

THE ECO COIN

A SUSTAINABLE CURRENCY FOR PLANET EARTH



What is the problem we are trying to solve?

Nowadays there is a lot of talk about sustainability, this does not necessarily reflect in an increase in the interest or actions of the general public. ECOcoin, in one hand, solves the problem of the lack of stimulus to do sustainable actions. On the other hand, when people are actively receiving and using this cryptocurrency to acquire sustainable products they will become more aware of how to be sustainable.

Enabling factors

Internal

- Technology: A crucial part of the function of ECOcoin is the online platform, without it the project will not work
- Relationship with Student Organizations: They are a key factor of our success in the university); HQ of Next Nature (they provide us the platform
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- Relationship with Commercial Partners: we need products to provide as rewards of sustainable actions
- Relationship with App users: without customer satisfaction we would not exist

External

- Pressure from public for more sustainable actions of companies and governments (They feel pressured to act more sustainable, either because they will lose votes or because they will not sell products

Activities we perform

We provide our users with an app where they insert the sustainable actions that they have done. After doing so they receive a certain amount of ECOcoins and the users can then choose where to spend it on. On top of that we are present in several events to transmit our knowledge or to do activities with our users.

Outputs we produce

Number of users,
amount of ECOcoin traded

Intermediate outcomes

For users

Make our users more prone and enthusiastic about undertaking sustainable actions. They will have sustainable products rather than normal products. This will make their behaviour more sustainable..

For companies

Access to the niche market of people that care for sustainability. Increase the sell of sustainable products opposed to normal items

Evidence of consumption

For the last 2 years we had more than 400 participants and 20 companies involved. Furthermore, we saw that ECOcoin actively stimulated people to do more sustainable actions. These factors showed that the concept of ECOcoin works in a small scale. Our main challenge for this year is to see if this concept holds for a larger, less sustainable aware audience.

ULTIMATE GOAL

Our main objective is to establish ECOcoin as the sustainable currency of the Erasmus University of Rotterdam. By doing so we will be a key component of awareness and sustainable actions within students, professors and staff.