**Introduction**

Handprinting is an opportunity for individuals, organizations, or communities to connect with others while solving some of the most pressing issues faced by both localities and nations worldwide.

**Objectives**

Identify the needs of potential handprinter users in higher ed and other sectors.

**Approach**

After researching how social psychology can influence environmental movements and establishing a cross divide framing for handprinting, we solicited feedback on the handprinter beta ahead of a minimum viable product (MVP), as well as asking further guidance from organizations we see as potential handprinter pioneers.

**Results**

Reached out to over 50 higher ed staff, non profits, businesses, and student organizations. Designed survey to collect user impressions & wants.

**Key Findings**

- Handprinter must express metrics in relatable terms
- Companies will pay if social media value is clear
- True higher ed market is in institutions with dwindling sustainability budgets

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**Ensuring the world is better off with us than without us**

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**References**

1. All images courtesy of Greg Norris & NewEarth B