

# Climate revolutions start with a match



*match-a*

(Match Adaptation Projects)

# HOW WE GOT HERE

*My climate journey began with a well timed conversation.*

*Mine began with joining an NGO.*

*I always struggled with finding opportunities to contribute as a young person.*

*I began looking into climate advocacy because I wanted to!*

*I've always loved the environment and got involved in various projects.*

All our journeys towards involvement in climate advocacy have all had one thing in common: a struggle to access and find resources to make a difference to the climate.

So we wanted to solve this problem of low public engagement and involvement in climate advocacy, adaptation measures, initiatives or projects.

Our solution? The Match Adaptation Projects app, affectionately known as match-a.

# SWIPE RIGHT FOR A SOLUTION

match-a is a geo-social, climate, networking app that lets users search and match with the adaptation project of their choice.

Individuals and small organisations can upload their adaptation events, tag them with the relevant categories (e.g. flood mitigation, forestry management). Others who are looking for inspiration and ideas for adaptation solutions can match with them for a chat.

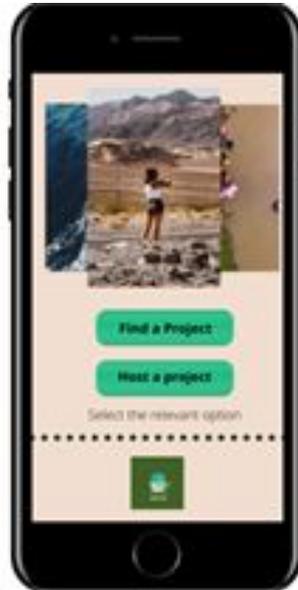
match-a allows for crowdsourcing of ideas for adaptation projects that are cost-effective, localised and scalable. It puts the agency in the hands of individuals and small communities to address their own problems

# APP INTERFACE

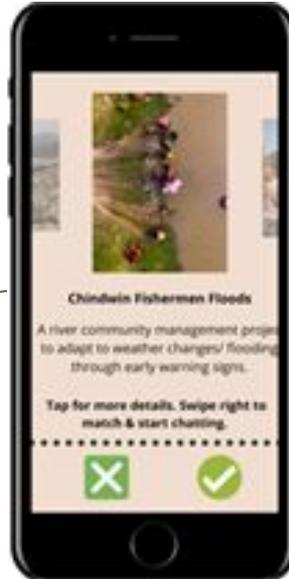


Choose:  
find or  
host a  
project

Set up  
a  
profile



Check out  
your  
personalised  
feed.



Swipe right  
(interested),  
left (no).



Once you've  
matched,  
start  
discussing  
details!

# THE CORE ISSUES BEHIND THE CHALLENGE

## National

- No readily available platform to engage youth in policy-making.
- Lack of mainstreaming adaptation and formal adaptation strategies.

## Community

- Poor community engagement campaigns leading to general lack of awareness of adaptation measures, initiatives or projects.

## Individual

- Climate change is a large, multifaceted problem. Public cannot relate on a personal level.
- Lack of accessibility to the climate scene.
- Lack of access to resources.

# HOW APP ADDRESSES ADAPTATION CHALLENGE

## User

Allows for individuals to access adaptation solutions and resources by sharing ideas with one another. Allows participation in climate events.

## Community

Allows for more community participation and empowers the public in their efforts to address climate change issues through adaptation measures. Also allows for larger outreach and mobilisation of sustainable initiatives.

## Policymaker

To have on record and track adaptation movements on a grassroots level. Allowing more informed and inclusive decisions to be made at national level based on localised, case studies.

# CHALLENGES TO OUR SOLUTION

## Lack of app users

Adoption of app for users may vary, depending on marketing budget as there is no market data to start with yet.



## Integrity of information sharing

The app developers are not responsible to vet through proposals and reports submitted by individuals.

## Technical problems with the app

Bugs will need to be resolved to maintain optimal functionality of the app.

# SOLVING THE CHALLENGES

01

Lack of app users

- Advertising efforts would be done in collaboration with appropriate influencers due to the pool of stakeholders identified.
- Seek collaboration with existing institutions and funds from investments will be funneled to marketing the app.

02

Technical problems with the app

- Ad-hoc contractors would be preferred to solve major technical issues with the app to save cost.
- Maintenance will be done in-house.

03

Integrity of information sharing

- Assigning specific tags for each submission or proposal for users to comply to, hence making proposals easier to verify.
- Requiring users to register before submission for accountability's sake. And to submit photos of the actual project at different stages.

# TARGET MARKET

## Youth & Young Adults

People with interests in the environment can crowdsource and share adaptation solutions and thereby feel empowered. This group is the most likely to engage with the app.

## Civil Society Organisations

Small organisations or local councils can be empowered to look for or offer low-cost and efficient solutions to climate adaptation problems.

## Government Agencies

Creating awareness for the government on local, focused solutions that can be used as case studies. These can then feed into broader climate adaptation policies.

Facilitating public engagement in creating robust climate policies and empowering civil society.

# CLIMATE REVOLUTIONS START WITH A MATCH

With match-a, we want to empower the public and give them agency to play a larger role in the fight for climate adaptation.

match-a connects individuals and small communities to ongoing or past adaptation projects, ensuring that such projects are sustained in the long term through local support.

Ultimately, match-a mobilises change and empowers the public to become more involved in and policymakers to create more relevant policies.