

WARWICK SUSTAINABILITY CHALLENGE- TEAM

SOCIOLOGY

This Presentation will cover...

- ❖ Our Definition of Sustainability
- ❖ Our Solution to the challenge
- ❖ Ways to implement them in the future

OUR DEFINITION OF SUSTAINABILITY

- The term sustainability cannot be deployed without clarification of what interpretation one is invoking, given that since conception it has taken on multiple definitions. These definitions fall under three oftentimes competing broad church understandings: economic sustainability, environmental sustainability, and social sustainability (Kandachar, 2014).
- Sustainability as a concept originated from environmental and economic concerns in discussions of how to maintain forest yields (Kuhlman and Farrington, 2010). The discourse of sustainability then became more dominated by economics due to the 1987 Brudtland Report, (Kuhlman and Farrington, 2010), which positioned sustainability as “development that meets the needs of the present without compromising the ability of future generations to meet their own needs” (WCED, 1987, 47). However, notwithstanding the multiple inflections of sustainability, ‘social sustainability has been the viewpoint least engaged with (Kandachar, 2014).
- Therefore, to redress this imbalance in conceptualising sustainability, this project employs social sustainability, defined as ‘a process for creating sustainable successful places that promote wellbeing’ (ADEC Innovations, n.d.) as the framework to guide our solutions.

THE CHALLENGE

- Encouraging more people to use public transport - in this case the buses in Coventry
- This will reduce traffic on the road and emissions from unnecessary car use
- To do this it is important to target an audience who currently does not use public transport as much and remove obstacles that makes it difficult for them
- Simplify and make public transport as accessible as possible.

WHAT IS THE PROBLEM?

- ❖ As a team we decided to focus our attention on how to make buses in Coventry more accessible and user friendly, especially for people who suffer from various mental health issues such as anxiety, ADHD, Autism.
- ❖ **Problem Statement:** How might we increase the accessibility and use of buses for people, specifically those who suffer from Anxiety, ADHD and Autism?

MENTAL HEALTH AND PUBLIC TRANSPORT

- ❖ Recent research that was conducted in Norway by Amundsen (2018) found that people with mental health disabilities are less likely to take public transport.
- ❖ The British Psychological Society recently did research on public transport and mental health. They concluded that transport providers need to pay more attention to the difficulties people with mental health problems can have in using their services.
- ❖ While there are already badges that people can wear on public transport, more can be done to make the Coventry buses more user friendly for those with mental health disabilities.

OUR SOLUTION TO THE CHALLENGE

- ❖ **A public transport app**
- ❖ **App name - ON THE GO. (COV)**
- ❖ An app whereby one can check all things public transport in Coventry
- ❖ Live updates on bus times, coach times, train times.
- ❖ Live bus tracker
- ❖ Personalised alert system dependent on the needs of the individual.
- ❖ Reward system

KEY FEATURES OF THE APP

- ❖ Alerts on the capacity of the Bus e.g. number of seats available and whether these seats are next to people - allowing people with anxiety to have more control over their journey as crowded spaces can be stress inducing.
- ❖ Alerts on the noise level of the e.g BUS IS NOISY DUE TO SCHOOL Children; people with autism who may not like loud environments are now able to have more control over their journey.
- ❖ A User Interface suitable for Blind and Deaf people.
- ❖ A tool to notify the driver of an invisible disability, when a bus user buys a ticket or scans their bus-pass, in order to reduce the stress of having to speak to someone.
- ❖ This tool could be extended to allow users to convey whether they would like to have a brief conversation with bus drivers or not.

KEY FEATURES OF THE APP

- ❖ Live Bus trackers to track buses and the possibility to share by text what bus you are on, helping to give people with mental health issues more independence to travel by themselves without a guardian with them.
- ❖ Ride share - Share details of a planned journey with other people to coordinate.
- ❖ Point System - Points as you tap, more journeys you have the more points you receive. Draws every month.
- ❖ Information on all things public transport
- ❖ Information/courses on how to cope with mental health, saving money, single parenthood etc, useful courses to keep people occupied while they journey.

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