DIGI EDU HACK 2025

DIGIEDUHACK SOLUTION CANVAS

Title of the solution*	VoiceOff Water	**Team Name**	Blue Guardians

Challenge Category	Awareness on lake protection and restoration

Backround of the team

Higher Education Students
Salma Nassiri, Hind Bouhlal, Ghita Malhi

Teachers
Ghita Malhi

Professionals
Achraf Namnani, Larbi Mrani Alaoui

DIGITAL WAVES FOR CLEAN LAKES: EDUCATION FOR FRESHWATER PROTECTION

This hackathon is a joint activity of DIGIEDUHACK2025 and ProCleanLakes EU project

Solution description

VoiceOffWater is an innovative digital ecosystem that transforms youth from passive learners into active water stewards. The platform serves Gen Z students and young adults, while simultaneously empowering NGOs, schools, and universities to mobilize volunteers and integrate water protection into educational programs.

Our visual prototype showcases three transformative features:

- **Interactive Missions Hub:** Gamified challenges with AR integration that turn local water bodies into living classrooms;
- **AI Water Companion:** Personalized tracking and visualization of individual water impact through smart chatbot technology;
- **Action Network:** Real-time volunteer matching and peer-sharing platform connecting personal action to organizational initiatives.

The learning goals create profound transformation: Users will know the science behind local water systems and their personal water footprint; feel empowered as capable change-makers with genuine agency; and consistently do by adopting water-conscious habits while participating in verified conservation actions that support NGO missions and educational outcomes.

We aim to be the voice of water. VoiceOffWater creates a self-sustaining cycle of stewardship where every learning moment translates into measurable protection for our precious freshwater ecosystems, ensuring that awareness doesn't just inform; it activates and preserves.

Visual Mock-up/ Prototype of the App
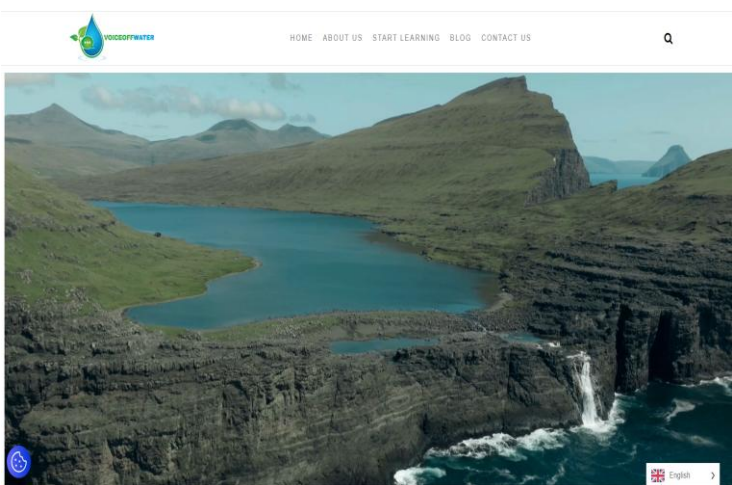
Please click the link bellow:
https://voiceoffwater.gsaliskandaria.com

Target group

VoiceOffWater is a website built for three key groups: students, educators, and NGOs.

For **students**, we transform learning into immediate action. Our platform delivers brief, engaging lessons on water restoration followed by real-world challenges, a learn-by-doing model that fits shorter attention spans and turns students into active participants in climate solutions.

For **schools and universities**, we provide a seamless, turnkey solution. Our curriculum modules are designed for easy integration into existing courses, adding interactivity and purpose. The app then bridges the classroom and the community, organizing volunteer projects that bring lessons to life, fulfilling educational goals while creating tangible local impact.

For **NGOs and local communities**, the platform is a vital mobilization tool. They can embed our lessons into their own training bootcamps and, crucially, use the app as a dedicated hub to post and manage volunteer opportunities. This directly connects them with a motivated, pre-educated audience, efficiently bridging the gap between environmental needs and willing helpers.

Impact

Our solution drives change through a clear progression from knowledge to habitual action. The primary learning outcome is practical water stewardship literacy, by understanding sources, impacts, and restoration techniques. Behaviorally, we aim to instill conscious water-consumption habits and foster a sense of civic responsibility.
The app directly influences habits by using its AI chatbot to provide personalized consumption tracking and savings statistics, making conservation tangible. By immediately pairing short lessons with real-world challenges, it transforms passive knowledge into active participation, creating a "learn-by-doing" loop. The integrated platform for sharing experiences and accessing volunteering opportunities inspires sustained engagement by building a peer-supported community.

Measurably, we target:

- Users: 10,000+ active youth users in the first year.
- Action: 500+ community clean-up or restoration challenges initiated through the app.
- Impact: A demonstrable reduction in personal water usage (tracked via the AI assistant) and 5,000+ hours of youth volunteer work logged for water protection NGOs.
- Awareness: Through social sharing and the community hub, we aim to create a secondary wave of awareness, reaching over 50,000 individuals indirectly.

Challenge Addressed

Our platform tackles the foundational freshwater protection issue: the critical gap between the absence of awareness, passive awareness and tangible action. While many people vaguely understand that water is precious, this rarely translates into changed daily habits or active community participation. This disconnect perpetuates pollution, overconsumption, and biodiversity loss.
Education is only valuable if it is catalytic. Simply knowing about a problem leads to inertia; knowing how to solve it and being immediately equipped to do so creates change.

VoiceOffWater is engineered to bridge this gap. We move users from a state of abstract concern to one of empowered practice. The app makes awareness personal and actionable by using an AI companion to illuminate the direct impact of their water habits. It then immediately channels this newfound awareness into structured, real-world challenges and curated NGO volunteering programs.
By creating this seamless loop of "Understand → Act → Share," we contribute to sustainable water ecosystems by cultivating a continuous cycle of stewardship. We are not just educating individuals; we are mobilizing a self-replenishing community that takes daily personal action while simultaneously bolstering the on-the-ground efforts of conservation organizations, creating a scalable and resilient force for freshwater protection.

Innovativeness

Our approach is novel in its seamless fusion of micro-learning, AI-driven personalization, and a closed-loop "Learn-Act-Connect" model that turns passive education into measurable action.

Unlike standard courses, we use digital storytelling with direct calls-to-action, immediately channeling inspiration from short videos into real-world water restoration challenges. This "learn-by-doing" model is amplified by an AI assistant that helps users track their personal water impact, transforming abstract lessons into personalized statistics and goals.

We add unique value by creating a continuous engagement cycle. After learning and acting, youth don't disengage; they join a community hub to share experiences and gain access to volunteering opportunities. This integrates youth work directly into the environmental mission, fostering a sense of belonging and career development.

By combining gamified action, AI personalization, and a peer-to-peer support network, we move beyond one-off awareness campaigns to build a sustained movement, reaching youth through the channels they value most: bite-sized content, tangible results, and social connection.

Sustainability

[Please describe how it will remain relevant beyond the hackathon (strategy for funding your idea). (max. 200 words)]

VoiceOffWater is engineered for lasting impact beyond the hackathon through a diversified funding model that aligns mission with sustainability. Our strategy focuses on three revenue streams:

Strategic Partnerships & Corporate Sponsorship: We'll partner with environmentally-conscious brands for sponsored "Impact Challenges" and feature them in our corporate partner hub. This gives companies authentic ESG visibility while funding our operations.

Institutional Licensing: We'll offer premium versions to schools and universities with advanced analytics, teacher dashboards, and certified curriculum integration, creating a reliable B2B revenue stream.

Community Funding & Social Enterprise: We'll launch limited-edition sustainable merchandise and ticketed expert webinars, reinvesting profits into maintaining our free core platform.

Initial seed funding will come from environmental innovation grants and impact investor pitch competitions.

Team work

- **Team leader name:** Ghita Malhi
- **Team members' names:** Salma Nassiri, Hind Bouhlal, Larbi Mrani Alaoui, Achraf Namnani, and Ghita Malhi.
- Introduce team members' roles (design, education, environment, tech).

Salma Nassiri: In charge of Education & Environment
Hind Bouhlal: In charge of Education & Design
Larbi Mrani Alaoui: In charge of Design & Technology
Achraf Namnani : In charge of Design & Technology
Ghita Malhi: In charge of Education & Environment

- Mention how your combined skills make the app's visual prototype feasible

- Hind Bouhlal designing the template of the website
- Ghita Malhi Writing the content
- Salma Nassiri making the promotional video
- Larbi Mrani Alaoui Gathering data
- Achraf Namnani Reviewing data

Funded by the European Union

ProCleanLakes

European Commission