

Exploring The Imperative of Environmental Sustainability in Education and Research

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Abstract

This research aims to demonstrate the potential of a mobile application to promote environmental sustainability and enhance waste management practices. It focuses on integrating human-computer interaction, user experience, and visual design to develop an effective and engaging waste management application. Furthermore, the study examines how the application can educate and motivate users to adopt responsible waste-disposal behaviours. As a theoretical framework, the research team first explores the ADDIE model for creating learning experiences through a proposed mobile application that promotes better waste management practices. In the analysis phase of the Analysis, Design, Development, Implementation, and Evaluation (ADDIE) model, the research team identified a behaviour to change using the Theory of Planned Behaviour (TPB). In the context of a waste management app, TPB has helped identify the factors that motivate users (the target group) to use the app. The paper provides a case study of a mobile application for waste sorting. In the early stages of mobile application development, the research team use the ADDIE Model. The proposed mobile app can be a valuable tool when integrated into a comprehensive waste and recycling policy that addresses all aspects of sustainable waste management, including social, technical, environmental, and economic factors.

Keywords: higher education, marketing, graphic design, sustainability, branding