

13/01/2024

YOUTH CLIMATHON

**INNOVATIVE SOLUTIONS FOR THE ACCELERATION OF CLIMATE ACTION
IN ASIA & THE PACIFIC**

URORA

**An Urban Planning Community, Green Lifestyle, and Marketplace
All In One Website**

Our Concerns

Vulnerability of Urban Communities to Climate Change

Approximately **56% of world's populations** live in cities and projected to rise steadily. (Worldbank)

According to MacNevin, many major cities, including Jakarta, Brasilia, New Orleans, Boston, and Dubai, have poor designs. More than **1 billion urban dwellers live in slums** (UN Stats) where their settlements are exposed to climate change and cause a lot of problems for the environment.

A huge part of youth doesn't know about climate change or doesn't know how to help the world to withstand it.

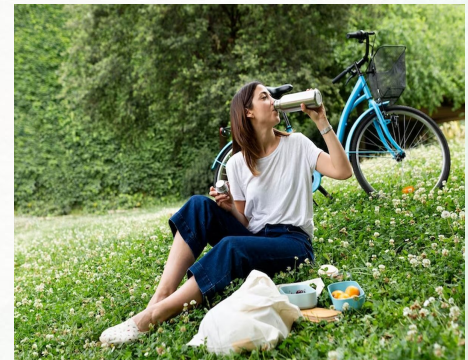
- Urgent demand for innovative urban planning to address climate change challenges.
- Limited youth involvement in tackling climate change issues, insufficient knowledge and opportunities to contribute effectively.
- Inadequate urban planning systems and developments in towns and cities hinder sustainable progress.

To build climate resilient cities, we need climate resilient people.

Digital Solutions to Build Climate Conscious Community

The 18-29 age group is at the forefront of the movement towards sustainable living as they deeply engaged with global information via social media (Dentsu Institute, 2021). Our initiative involves creating a website (URORA) and utilizing social media dedicated to promoting eco-friendly lifestyles, encompassing the sale of sustainable products, advocating for green spaces in users' cities, and fostering a climate-resilient community.

Additionally, we aim to establish an online forum on our website to empower youths to exchange ideas regarding city planning and related topics. This will enable the younger generation to participate in the urban planning process, while developing innovative ideas amongst themselves. We hope to initiate in person events too by collecting and sharing volunteering opportunities among the youths.



Target Group

Our target group is the urban youth dwellers aged from 10 to 25 years. They will get the opportunity to get involved in urban planning of their hometown. As many researches and studies show, youths can provide more innovative and creative solutions to various problems, hence they can help their own cities and towns to become more eco-friendly and adaptive.



Environmental Impact

- Advocate for policies supporting adaptive and climate-resilient settlements, fostering well-planned urban developments
- Elevate the significance of green spaces within the city by organizing regular events
- Implement 500+ installations of nature-powered facilities, offering lighting and access to clean water in informal areas
- Actively promote the development of climate-resilient infrastructure in high-risk areas
- Increase use of sustainable and eco-friendly products to reduce waste and its potential hazards

Our goal is to unite the local communities, especially the youth. We plan to be present in 30 major cities in Asia Pacific.

To elevate our impact, we expect to get information from the authorities of various settlements to create most effective programs involving youth. After that, we will do surveys to gain feedback whether their settlement became eco-friendlier, more climate-resistant or not.

Social Impact

- Build a global online green community with **5.000** active members
- Educate **200,000** people and create climate-conscious generation from our social media, workshops, and volunteer activities
- Influence urban dwellers to green lifestyle
- Contribute to policy making regarding urban planning
- Strengthen the city's preparedness to effectively respond to climate-related disasters
- Involving locals, increase awareness of green lifestyles and open up job opportunities in informal areas

Learn Together for Better Change

Thanks to our project a lot of people in local communities will get the knowledge and skills needed to effectively address climate change and urban disasters.

Our project will also help the environment by making the settlements more eco-friendly. We will measure the social impact by tracking the increase of the workers, and do surveys at various settlements.

Cost Considerations

Website development and maintenance \$1000

Domain and hosting \$250

SEO \$200

Payment gateways 2.9% + 30¢ per transaction

Marketing \$500

Annual Online Workshops \$500

In person volunteer support \$300

Nature powered facilities

installment and maintenance \$500/facility

App development \$50.000

S&E ROI

- Revenues from selling green products and ads space in our website
- Subsidies from governments for submitting innovative ideas and promoting sustainable developments
- Marketing services for green space or products

URORA's Journey

- Introduce URORA using social media platforms
- Create concept for URORA website

JUNE 2024

- Establish partnerships with businesses for product sales on URORA.
- Engage 100 active youth community members in discussions addressing urban planning challenges.

DEC 2025

- Educate total of 10,000 through online workshop
- Take part in policy making and urban development planning
- Develop URORA app
- Install navigation on the website and app for effective green recommendations

- Become leading marketplace with offline stores
- Introduce innovative services, including online shopping waste management
- Undertake large-scale projects, such as the development of green settlements

JAN 2024

- Actively creating green lifestyle content
- URORA website first launch

DEC 2024

- Dialogue with local government
- Total of 20,000 products purchased from URORA
- Build nature powered facilities

DEC 2027

DEC 2030

- Involve in building green-facilities projects
- Host 100 In person events, including pop-up stores, speeches, forums, etc.
- Integrate renewable energy into operations

2035

Partnerships

We are planning to establish partnerships with local authorities for certifying our project and sending them final solutions, for getting permission so that the community can do volunteering activities. We are also planning to establish partnerships with companies that can provide volunteering work for the youth to help the environment. We are also considering partnerships with companies that seek to help us financially and the Government (e.g Ministry of National Development Planning). This will help us to reach more settlements and help the communities to take part in urban planning of their hometowns. Furthermore, as the platform retails green products, we are able to get funding from producers of these products who wish to sell their products.

URORA Business Model

We plan to generate revenue by selling environmentally friendly goods, providing space for advertisers, and offering services to market government and company facilities or products that support a green lifestyle.

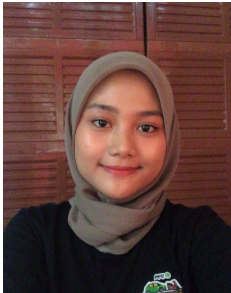
We prioritize nature solutions, creative adaptation and the role of youth to enhance our impact, both environmentally and socially, in a sustainable manner.

Our website model is designed to be practical and informative, aiming to encourage users to become climate resilient.

Every USD 1 of the minimum purchase amount will be used to create nature-powered facilities such as solar street lights and water purifiers in informal areas. The installation and maintenance will involve locals, providing knowledge and employment.

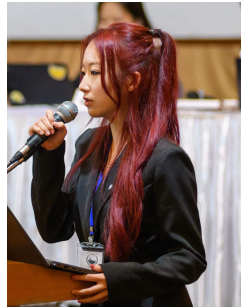
Get To Know

Youth-led Planning Pioneers



Ananda Azhar

Role: Group Member
 Education: International Trade in ASEAN and China Regions
 Experiences: Vice Head of Media and Communication Department, Social Media Intern



Yina Yao

Role: Group Member
 Education: Chiang Mai International School
 Experiences: President of Model UN club, Environmental affairs intern



Davit Vanyan

Role: Group Leader
 Education: High school education in Ayb school
 Experiences: Project manager of Engineering club of Ayb school, Member of Climate Uturn and PAM.