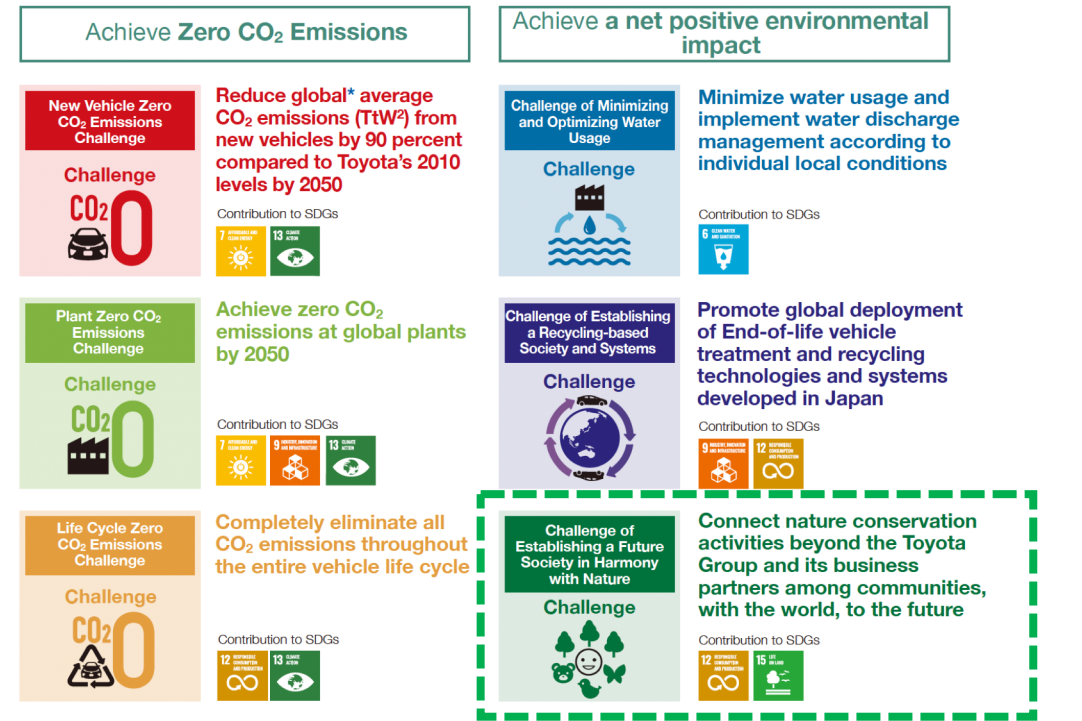


Design a Carbon-Neutral Lifestyle

UX design allows everyone to  
enjoy knowing and learning  
“How can we not emit CO<sub>2</sub>?”.  
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Toyota is developing a variety of environmentally friendly vehicles, including hydrogen vehicles. However, no matter how much environmental technology advances, we believe that we can only contribute to the environment if our products are chosen and popularized by consumers. We want everyone to know what it means to create a carbon-neutral society, learn about it, and act on it. In order to do so, it is important that everyone, as consumers, can enjoy learning that a carbon-neutral society is a good thing. It should not be a forced education. We should use a more sustainable approach by providing people with the opportunity to learn and have fun while they learn. We can design the space, content and UX. Please design a learning opportunity that will change each individual's behaviour to achieve a carbon-neutral society.



Like Copenhill, which creates opportunities to play and learn at waste-to-energy plants.

Education