

HOUSETAINABLE.COM

A GUIDE ON HOUSEHOLD SUSTAINABILITY A GLOBAL CHALLENGES: EXPRESSING PROJECT



A WEBSITE FOR YOUNG ADULTS

The aim of our project was to make a guide for young adults on how to build their first household in a sustainable way. A guide so complete, understandable and easily accessible that one would be a fool not to use it. Through making sure that sustainability is fun and a top of mind subject when building your life and household - we are hoping to contribute toward reaching UN's sustainable development goal number 12 responsible production and consumption - and in the long run also number 13 climate action. Our project has met some obstacles, mainly on how to measure our impact and in how to reach out to as many young adults as possible. If you are interested in what we have done, please find more info below - and do not hesitate to ask questions!

WHY GOALS 12 & 13?

Choosing which goals to combat was not easy since they are all very important. What made us decide on number 12 and 13 - climate action and responsible production and consumption respectively, was due to the fact that we all have a personal interest in the environment and its challenges.

RESULT AND IMPACT

To see the website, please visit www.housetainable.com

Our impact has been very hard to measure, to be able to get feedback we have asked the visitors on the site to complete a questionnaire on what they thought about the site and what can be improved.

HOW DID WE PURSUE CLIMATE ACTION?

We have built a website for young adults building their life and household. The decision to target young adults was based on the fact that they are to, for the first time in their lives, make more or less all of their consumption decisions on their own. When using our website, they are guided through many of the decisions that you need to make when starting your household, and how to make them in a sustainable way.

WHAT HAVE WE LEARNED?

As expected we have faced a few challenges while carrying out our project, where the major ones have been our outreach, and how to measure our impact. To deal with this we have contacted upper secondary schools to post the link on their intranets. Regarding the measurement we have had a survey active on our website as well as arranging focus groups with young adults.

