

## Why IVAN?



The name of our social network is IVAN, an acronym for '**International Volunteering Association Network.**' This unique name originated during our project's design phase, as we were frequently accompanied by Ivan, a bearded dragon who is Carlotta's pet. Choosing him as our mascot, we decided that the name could also represent our logo. The logo features a silhouette of a bearded dragon in shades of green, a color that symbolizes the environment and sustainability.

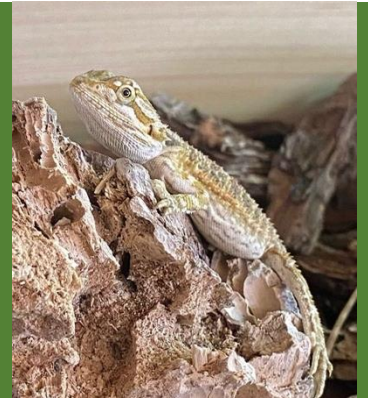
IVAN's goal is contained in our slogan, "**leave a mark: start from your own!**".

If you want to be a change agent, "**join us: become a GREENTEENER!**".

The neologism green-teener, is nice as a term of aggregation of social users, especially because it recalls the name of our **working group, iTEENER.**

### OUR MASCOT

This is our mascot, Ivan, a 6-month-old bearded dragon 20 cm in size who lives in a cozy terrarium at Carlotta's house and eats insects and vegetables. As the name suggests, in an ironic reference to the famous IVAN the Terrible our bearded dragon has a nice throat bag, which recalls the beard and he shows it whenever he feels threatened.



## End-year event

To foster participation in sustainable activities among schools, and beyond the allocation of school credit, we have planned an annual event. This event will be attended by representatives from the **most active and engaged schools on social media** that have successfully completed our proposed challenges. The school demonstrating the greatest commitment to sustainability will be honoured with a cash prize and a trophy shaped like IVAN, our bearded dragon mascot. Hosted by one of the participating institutions, the event primarily aims to **promote eco-sustainability awareness** through discussions, debates, and idea exchanges. In the evening, new challenges for the upcoming year will be unveiled, encouraging the project's continual evolution. Our goal is to introduce challenges that make a significant impact on our consumer society over time. Finally, all schools that participate and complete the challenges will receive a badge recognizing their commitment to sustainability, showcasing them as institutions that are conscientious and dedicated to this important theme.

***Leave a mark: start from your own!***

## Scalability

Our social network, IVAN, exhibits significant growth potential, primarily due to its scalability across three distinct levels:

1. **Territory:** Recognizing the importance of starting locally, we plan to first introduce IVAN in areas surrounding our institute. Following this, we aim for a national rollout, then expanding to a European level, and ultimately achieving global reach.
2. **Target Audience:** Initially tailored for Generation Z students and the broader educational community, IVAN's scope will gradually extend. As today's students transition into the workforce, the network will also begin to encompass companies and businesses, broadening its user base.
3. **Content:** The challenges we propose will evolve annually, ensuring a dynamic and progressive engagement level.

While initial challenges might focus on recycling and waste collection in public spaces, subsequent years will see updates to these challenges. Although the core themes will be maintained, the methods and tools employed will be adapted to reflect changing times and technologies.

## Challenge future

As we envision the future development of IVAN, we have contemplated potential challenges that could be introduced. Here are two examples:

- **Eco-Sustainability Educator:** It's vital that students are guided by experts who conduct annual lessons on sustainability themes. This initiative ensures that eco-consciousness is an integral part of education.
- **Clean Energy Transition:** Subject to the availability of project funds, a crucial goal would be to support a comprehensive energy transition. This could involve installing photovoltaic panels in schools for self-sufficient energy production and promoting electric or hydrogen-powered transportation. We anticipate advancements in hydrogen production efficiency in the future.

Naturally, these challenges will evolve to align with future changes in the educational landscape, ensuring relevance and applicability over time.

*Leave a mark: start from your own!*