

Category: Bachelor and Masters

Project: Night Parrot Juice



What was the challenge?

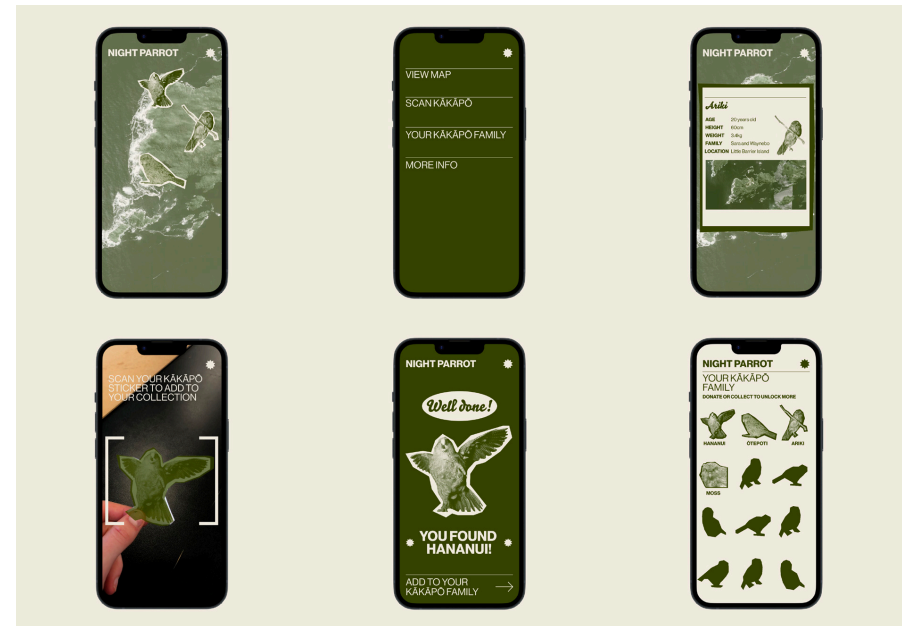
Kakapo are a nearly extinct, native bird in New Zealand. They are nocturnal and the largest parrot in the world. After being hunted and having predators introduced through colonisation, their population met a rapid decline. Kakapo were sent to predator-free and monitored islands. They don't breed often so these monitored environments are the only thing keeping the species from going extinct.

What was the solution?

Night Parrot juice aims to involve many generations in the education of Kakapo. It includes facts and information on the juice boxes and a link to the app. Each juicebox has an individual Kakapo sticker on the front. This sticker can be stuck on the Kakapo Family poster. You can then download the app, scan the Kakapo that you have collected and be able to track where they are, see more information about them and keep a collection.

What was the effect?

The only way that people can help save the Kakapo population is through donations. These donations go to the islands and scientists to continue their research and protection. Profits from the juice boxes go towards this and the app allows people to make donations in order to unlock more Kakapo.



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