

# greenApes

the sustainability social network

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**50% of us wants  
to lead a more  
sustainable  
lifestyle**

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**(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



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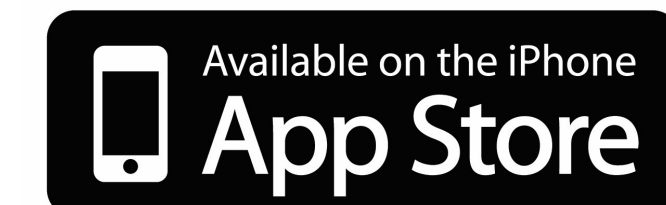
**And information  
(please)**



**greenApes**  
is a social network

**rewarding sustainable  
actions and ideas**

[www.greenApes.com](http://www.greenApes.com)



# How does it work?

1. Share stories & actions
2. Earn BankoNuts
3. Pick your reward



Profile

**A** Share

Jungle

Explore

Rewards

Stories

Eating

Moving

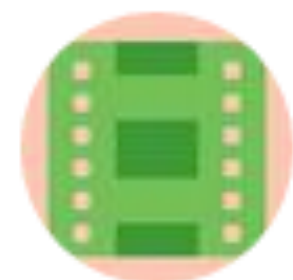
Housing

Shopping



I found a cool project

+100 XP



I watched a cool green movie

+100 XP



I joined a campaign

+100 XP



I read something interesting

+100 XP



I have a story to share

+100 XP



Share

**“I turned an old clothes pin into a clip for my headphones.”**

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**Catrina Duffy**



#greenApes

#greenTips



**136 BankoNuts!**



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

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**FredriKONG**



#greenApes

#greenMobility



**130 BankoNuts!**





## Camping & Village I Canapai, Isola D'Elba: Una Persona Grati...

500 ₺N

Expires on October 31, 2016



## -15% Miele Su Comprobio.Net

150 ₺N

Expires on October 31, 2016

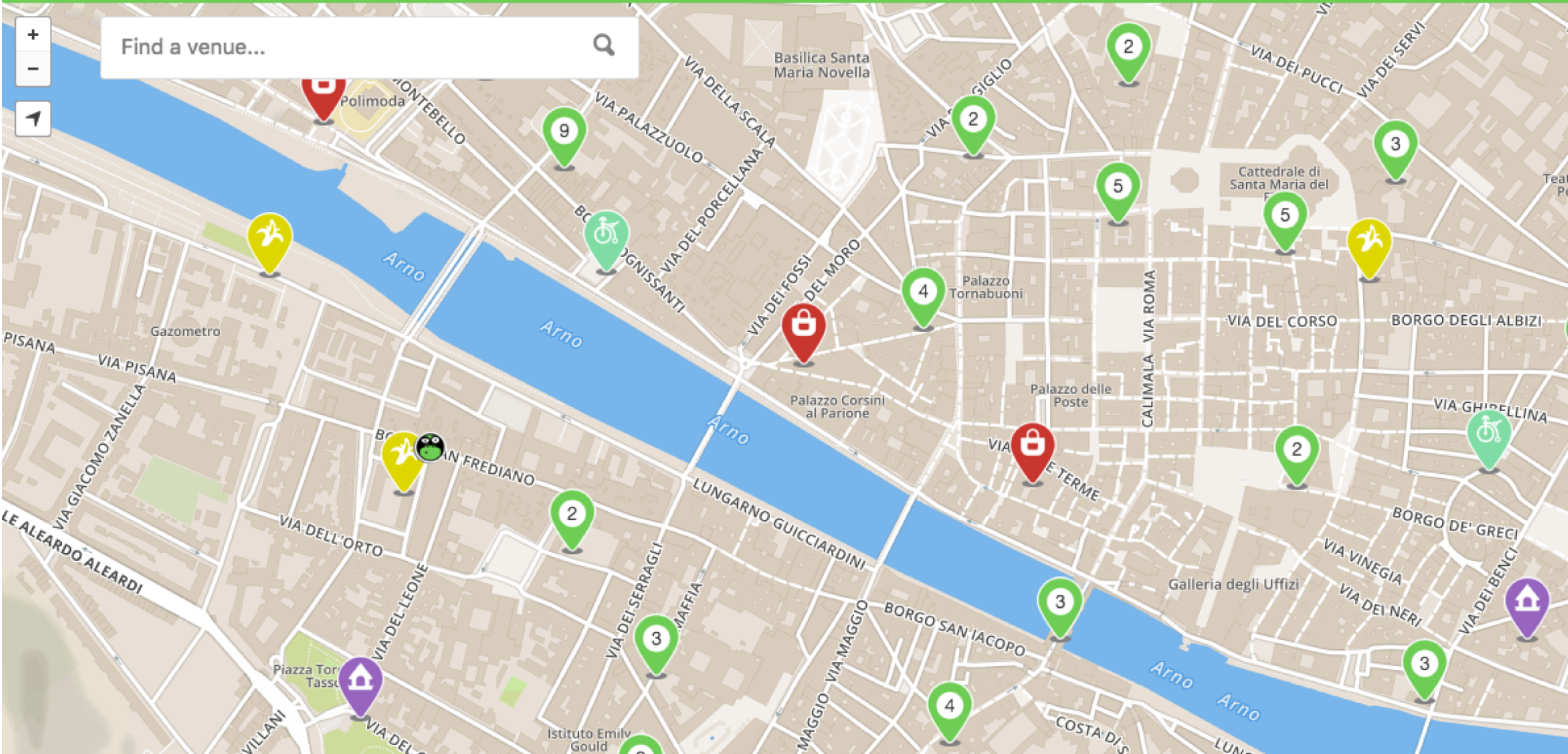


## Rafting In 4: 1 Omaggio

150 ₺N

Expires on October 31, 2016







# Pilot Cities:

Florence

Essen (EU Green Capital 2017)



Till Now

By Jan 2017

# users say:

Cities  
want to engage citizens

Florence, Essen

Milan, Waterford, Essen

70k€ avg

**72%** stated they  
changed behaviours

Green venues  
want to be found

4 venues

100 venues

Providers of sustainable  
products and services  
want to engage customers

Enegan

1 more pilot

15k€

**65%** stated they found new  
venues and initiatives

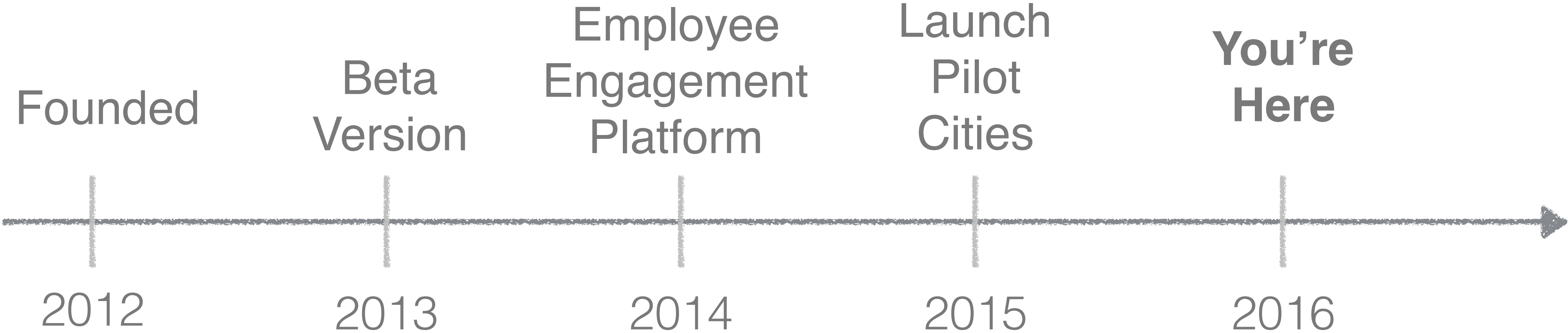
Large organisations  
want to manage their energy

Energy Green Power

4 pilots

180k€

# greenApes certified Benefit Corporation



# **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**

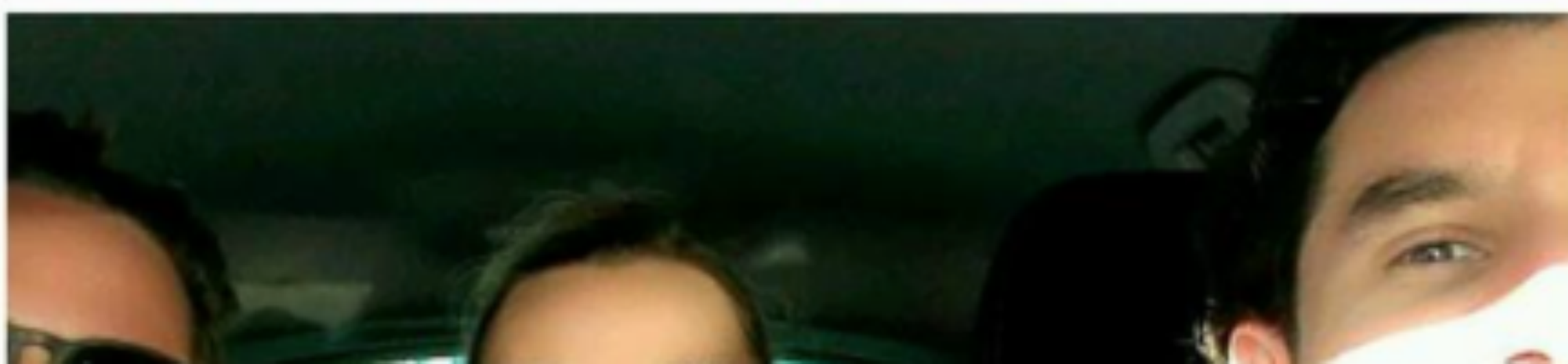




I bought ecolabeled products

80 Nuts

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



make-up      cosmetici  
Shop.it      BioVegan  
accessori      materie prime



# Challenges

- . Reach**
- . Engage all stakeholders**

# Reach

## **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**



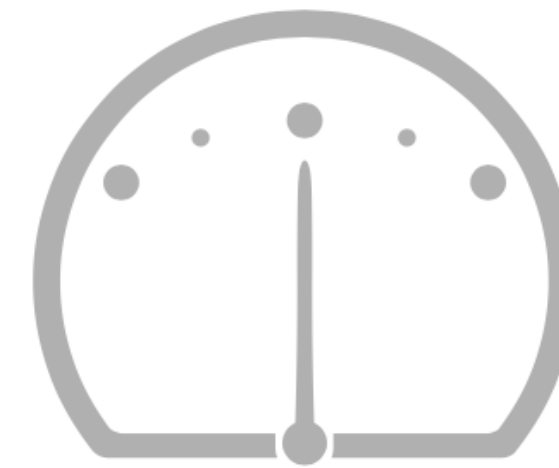
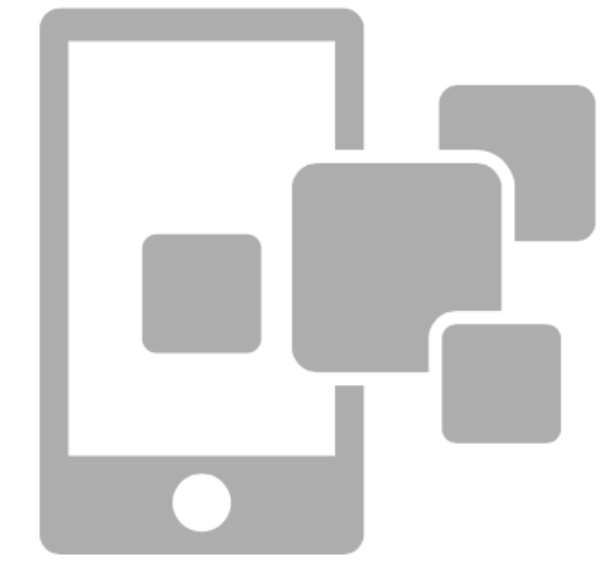
**and brings local  
initiatives together**

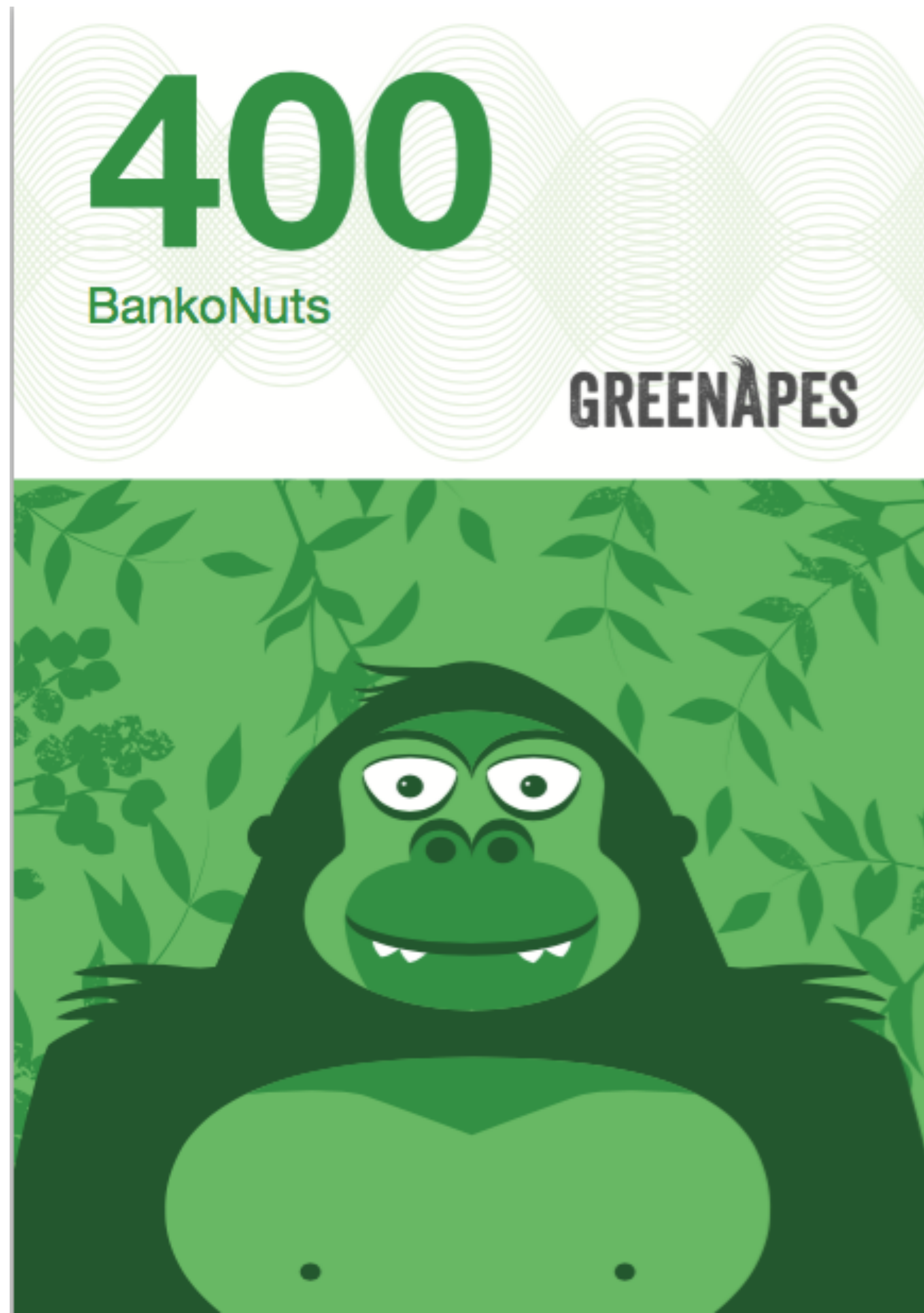
**(not only digital)**

# 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



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# 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