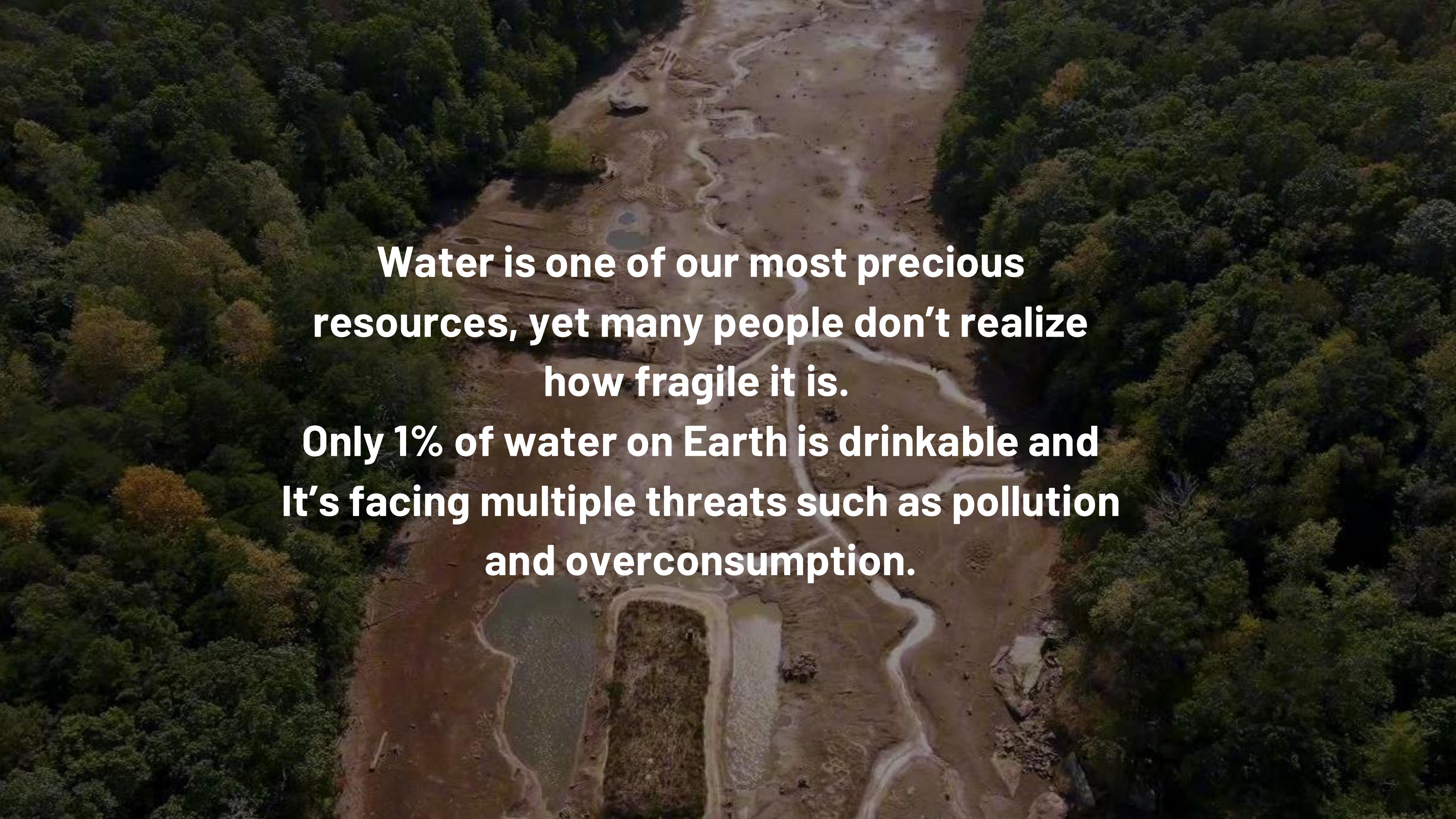




Team A3 (Blue Ice Project)

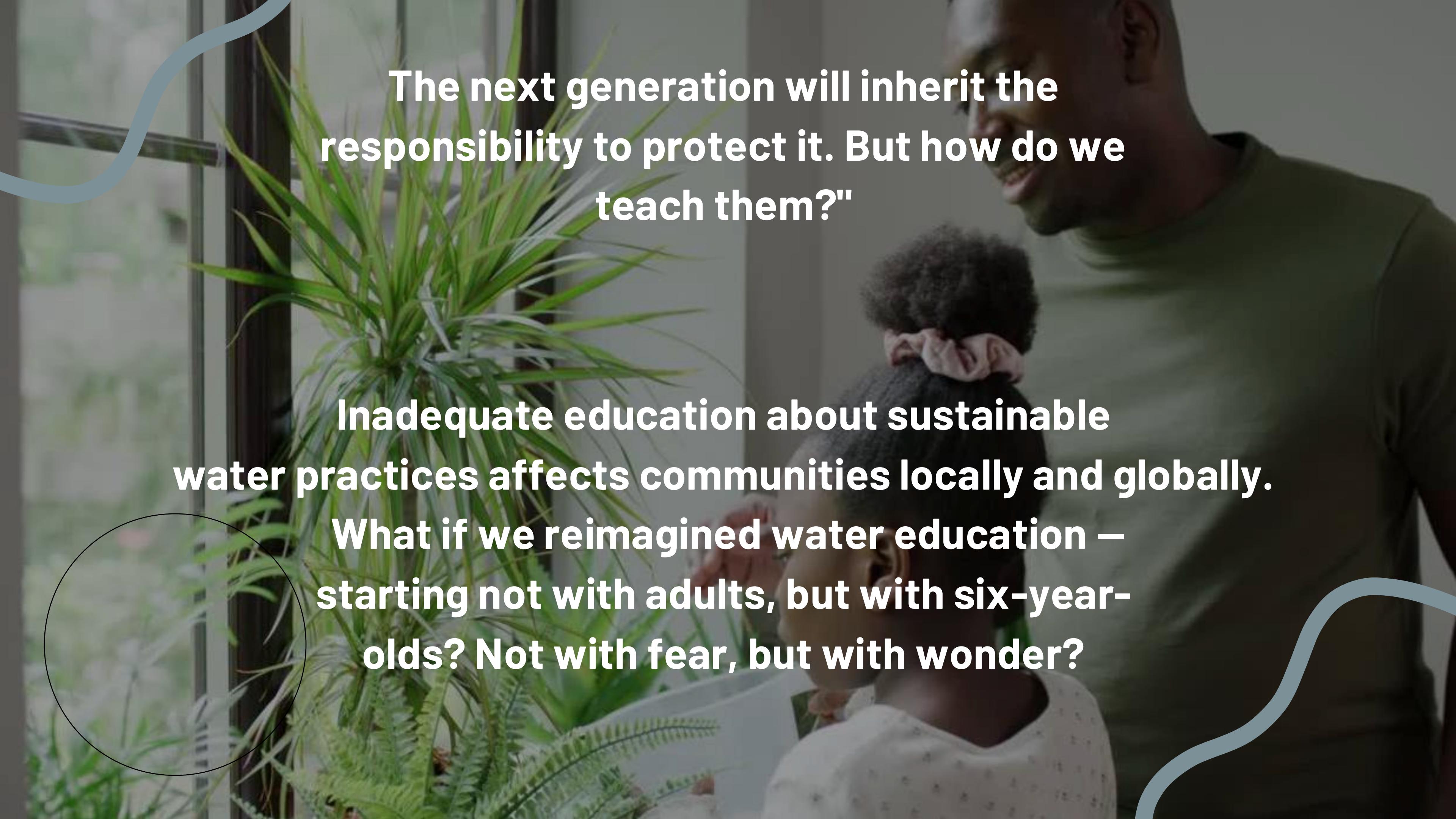


Enabling kids and their
parents to fall in love
with water and become
Water Guardians



Water is one of our most precious resources, yet many people don't realize how fragile it is.

Only 1% of water on Earth is drinkable and It's facing multiple threats such as pollution and overconsumption.



The next generation will inherit the responsibility to protect it. But how do we teach them?"

Inadequate education about sustainable water practices affects communities locally and globally.

What if we reimagined water education – starting not with adults, but with six-year-olds? Not with fear, but with wonder?

The story & characters are at the core of the solution



Educational materials

Behavioural economics

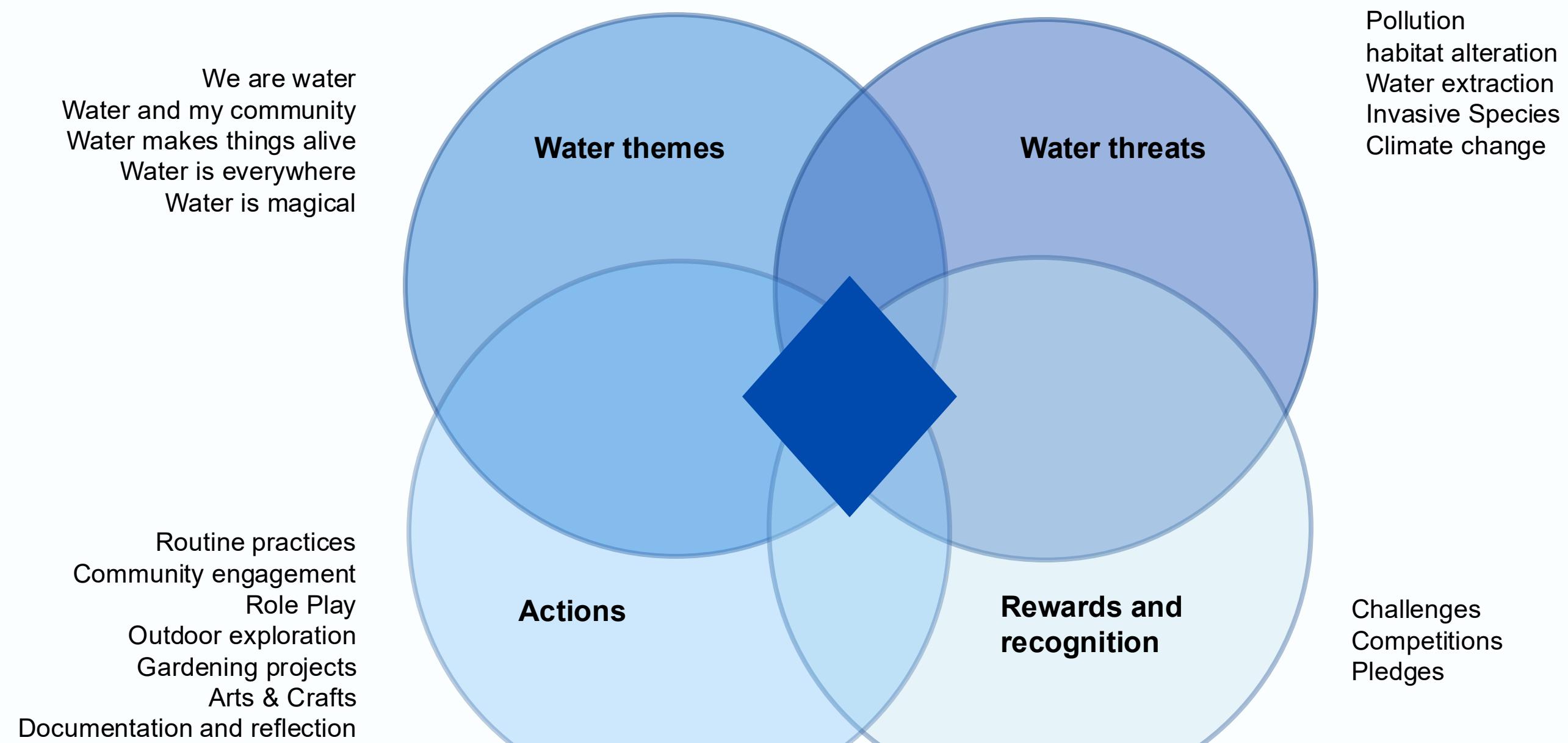


At the core of our solution, we have *Splash and the water guardians*, these characters will be the vehicle to emotionally connect kids to water through adventure, empathy, and action.

The solution

A framework to create multiple stories

The Story Framework:



Splash and The WATER GUARDIANS

Hi we are the Water guardians. We love Splash, who is made of water, just like us! Together we go on adventures to protect water on earth!

Hi, my name is Splash, I love fun, adventure, and protecting water wherever I go.





Each Guardian represents a unique behavioural lens.
Leo connects & talks with nature



Maya embodies boldness and innovative thinking.



And finally, **Splash** our main character, where we drew from our earlier Rain and River personas to build something kids could relate to, and grow with.

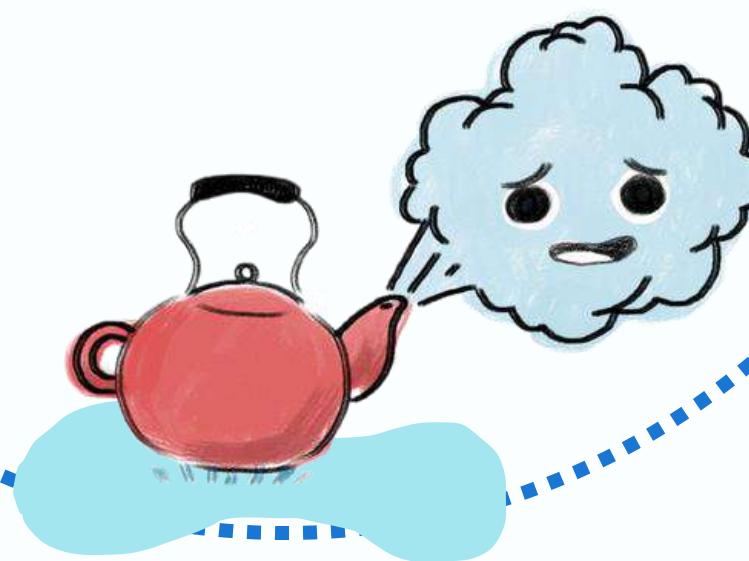
Splash and The WATER GUARDIANS



I can be
hard like
ice



I can be
fluid water
like a river

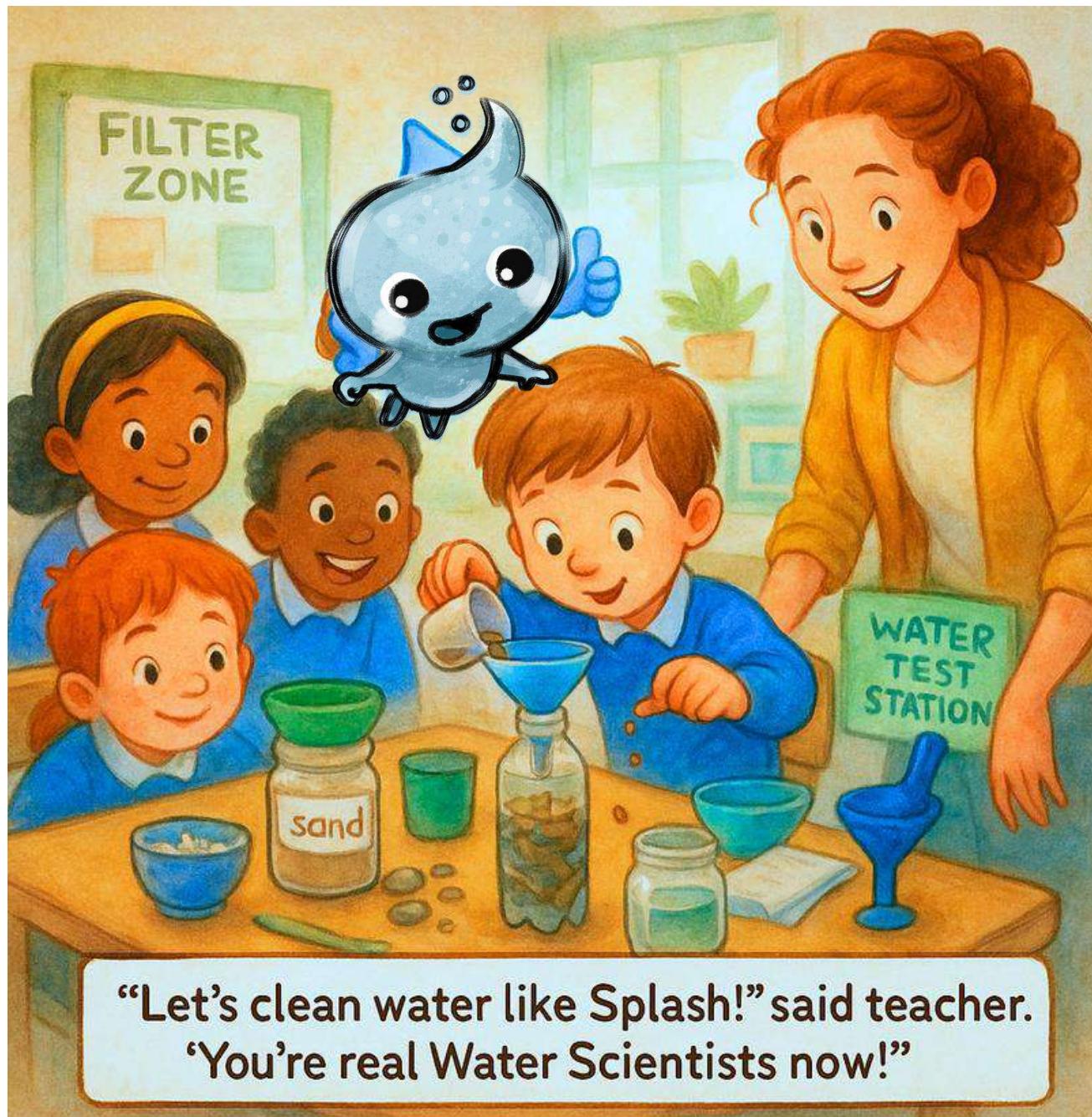


I can be fluffy
like steam or
clouds

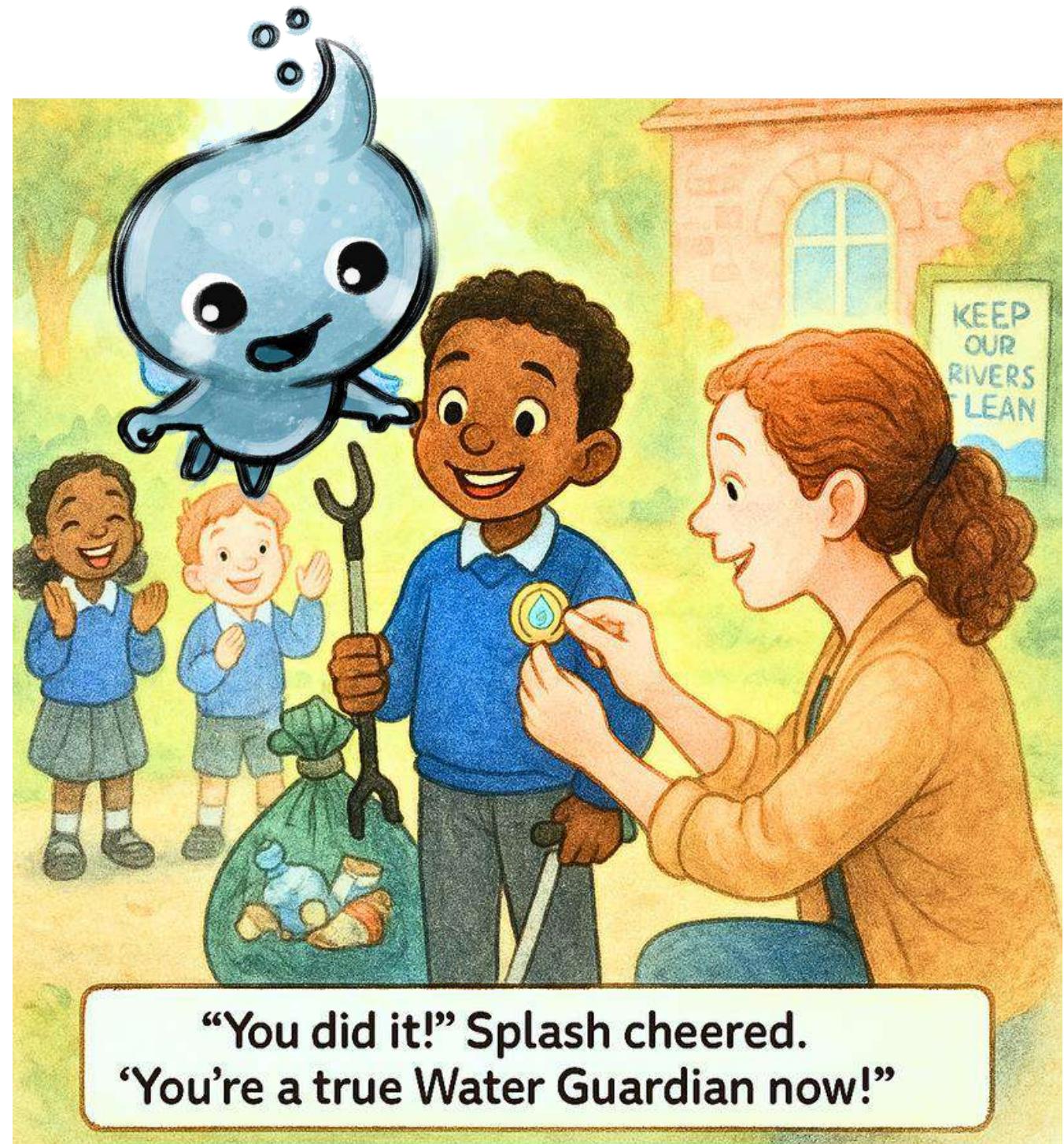
① Awareness and Education



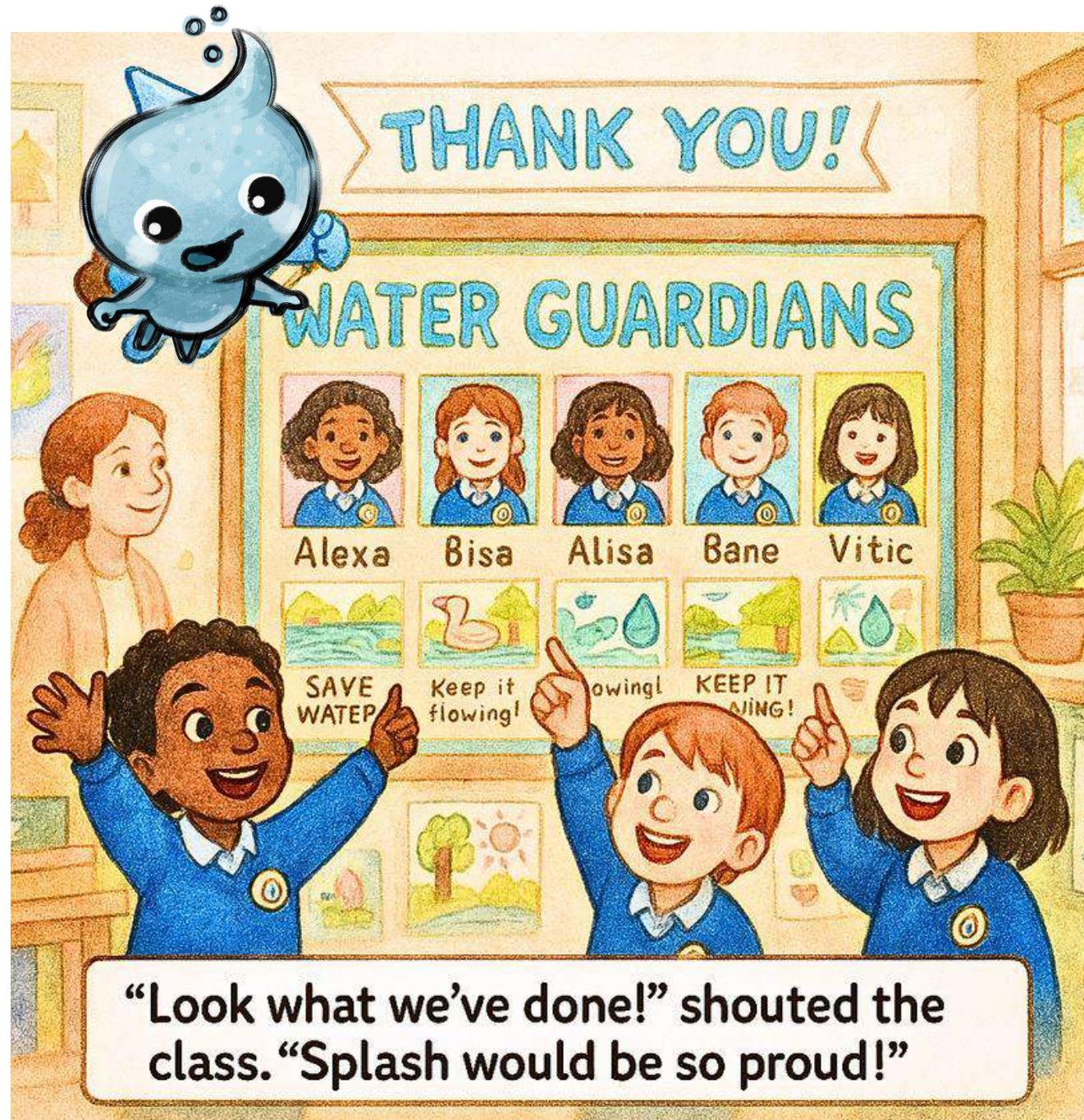
② Nudging Action



③ Driving Engagement



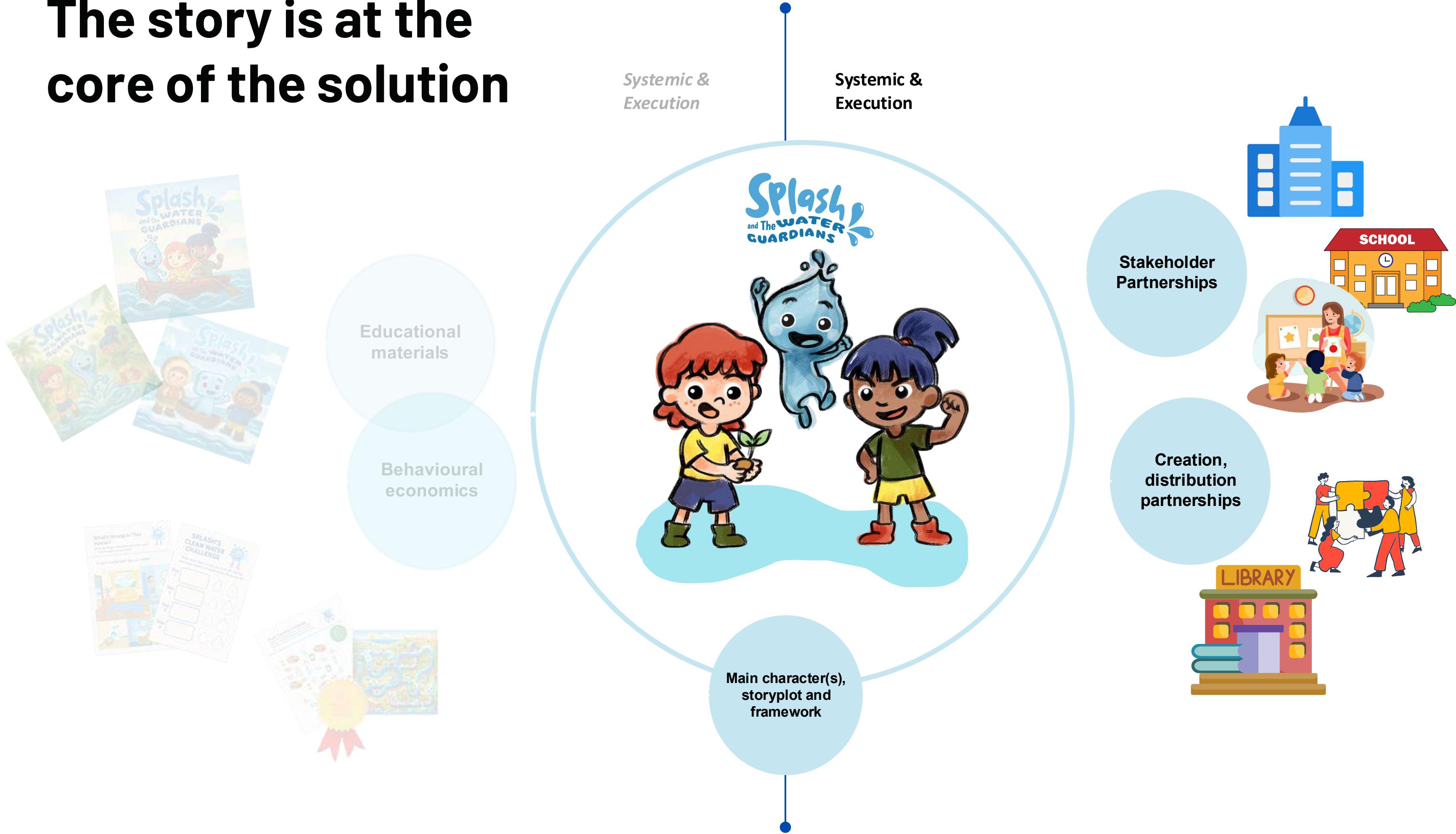
4 Reinforcing Behaviour



A colorful illustration featuring a yellow bear with a red collar and a blue frog with a wide smile. They are sitting on a yellow chair. On the floor in front of them is a blue bucket with a white handle and a blue bottle with a white cap. The background is a soft, out-of-focus blue.

Building Lasting Habits

The story is at the core of the solution



The value of our solution to the water ecosystem



Water companies
benefit from improved community engagement, brand trust, and real conservation impact.



Schools
benefit from open source educational materials that help them to achieve their learning objectives for Year 1 kids, beyond water conservation

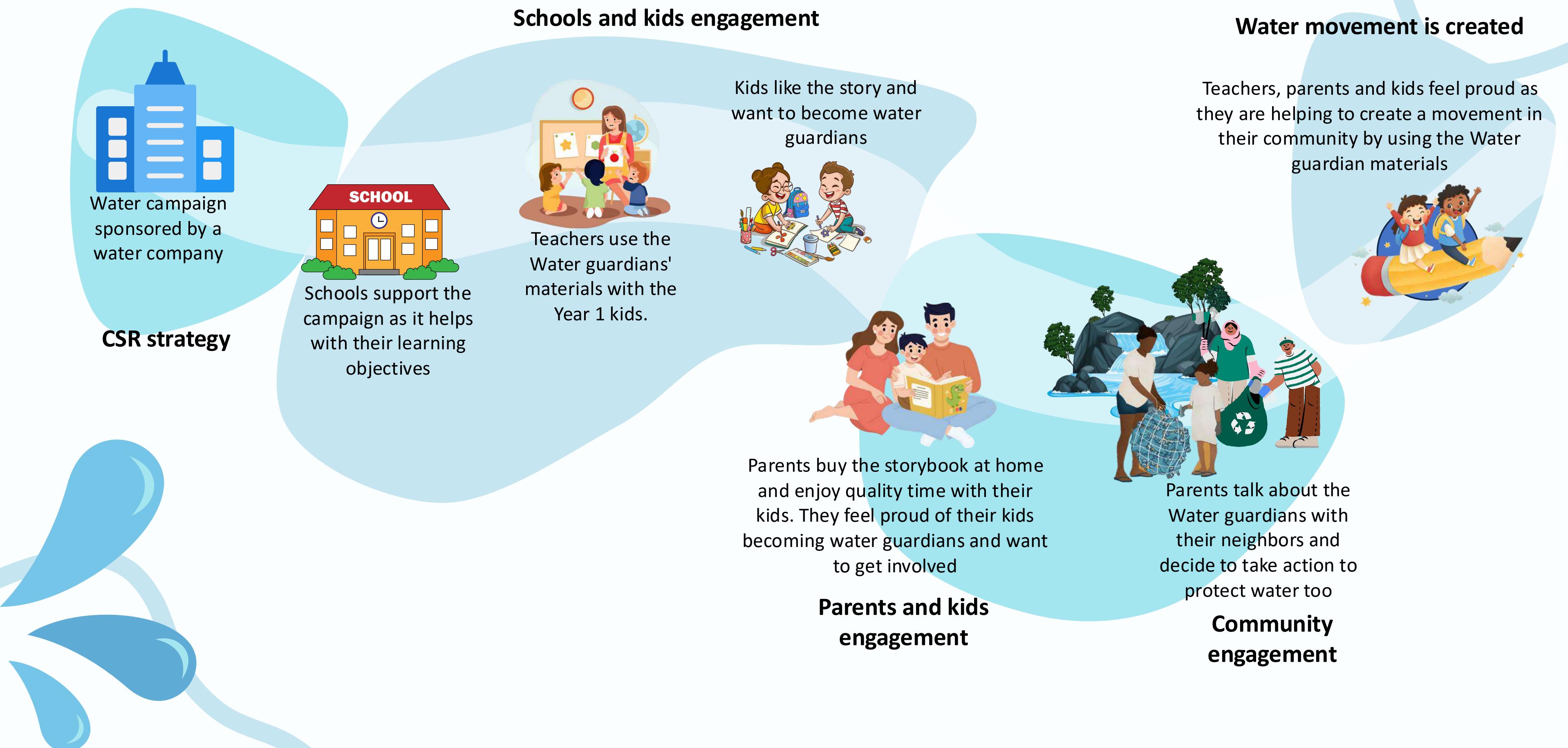


Parents and kids
benefit from having educational materials that teaches about water in fun an interactive way



Nature
benefits as water is protected from over consumption and pollution and biodiversity is restored

Driving change at scale - High level journey





Expected impact

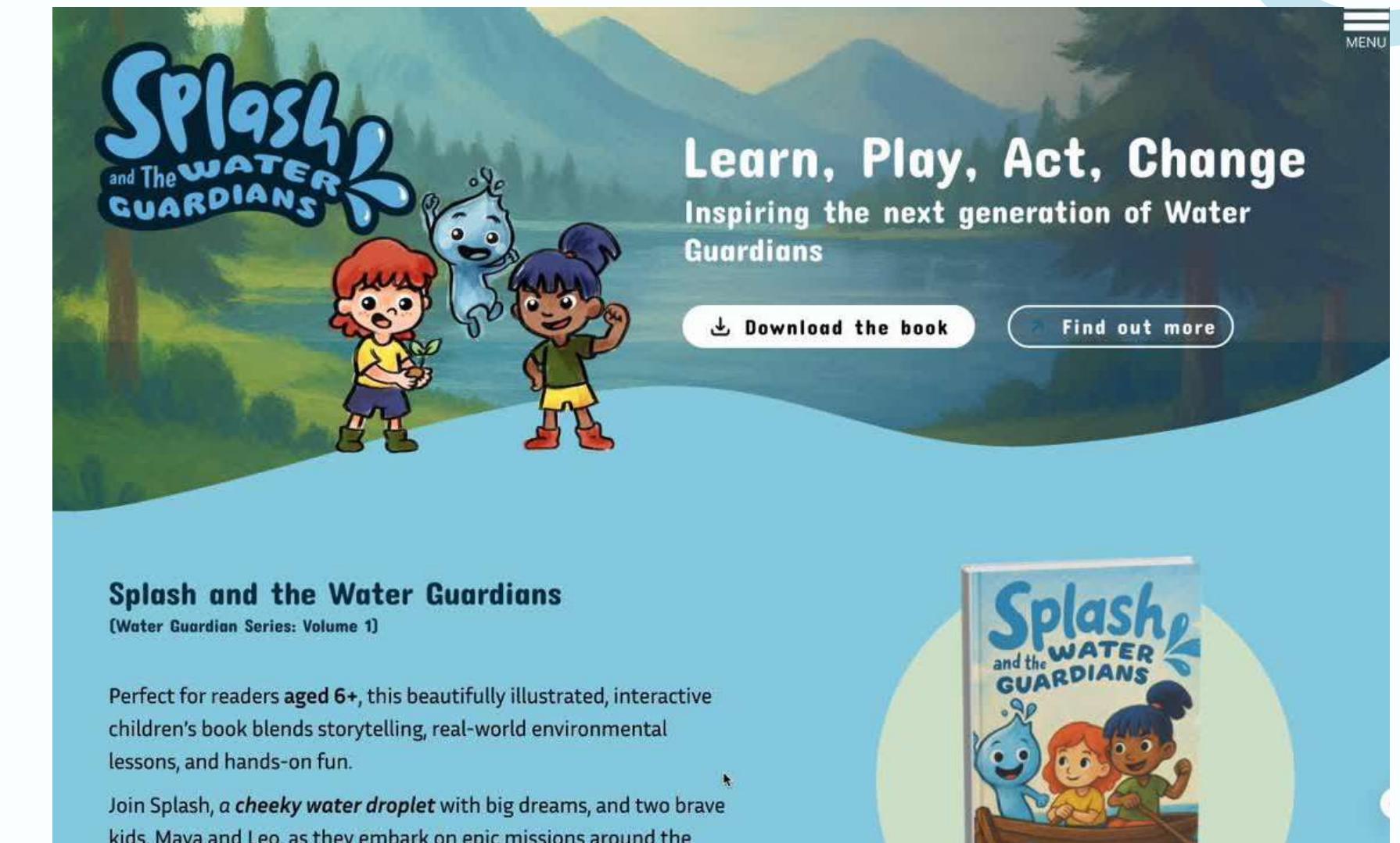
**14,671 lives touched and 43 M +
gallons of water saved by
December 2028 only in UK**

Next step is to test our riskiests assumptions

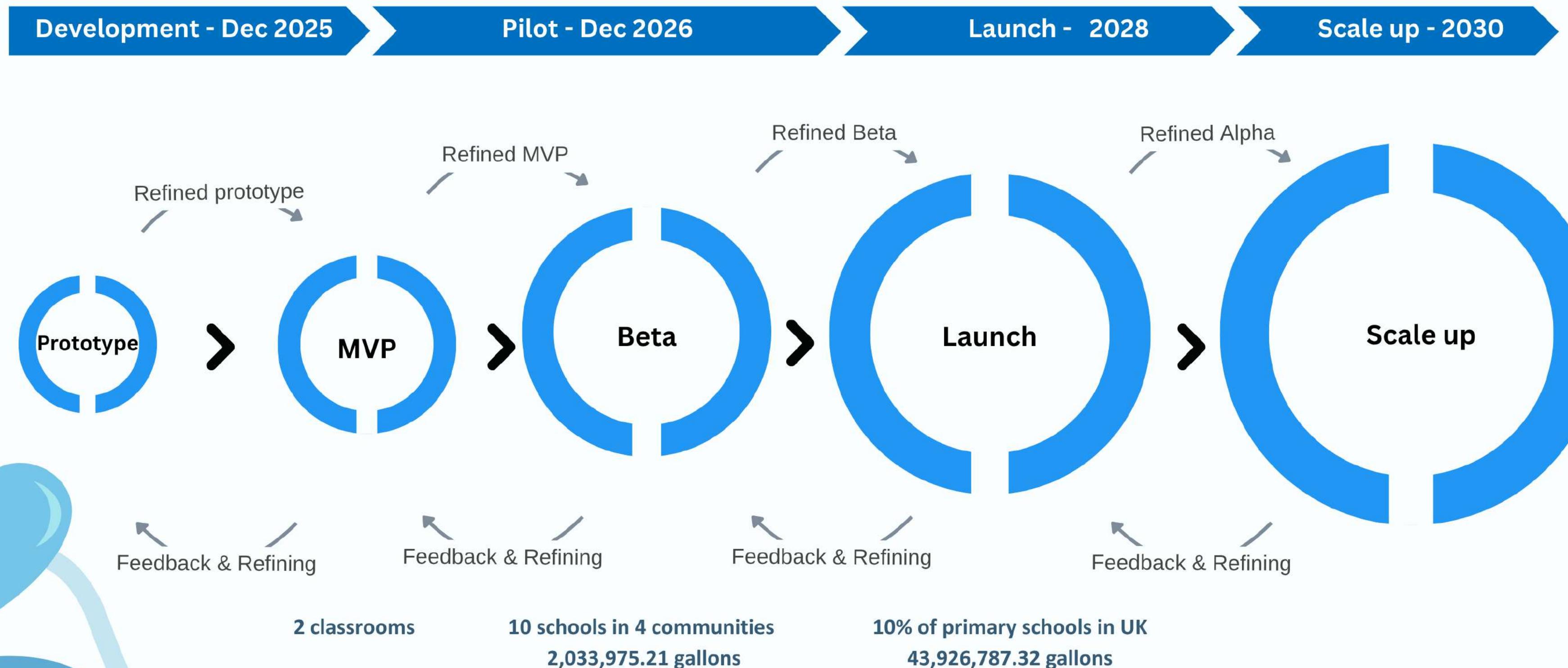
Riskiests assumptions

- Do they understand the solution?
- Do they like the characters and storyplot?
- Would teachers download the book and activities for their classes?
- Would parents do the activites at home with kids?

[Play Prototype](#)



Implementation plan



The Team



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Manager



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Manager



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Illustrator



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UX Designer



Alejandra Lazo
Service Designer



Pamela Moscarda
Mentor





Thank you!