paris fra 530 kr**

Destination:

Check-in: 04/03/2009

Check-out: 06/03/2009

**Stillingsannoncer fra POLITIKEN**

**DSB creates awareness about their new service**

PARSHIP.dk  
Find den eneste ene

service  
touchpoint


[Kontakt DSB](#)
[Sitemap](#)
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[Forside](#)
[Find og køb rejse](#)
[Om billetter og kort](#)
[Kundeservice](#)
[S-tog](#)
[Om DSB](#)



Her er du → [Forside](#)

# ENVIRO KIT

DSB wants to provide the opportunity for your children to learn about the environment. Available for your childs school NOW!

 Click here for more information and to  
 **SIGN UP!**  


## Find og køb din rejse

Station/stoppested/vejnavn/  
by/lokaltet/tf.nummer

→

Enkelt
  Returrejse

Afg.
  Ank.

## Trafikinformation

Lige nu:

Genveje

- Se alle ændringer i trafikken
- Følg trafikken på Kystbanen
- Byens puls - trafikinformation om S-tog

## DSB og miljøet

- Læs mere om DSB og miljøet
- Spar CO2 når du tager toget
- Sammenlign tog med andre transportmidler

online-rabat

**DSB WildCard**  
Spar op til 50% på rejsen

online-rabat

**Pladsbillet**  
- kun 20 kr.

Rejs på DSB!

Betal  
billetten

the main entry point is through dsb.dk



**sign up for the  
service**



schools can sign up for the service through enviroKit site





making our kids the heroes of the environment



about envirokit

parents' section

teacher section

Here you can read about our service and how to sign up your school to become more sustainably aware.

Changing your local school

EnviroKit is a new service that DSB is providing to schools within Denmark to increase awareness around sustainability. The service encourages you to take little steps to having a more sustainable lifestyle. When you sign your school up for the service you will receive the enviroKIT toolkit, that will provide you as a teacher a platform to teach your children about sustainability in a fun and playful way! The kit will come with full instructions on what to do and how to use the tools we provide you with for different applications.

See how...

- The kids learn
- you can cut emissions



Towards a sustainable community

All long with the toolkit you will also receive personal login details where you can access the teachers zone. On this page you can download new tools to use within in your class.

Popular Links

- See the EnviroStats
- Watch Intro



→ Click here for contact details

**COOL SCHOOL**

**NOT A MEMBER?**  
JOIN YOUR SCHOOL TODAY!

→ REGISTER HERE

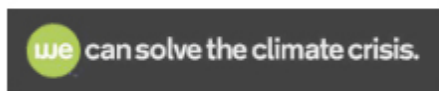
**USER LOGIN**

PARENT  TEACHER

→ Login

**GET TIPS**  
**SEE HOW OTHER SCHOOLS ARE DOING**

→ Click here



service  
touchpoint



The school will receive confirmation of their sign up



**learning begins**

school  
teacher  
children

service  
touchpoint



the schools receives their enviroKit on arranged day



the enviroKit

service touchpoint



....it contains SPY books, stickers, teachers tools

**enviroKit tools can be adapted for various exercises, teachers can download new activities from the enviroKit website or instructions on how to build their own.**

**“the SPY game”**



**SPY game is to teach children to observe and understand what is right and wrong, raise dialogue between children and their parents and inspire them to take small steps towards sustainable living.**

**what is the SPY game?**

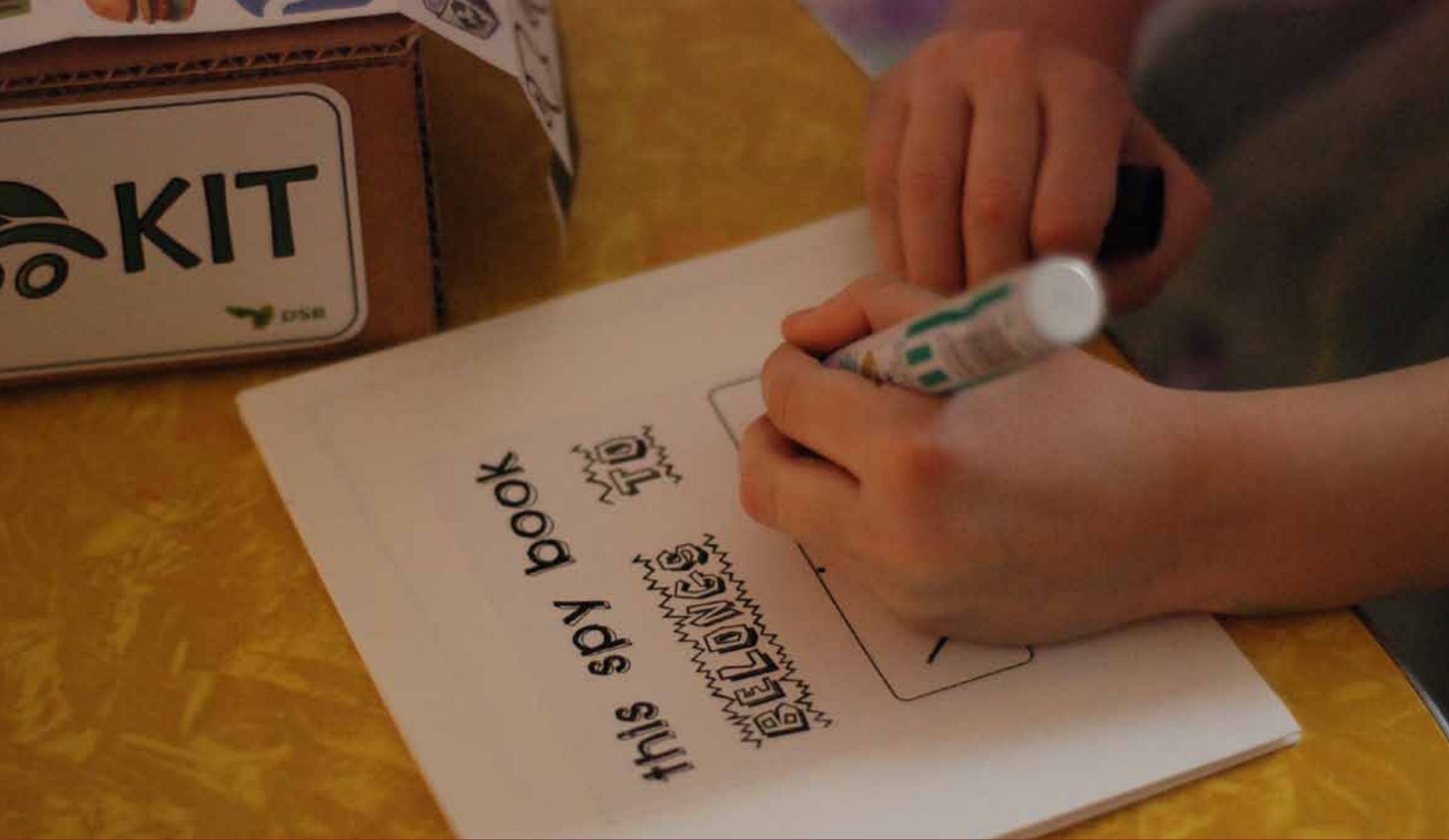
service  
touchpoint

this spy book

BELONGS TO

-----

the SPY book



everyone has a SPY book

this spy book

**BELONGS TO**

Victoria

.....this is victoria's SPY book (victoria, aged 6)



**she is on a spying mission in her home**



**she is checking the temperature of the radiator**

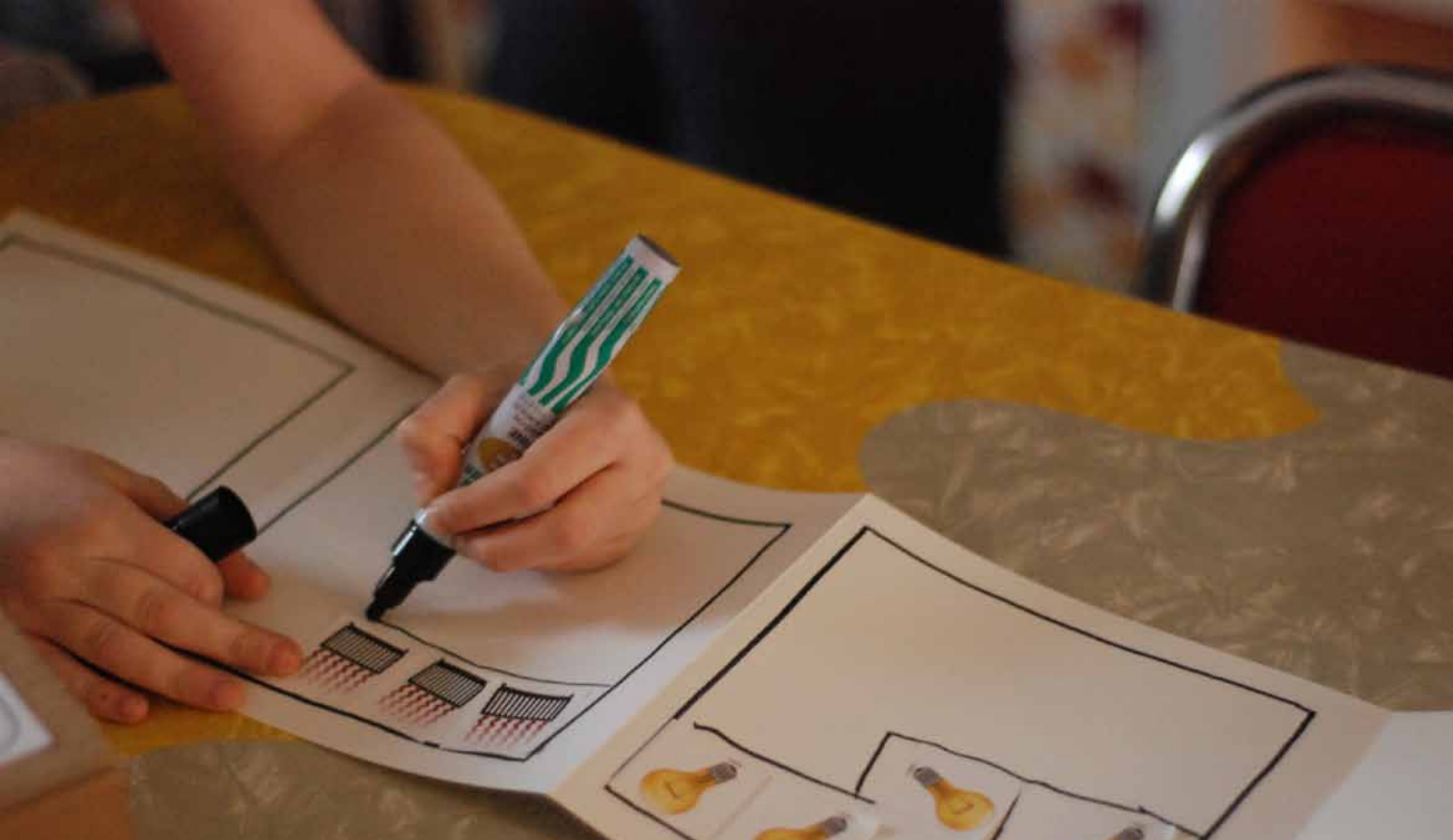


.....checking if appliances are turned off



here she finds the computer is still on "Hey! It's still on!"





she uses stickers to keep track on what is using energy



**learning  
continues**

children  
parents  
community

service touchpoint



she learns in school what she observed



**she tells her mum what she observed and they have a discussion**

**service  
touchpoint**

To access the parents zone  
<http://www.dsb/envirokit/parents>  
Parent Login: ID2345  
password: ciid2376



**her mum can then login to the enviroKIT website and see what her daughter has been doing**

service  
touchpoint

Kildegård Privatskole, Kildegårdsvej 87, 2900 Hellerup - Tlf.: 39 75 03 33 - Fax: 39 68 03 87 - E-mail: kildegaard@kildegaard.dk

Forside  
Om skolen  
Nyheder  
Information  
Optagelse  
Aktiviteter  
Læseplaner  
Retningslinjer  
UU-Nord  
Skolebestyrelsen  
KFO  
Sundhedsplejen  
Søg  
Ledige stillinger  
Kontakt  
LærerIntra  
Intra-spørgsmål  
ElevIntra  
ForældreIntra  
Log ind

## Login til ForældreIntra

Brugernavn:

Adgangskode:

Log ind

Login: Brugernavn er barnets hjemmetelefonnr. efterfulgt af a eller b (eks: 12345678b), adgangskoden er blevet meddelt i brev før efterårsferien - Hvis du har problemer med at logge ind kontakt Peter Mellemgård: pm@kildegaard.dk

For at få adgang til ForældreIntra skal man indtaste et brugernavn og en adgangskode, som udleveres af skolen. Første gang man går ind i ForældreIntra, skal koden ændres til et selvvalgt kodeord, som man fremover skal benytte som adgangskode til ForældreIntra.

► [Glemte adgangskoden?](#)

she can also access it through the school website



**“the real incentive for me would be if my child came home and asked me mom, why do we drive a range rover to school when we can walk or ride our bikes”**

**- Kathrine (mother of two)**

# ENVIROKIT

making our kids the heroes of the environment

service touchpoint

about envirokit

parents' section

teacher section

You are **logged in** as Søren Jensen, parent to Signe, 3.y, Mågodtland Skole



### YOUR STATS

- household energy
- recycling
- plastic bags
- transport
- health food

### YOUR PROGRESS

Did you know?

You're currently in the top 20% of your child's class when it comes to sustainable level. If you want to take one more step, why not take the bicycle to school instead of the bus tomorrow morning. Keep up the good work! Envirokit has updated the trip planner for the upcoming holidays. [Read more...](#)

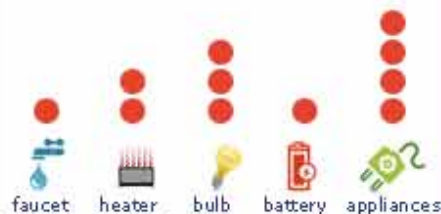
### TRANSPORT STATS THIS WEEK



Calculate Co2 emissions!

Find Co2 friendly routes

### HOUSEHOLD STATS THIS WEEK



Tips from other people!

See how to save money!

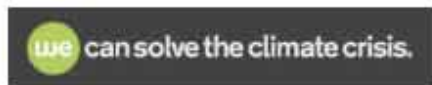
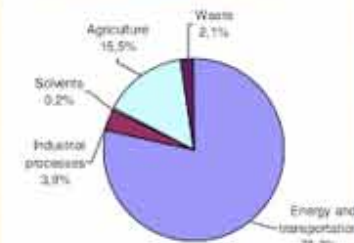


### Travel Helper



### Earth Hour 2009

See the difference you can make







teachers can download new tools on sustainability issues

service touchpoint

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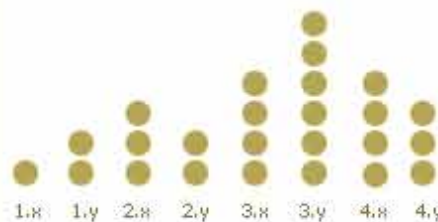
You are **logged in** as

Niels Henriksen, Naturfag, 3.y, Mågodtland Skole

Here you can download instructions and new tools to print out and use in your class.



### SCHOOL STATS THIS WEEK



See other schools' stats

See region stats

Connect with teacher

Broadcast message



### Travel Helper

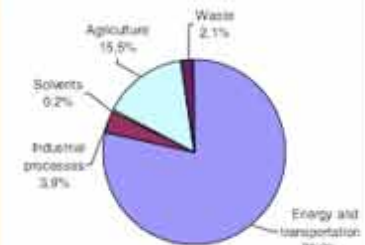


One Planet Lifestyle



### Earth Hour 2009

See the difference you can make



we can solve the climate crisis.



service  
touchpoint



children are rewarded for every mission

**educational institutions are motivated to use this platform within their curriculum**

**engaging children to participate**

**making the kit flexible enough for teaching all areas of sustainability**

**critical success factors**

**“We decided to teach kids in all schools for six months to separate garbage, and then children taught their parents. So then we started a campaign to encourage recycling, and Curitiba has been the city with the highest indicator of garbage separation in the world for 20 years now: 70% of the population separates garbage”**

Jaime Lerner  
governor of the state of Paraná, Brazil

**ENVIRO**  **KIT**



**DSB has played an important role in creating this platform, through education they inspire individuals to take small steps as a community towards sustainable living.**

**DSB as the platform provider**



**thank you**

A close-up photograph of a man's face, focusing on his eyes which are wide open and looking upwards. The background is blurred.

**andreas hesse**

A close-up photograph of a man's face, focusing on his eyes which are wide open and looking upwards. The background is blurred.

**eilidh dickson**

A close-up photograph of a man's face, focusing on his eyes which are wide open and looking upwards. The background is blurred.

**ujjval panchal**

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