



Whitney Love





Disconnect





Disconnect



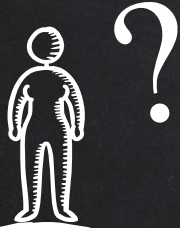


Disconnect





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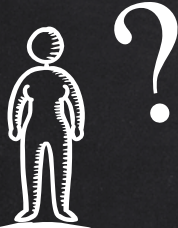


Rich folks in the 'burbs





Disconnect



Staged fun isn't fun

Rich folks in the 'burbs



**THE
GAMES**



**SUSTY
GAMES**



Goals

1-2

New Activity
Goal



Continued Action



Conversation



Demystify



Pilot

WHAT PLANET ARE WE EVEN ON?!



In a world out of whack, we've lost touch with our planet.

You can help us get back down to Earth!

Be a Changemaker and navigate through 9 levels of the #SustyGames Scavenger Hunt to become an Active Earthling & be entered to win prizes.

Adventure awaits at www.SustyGames.com!
Only 500 sign-ups accepted!



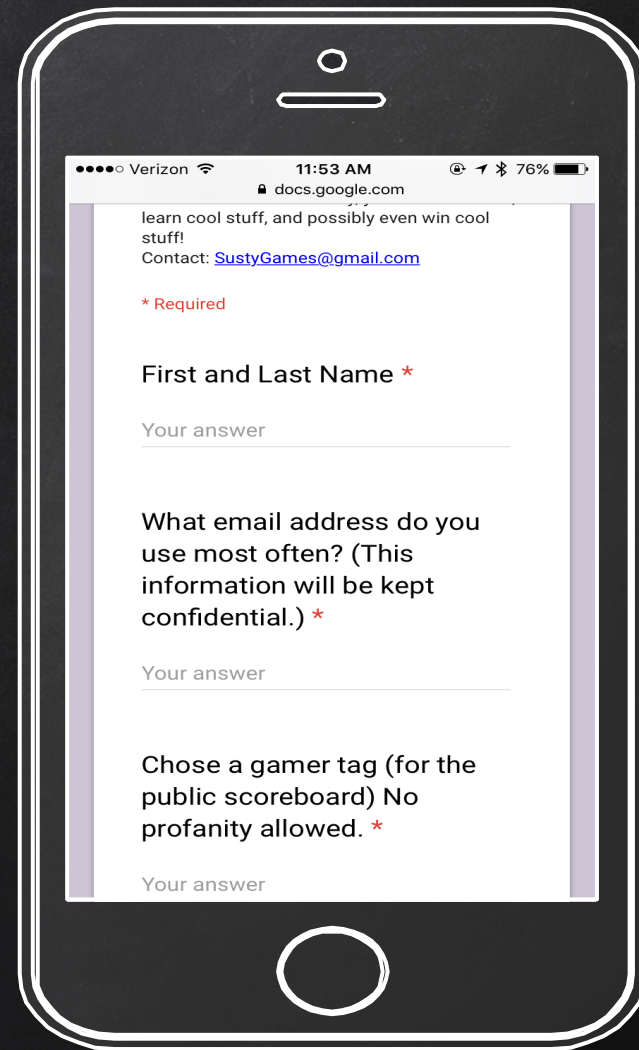
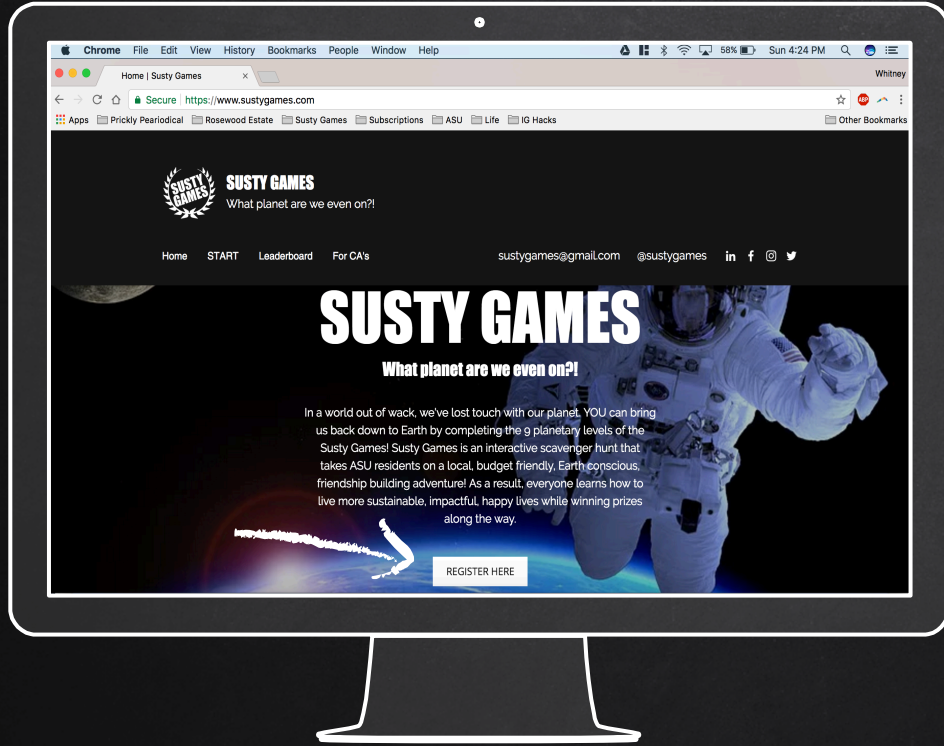
SustyGames.com @SustyGames

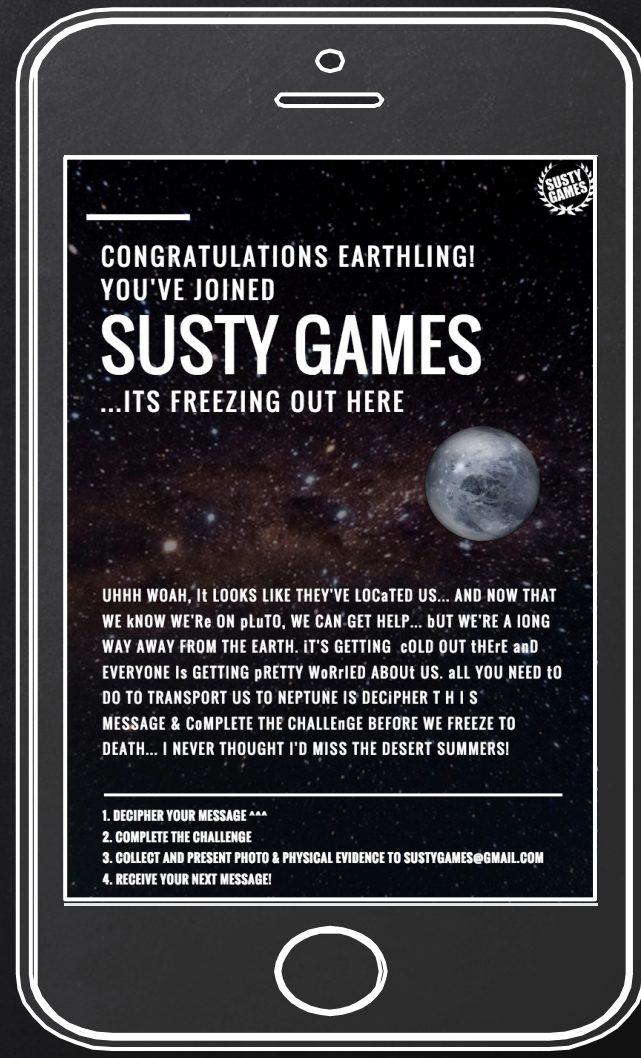
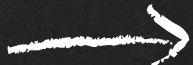
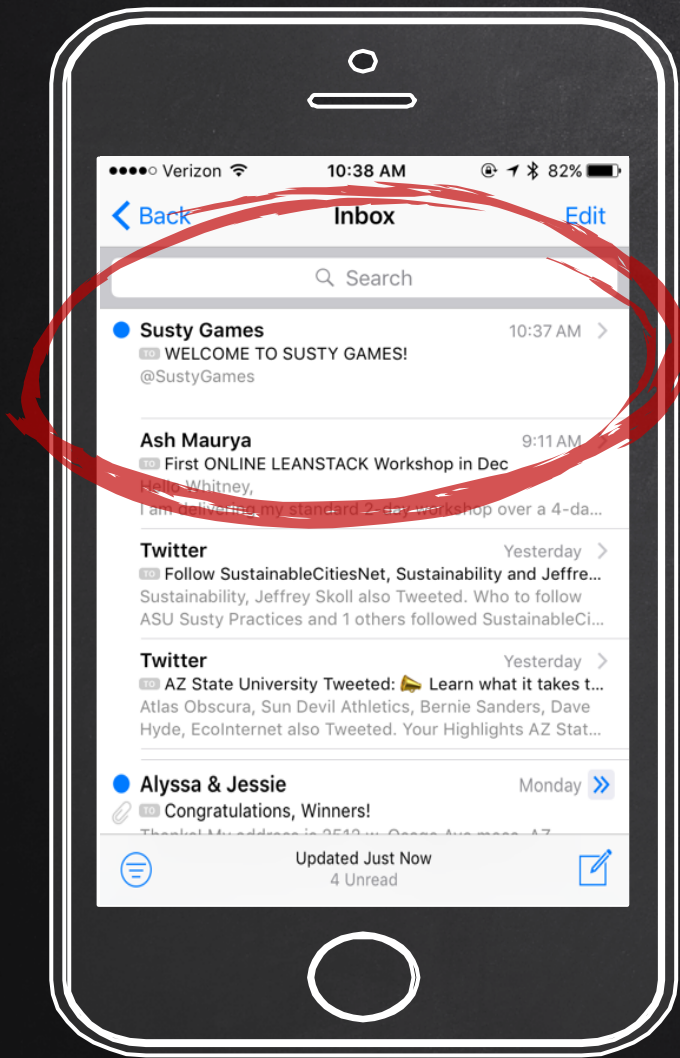


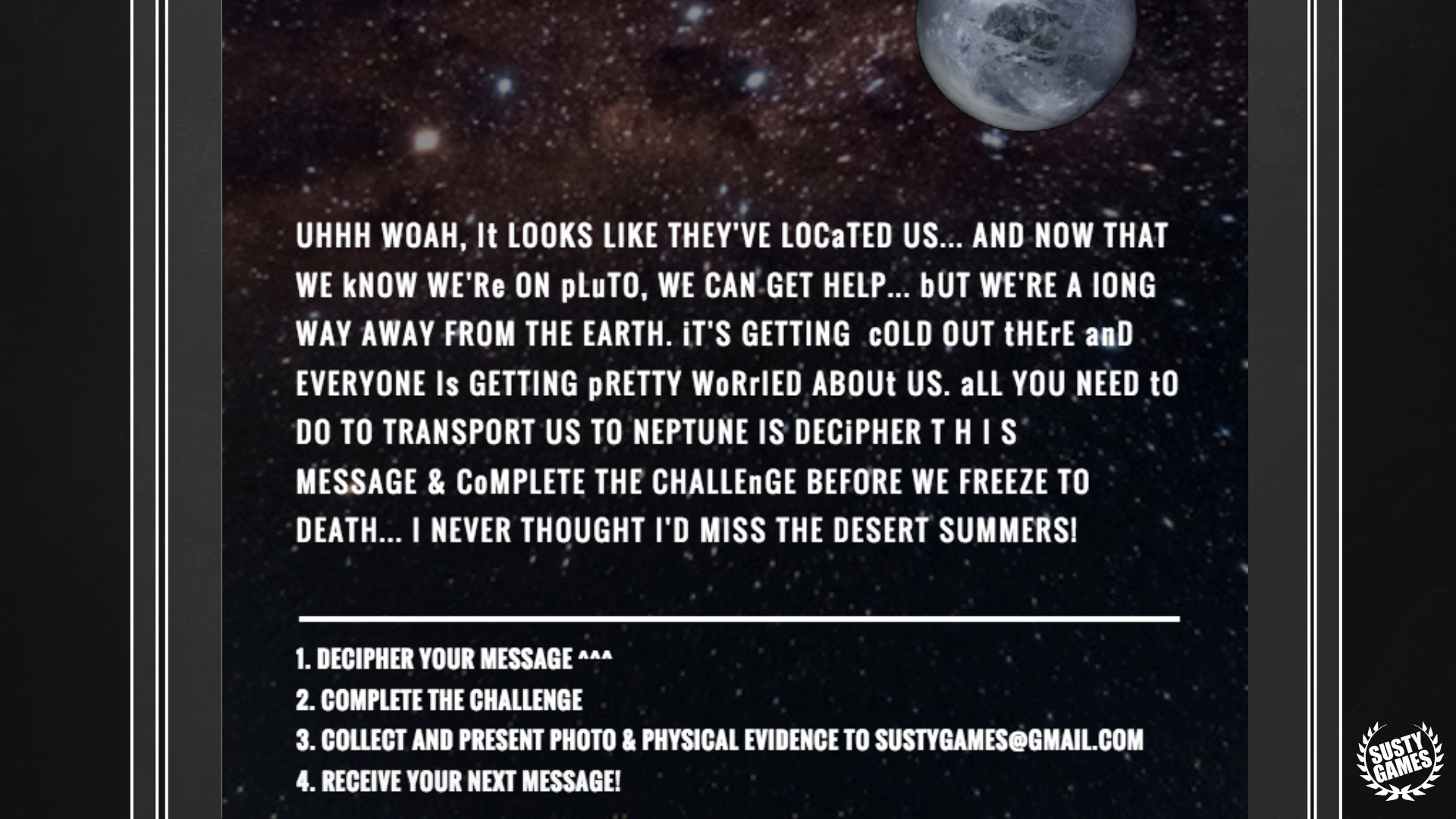
SIGN-UP ONLINE BY SEPT 10TH @
WWW.SUSTYGAMES.COM/START

1. Register on www.SustyGames.com/start by Sept 10th
2. Decipher secret messages to unveil your challenge
3. Complete challenges and obtain evidence
4. Send evidence to SustyGames@gmail.com for your next message
7. Unlock all 9 planetary levels to become an Active Earthling by Oct 2th
8. Be entered to win various prizes!










UHHH WOAHH, It LOOKS LIKE THEY'VE LOCATED US... AND NOW THAT WE KNOW WE'RE ON pLUTO, WE CAN GET HELP... bUT WE'RE A IONG WAY AWAY FROM THE EARTH. IT'S GETTING cOLD OUT tHErE and EVERYONE Is GETTING pRETTY WoRrIED ABOUT US. aLL YOU NEED to DO TO TRANSPORT US TO NEPTUNE IS DECIPHER T H I S MESSAGE & CoMPLETE THE CHALLEnge BEFORE WE FREEZE TO DEATH... I NEVER THOUGHT I'D MISS THE DESERT SUMMERS!

- 1. DECIPHER YOUR MESSAGE ^^^**
- 2. COMPLETE THE CHALLENGE**
- 3. COLLECT AND PRESENT PHOTO & PHYSICAL EVIDENCE TO SUSTYGAMES@GMAIL.COM**
- 4. RECEIVE YOUR NEXT MESSAGE!**





UHHH WOAH, IT LOOKS LIKE THEY'VE LOCATED US... AND NOW THAT WE KNOW WE'RE ON PLOUTO, WE CAN GET HELP... BUT WE'RE A LONG WAY AWAY FROM THE EARTH, IT'S GETTING COLD OUT THERE AND EVERYONE IS GETTING PRETTY WORRIED ABOUT US. ALL YOU NEED TO DO TO TRANSPORT US TO NEPTUNE IS DECIPHER THIS MESSAGE & COMPLETE THE CHALLENGE BEFORE WE FREEZE TO DEATH... I NEVER THOUGHT I'D MISS THE DESERT SUMMERS!

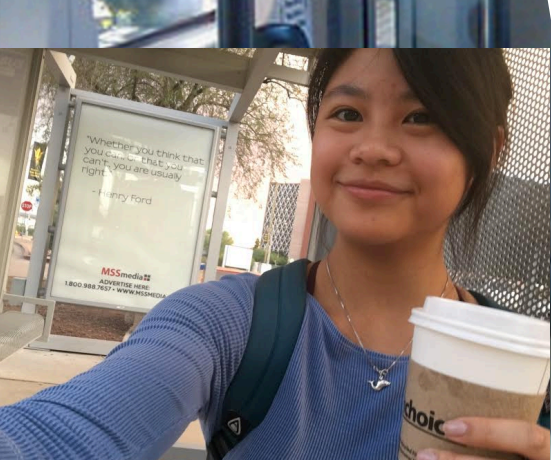
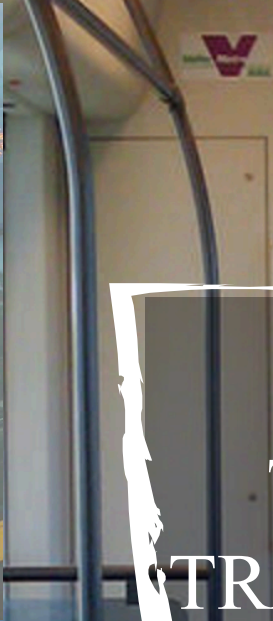
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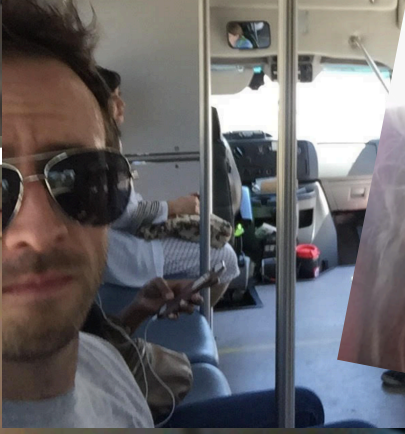
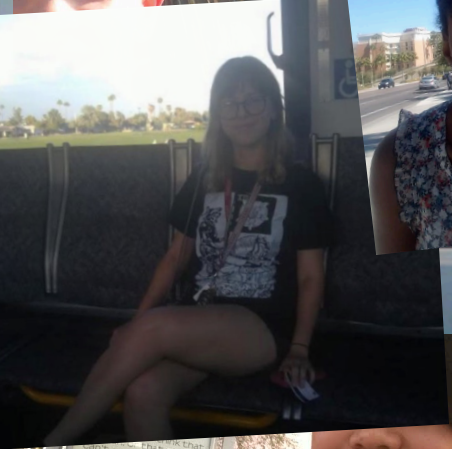
The image shows the interior of a public bus, viewed from the front looking towards the rear. Rows of blue seats with black handrails are visible on both sides. The floor is light-colored. In the background, there are glass doors leading to the rear of the bus. A red 'V' logo is visible on the wall above the doors, and the number '113A' is displayed above the right door. A white text box with a hand-drawn border is centered in the image, containing the text 'TAKE PUBLIC TRANSPORTATION'.

TAKE PUBLIC
TRANSPORTATION

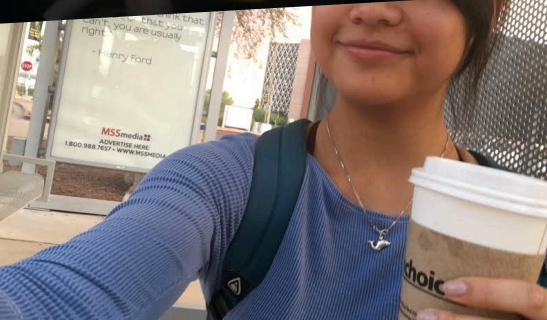




TR ION

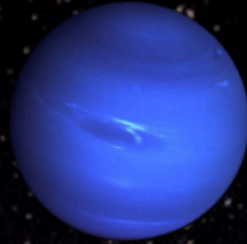


THE NATURE OF
JUN





WE MADE IT TO NEPTUNE!



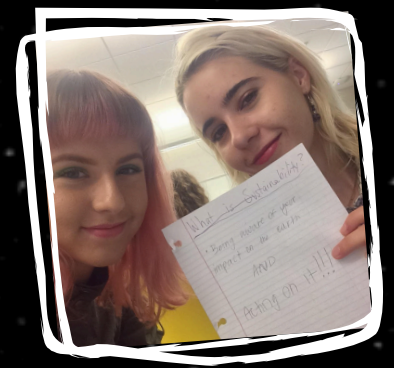
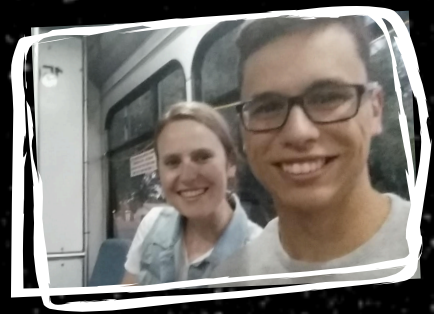
We're one step closer... but still technically 2.7 billion miles away. To put it into perspective, the average Earthling drives 13,476 miles per year... Did you know that switching from driving to public transit can reduce your carbon emissions by more than 4,800 pounds per year?! That's #Susty.

ANYWAY, WE GOTTA GET TO URANUS. ASAP!





Active Earthling!





The struggle cont...

- ✘ ASU Sign-Ups
- ✘ Tabling & Email Blasts
- ✘ Hurricane Irma
- ✘ Engagement & Nagging



83

sign ups

27%

participation!

30%

completion





Post-Survey Results

3

New Behaviors

57%

Above &
Beyond

5

Continued
Behaviors

106

Total
Behaviors





Lessons Learned

- ✗ Incentives
- ✗ Perseverance
- ✗ Audience
- ✗ Bottom-up vs. Top-down



Next Steps



Message SUSTY to @SustyBot on Telegram

University Sustainability Practices

Prerequisite Levels for Non-Susty Audience

Pilot Project 2.0





Thanks!

Any questions?

