



## Summary

Team 4: Joel, Josef, Michelle, Linus, Henna, Katja

### Concept Name:

Dare to Care

(A prototype can be viewed here: <http://bit.ly/DareCare>)

### Description:

*Dare to Care* is a social game that engages existing and potential donors around WWF wildlife programs through monthly themed challenges. Participants dare each other, with monetary pledges, to complete the monthly challenges. Upon completion of each challenge, the “losing” party pays the pledge as a direct donation to WWF’s monthly themed programs.

### Inspiration:

Dare to Care is inspired by the following insights on human needs. People want to:

- engage in good causes in entertaining and interactive ways
- feel that their donations have personal and emotional return
- feel that they can make a real and tangible impact on an otherwise abstract and daunting problem – saving the planet

### How Dare to Care works:

1. Josef (participant 1) reads about the August challenge – The Polar Bear Dare – in the *Dare to Care* app.
2. The Polar Bear Dare proposes a few challenges related to WWF’s efforts to protect the Arctic. Some examples are:
  - a. Commit to a car-free month (to limit global warming in order to prevent polar ice caps from melting)
  - b. Eat ecological food for a month (to reduce the use of chemical pesticides)
  - c. Be a vegan for a month (to reduce the amount of greenhouse gases)
3. Josef dares his friend Joel (participant 2) to be car-free for a month and sets the dare pledge at 100kr.
4. Joel accepts the challenge and the pledge amount – the dare is on!

\* This pledge amount of 100kr will be donated to WWF at the end of the challenge. The challenge determines which of the participants (Josef or Joel) will pay the 100kr.

5. Joel rides his bike and walks for the next 30 days, and wins the dare.
6. Because Joel won the dare, Josef has to pay 100kr as a donation to WWF’s Arctic programs. If Joel does not go car-free for one month and loses the dare, he will have to pay the pledge of 100kr to WWF. Regardless of who wins the dare, WWF receives the pledge amount at the end of the monthly challenge.

Social sharing is integrated throughout the challenge:

- When both Joel and Josef accept the challenge, an automatic post with the hashtags “#IBearYou#WWF” will be generated on their social media accounts
- When the challenge is completed, Joel can upload a video or picture with the hashtags #IBearYou#WWF as proof that he actually did go car-free the entire month.
- Joel will also receive a Polar Bear Dare badge that he can share on Facebook and other social media channels

Throughout the month of The Polar Bear Dare, participants can access a live report summarizing the amount of donations collected for the challenge and the donations’ impact on protecting the Arctic. This report is important for donors to see the direct effect of their donations and feel that they are making real and tangible impact on an otherwise abstract and daunting problem – saving the Arctic.