

## Title of the Challenge

**Act Bold for Change! Guerilla Campaign for Sustainability Awareness**

### What is the main issue the challenge addresses?

Are you aware of TUM's efforts to reduce its carbon footprint or how you can help?

*If not, you're not alone - we need your help to change that!*

Since 2020, the TUM Sustainability Office has been dedicated to making TUM a more sustainable university. But real change requires the involvement of everyone at TUM. How can we raise awareness, connect, highlight ongoing efforts and inspire action among busy students and staff in a world of information overload?

### Call to Action

We invite you to design an interactive and engaging guerrilla awareness campaign that effectively reaches the TUM community. The campaign should be resource-efficient, foster sustainability awareness, and develop a sense of connection and community. Consider designing the format to be adaptable for use at other international universities, ensuring that both TUM and these institutions can benefit from the solution. Think creatively about using guerrilla marketing techniques enhanced by technology to capture attention and inspire action, ensuring the campaign's impact is both immediate and lasting.

### What is the desired impact of the challenge?

The desired impact of this challenge is to create a sustainable and connected TUM community where students and staff are more aware of sustainability at TUM and their ability to have an impact. The campaign should raise awareness, inspire long-term behavioural changes, and foster community. By achieving this, we hope to build a foundation for ongoing sustainability efforts that will drive the Sustainability Transformation at TUM.

### Related SDGs



## Category for the challenge

- People
- Nature
- Economy

## Who is behind this challenge?

The TUM Sustainability Office has been working on making TUM more sustainable since 2020. With a growing network of sustainability enthusiasts from different disciplines, departments and status groups, they created the TUM Sustainable Futures Strategy 2030, the TUM Sustainable Futures Report 2024 and the TUM Climate Action Plan.