**National Highways – Live online career challenge**

We have partnered with National Highways to bring you a live online career challenge on **Thursday 5th December at 6pm**. This 45-minute live session will give you all the tools and information required to solve their business problem below.

**Why join this session?**

* Develop data literacy, problem solving and storytelling skills
* Gain virtual work experience with National Highways
* Add you certificate to your CV, LinkedIn profile, employer applications
* Positive experience to talk about at interview
* Get employer ready!

**All our events are FREE to attend and hosted on MS Teams.**

**[Register now to reserve your place](https://digdata.online/national-highways-career-challenge-step-up-registration-form/)**

**Step Up Challenge: "Festival fun, emissions undone: Travel green and keep the planet keen!"**

As the summer approaches, many of us look forward to the excitement of festivals, where we create unforgettable memories and experiences. However, while planning our festival adventures, it’s essential to consider our impact on the environment. Travelling to a festival often involves significant transportation, which can contribute to greenhouse gas emissions. With increasing awareness of climate change and its effects, many festival-goers are seeking ways to reduce their carbon footprint while still enjoying the fun.

National Highways are focused on reducing emissions by enhancing public transport options and implementing smart traffic management. Their initiatives align with the UK’s net-zero goals, aiming to create a sustainable road network while encouraging the use of low emission vehicles for a greener future.

**Your Mission:**

Festival-goers travel across the UK to attend festivals and their travel choices will affect carbon footprint. Can data be used to better inform festival-goers on the best travel options from their location?

**Data Scientist approach –** Can you advise us how different travel choices can affect the carbon footprint?

**Task:** Leverage diverse data sources to recommend best travel options to meet environmentally friendly travel options.

**Data Strategy approach** – How can we best promote sustainable travel to the festival-goers?

**Task:** Analyse our dataset to make an informed decision on the most effective communication strategy to achieve this.

**Geo spatial approach** -How can you use geospatial tooling and techniques to enhance the analysis of travel choices and/or present the results in a meaningful way?