

# High Potential Initiatives Profiles

## 1 Accelerator

frontierCities



## 2 Project and Organization

goApes for Sustainable Cities  
GreenApes srl



### 2.1 Country

Italy

### 2.2 Project Abstract

Sustainable transportation heavily depends on behavioural changes. greenApes addresses this problem by rewarding citizens who choose low carbon transportation modes. As a result of the goApes project such behaviours are now being automatically rewarded with points via innovative technologies in the greenApes platform. The points can be spent in partnering eco-friendly venues (e.g. organic restaurants, local producers, carsharing), generating a positive cycle of sustainable lifestyles.

### 2.3 Sector

Consumer transport & logistics (sustainable living)

### 2.4 Target Market

greenApes is a social network rewarding sustainable lifestyles. End-users (citizens) connect, can share ideas and green actions, be inspired by peers and get rewards for the points they earn on the platform. The clients are venues and producers (offering sustainable products and services) who can benefit of visibility services on the platform. Citizens are being rewarded also for “verified” actions such as green mobility actions, sorting of special waste, volunteering activities, participation to educational events.

greenApes and the goApes features are currently active in two pilot cities: Florence (Italy) and Essen (Germany), European Green Capital 2017.

There is also a B2B element, greenApes Corporate, with which the company supplies engagement services to corporations who want to engage employees in sustainable behaviours at work (e.g. energy efficiency, waste reduction, participation in special Corporate Social Responsibility initiatives).

### 2.5 Business Model

greenApes business model incorporates:

- B2C subscriptions sales to the service (visibility on the platform per month) and
- B2B services are offered as a pure Software as a Service (SaaS)

SMART CITY SOLUTION	YES
CLOUD SOLUTION	NO



SOCIAL MEDIA SOLUTION	YES
MOBILE SOLUTION	YES
BIG DATA/ANALYTICS SOLUTION	NO
IOT	YES

## 2.6 Website

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

[www.facebook.com/greenApesJungle](https://www.facebook.com/greenApesJungle)