

# THE ECO COIN

The ECO coin is a new currency that rewards people for their sustainable actions. We collaborate with communities, companies and events to create a new green economy so that we can all help in the goal of balancing our collective ecology and economy.

## HOW TO EARN

People earn ECO coins by carrying out sustainable actions that you decide: it could be biking to work or event, recycling plastic waste, participating in workshops or even taking part in digital quizzes. ECOs are stored in a digital wallet.

## HOW TO SPEND

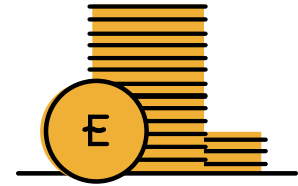
ECOs are spent in our marketplace on circular products and sustainable services. Previous examples include secret areas, discounts to upcycled waterbottles, Tesla rentals and exclusive music content. Now people can do good and get paid!

## WHAT WE DELIVER TO YOU

- A co-created ECO economy which will empower people to become more sustainable
- A fully customised web based app with your desired actions, and a curated marketplace.
- Communication material to tell a coherent story for your community
- Live impact reporting. We can tell you how much carbon is being reduced in real time.
- A gamified experience for your community. We use leaderboards and team play!



Money is a technology that is in need of an update and we think its best to let everyone participate in its evolution. The ECO coin runs living labs: these are short to mid term explorations on what a new sustainable currency might look, act and feel like.



Our living labs are tailor made to the context in which we implement them. We work closely with you to make sure that we create a new economy where people can earn ECOs on tasks that are

achievable and spend ECOs on rewards that are desirable. This is why as part of any living lab we discuss the goals that you want to achieve and make sure that we understand your community.

### CASE #1

A leading music festival approached us to create a new sustainable currency as they identified that to become 100% circular by 2020 they need visitors to change their behaviour. The ECO coin was used to educate and incentivise action through the two day event with over 2000 sustainable actions taking place.

### CASE #2

An organisation wanted to make their office space into a new sustainable environment by using the ECO coin as a way to incentivise behavioural change. Taking the stairs instead of the elevator, turning down the heating or choosing the vegetarian option at lunch could all earn ECOs. 75% of staff voluntarily took part!

### CASE #3

A municipality reached out to us as they wanted to create a new sustainable culture within their employees, whilst also saving money. The ECO coin was used to challenge employees to become ECO heroes. Teams were created within different departments to help motivate people from many different job roles to get involved.

EARN			SPEND		
ACTIVITY	LOCATION	TIME	SPEND	LOCATION	TIME
<b>THREE LITTLE BIRDS</b> Take 15 minutes to help create a habitat for wildlife.	Kiosk Square	14.00 - 18.00	<b>SARU SODA SAMPLE</b> Try out a Saru Soda from a hacked soda fountain.	ECO coin Hub	All day
<b>YOU GOTTA PUMP IT UP</b> Help pump the water up to the hair-washer district.	Hair-wash district	14.00 - 00.00	<b>SHAKE IT LIKE A POLAROID</b> Get your very own Polaroid picture to snaks and take.	ECO coin Hub	All day
<b>SUSTAINABILITY SCAN</b> Check how green you really are and share your expertise.	ECO coin Hub	All day	<b>FLOWER POWER</b> Make your very own flower dyed postcard.	DORP	14.00, 16.00
<b>DONATE A HARCUP</b> Give us your festival cup to support a green initiative.	ECO coin Hub	All day	<b>EAT YOUR SPOON</b> Thats right, you can now munch on an edible spoon!	DORP	Check at Hub
<b>WALK ON THE WILD SIDE</b> Experience the local nature & learn about edible flowers.	ECO coin Hub	13.00, 14.00	<b>GIVE TO COMMUNITY</b> Feeling generous? Spend an ECO on a local green initiative.	DORP tent	All day
<b>ONE WAY, OR ANOTHER</b> Participate in the modular maze and compete for an	DORP tent	All day	<b>TASTE THE FUTURE</b> Ever wanted to eat an insect burger? Now you can.	ECO coin Hub	When samples are available

So you are thinking about running the ECO coin with your community? That's great! We would like to ensure you with some practical information.

## LOCATION

From our experience, we have learnt that there are some optimal conditions for running the ECO coin within any community. We are also open to other environments where the ECO coin might also be applicable.

- EVENTS / FESTIVALS (MUSIC, ART, TECHNOLOGY AND DESIGN)
- OFFICE BUILDINGS
- UNIVERSITY CAMPUSES
- GOVERNMENT BUILDINGS
- HOTELS AND COWORKING SPACES

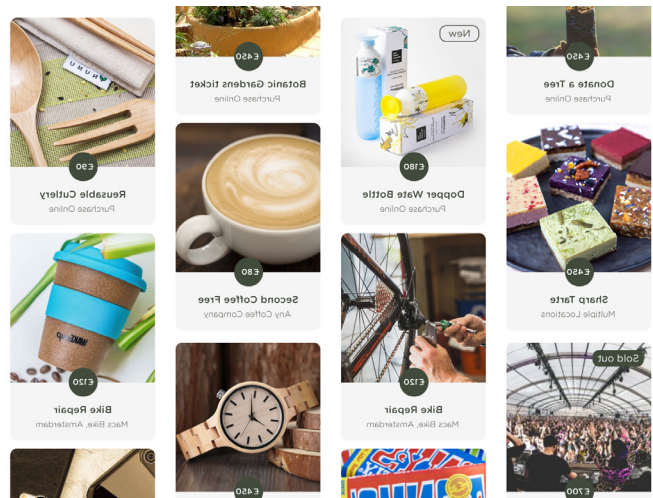
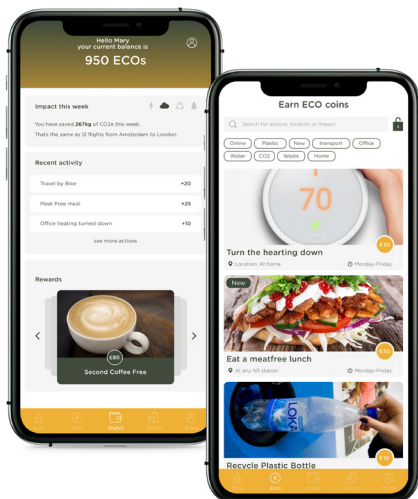
## TECHNICAL

To run a successful living lab it's best that there are a few technical requirements met. These can be worked around, with additional costs and we aim to be as flexible as possible so that we suit the context.

- HIGH SPEED INTERNET NEEDED
- AN AREA FOR A CENTRAL HUB FOR INFORMATION AND FOR ANY TECHNICAL ISSUES
- 220 VOLT ELECTRICITY SUPPLY NEEDED
- DISPLAY MONITORS (OPTIONAL - CAN HELP TO COMMUNICATE THE LIVING LAB)

## COSTS

The cost of creating and running a living lab vary due to the size and customisation of the system. A basic setup would include 1000 accounts, 2 ECO coin experts, real time data management, signage and communication material. The system can be expanded to facilitate up to 50,000 people for 3 months. It is best to get in contact to discuss how we can meet your needs and what the costs would be.



Please fill in this digital form accurately and return it to us via email.  
We will get back at you as soon as possible.

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#### CONTACT INFORMATION

Name contact person:

Phone number:

Email address:

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#### INFORMATION ABOUT THE EVENT

Name event:

Date:

City/town:

Short description:

Goal of the event:

Target group:

Expected amount of visitors:

Opening hours:

Address location event:

Is catering available for crew?:      Yes                      No

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#### CONTACT US

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