greenApes
the sustainability social network

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50% of us wants to lead a more sustainable lifestyle (yet 5% manages to)

Cities need to engage citizens

Green venues want to be found

Providers of sustainable products and services need to attract consumers

Large organisations want to engage employees
What makes us do what we do?

Incentives.

moral
social
economic
And information (please)
greenApes is a social network rewarding sustainable actions and ideas

www.greenApes.com
How does it work?

1. Share stories & actions
2. Earn BankoNuts
3. Pick your reward
<table>
<thead>
<tr>
<th>Story Description</th>
<th>Reward</th>
</tr>
</thead>
<tbody>
<tr>
<td>I found a cool project</td>
<td>+100 XP</td>
</tr>
<tr>
<td>I watched a cool green movie</td>
<td>+100 XP</td>
</tr>
<tr>
<td>I joined a campaign</td>
<td>+100 XP</td>
</tr>
<tr>
<td>I read something interesting</td>
<td>+100 XP</td>
</tr>
<tr>
<td>I have a story to share</td>
<td>+100 XP</td>
</tr>
</tbody>
</table>
“I turned an old clothes pin into a clip for my headphones.”

Catrina Duffy
“Love pressing the big red button that goes PING!”

FredriKONG

#greenApes
#greenMobility

130 BankoNuts!
Camping & Village I Canapai, Isola D'Elba: Una Persona Gratia...

Expires on October 31, 2016

-15% Miele Su Comprobio.Net

Expires on October 31, 2016

Rafting In 4: 1 Omaggio

Expires on October 31, 2016
Pilot Cities:

Florence

Essen (EU Green Capital 2017)
Cities want to engage citizens
Green venues want to be found
Providers of sustainable products and services want to engage customers
Large organisations want to engage employees
Cities want to engage citizens

users say:

72% stated they changed behaviours
65% stated they found new venues and initiatives
greenApes
certified Benefit Corporation

<table>
<thead>
<tr>
<th>Founded</th>
<th>Beta Version</th>
<th>Employee Engagement Platform</th>
<th>Launch Pilot Cities</th>
<th>You’re Here</th>
</tr>
</thead>
</table>

Our story
greenApes Pilot Cities

1. Groundwork 3 Months (stakeholder engagement)
2. Launch Party & Media Coverage
3. Monthly real life events (with local partners)
4. Ongoing dissemination (social media and more)
5. Daily conversations with users
6. Special engagement challenges
7. Learnings: standardise but keep flexibility
I bought ecolabeled products

80 Nuts

Finalmente è arrivato l'ordine natalizio, crema mani, maschera e tinta per capelli. Il tutto imballato in fieno, carta e nastro adesivo di carta. Che bellezza!
Challenges

- Reach
- Engage all stakeholders
PROBLEM
EU support is great for development but not for dissemination. Apps marketing is competitive.

OUR APPROACH
Leverage on partners.
Impacting communication.
Engaging all stakeholders

PROBLEM
Local conflicts (politics) or reputation (e.g. waste management).

OUR APPROACH
Coherence with mission of the project.
Being inclusive with who is inclusive.
Value

- Rewards sustainable living
- Engage citizens
- Helps local green economy
and brings local initiatives together (not only digital)
Digital: API integration

easy to connect with third party apps

(e.g. Apple Health, Car2Go, Energy Providers, Local apps)
Real life: BankoNuts

physical interactions with local players

(e.g. waste management, public transport, NGOs)
Outlook:

- national TV campaign in Italy
- select new focus cities
- round of investment
idee per l'ambiente condivise dai cittadini

greenApes
Some numbers from Florence

3500+ / downloads
1000 / Monthly Active Users
350+ / rewards claimed

4500+ / Facebook likes [greenApes Firenze]
200'000+ / social media monthly reach
2'600 / social media monthly engagement