

Gr33nerosity - Air & Environment

Gr33nerosity

Country: Colombia · Bogotá **Category:** Air & Environment **Impact Areas:** Circular Economy **Stage:** Prototype

Elevator Pitch

Gr33nerosity is a digital platform that incentivizes sustainable actions through a social pay-it-forward chain, combining eco-friendly challenges with digital rewards. Users earn Eco Credits for their green deeds, documented and shared on social media, promoting sustainability while partnering with companies for enhanced visibility and support. This unique model fosters a community-driven approach to fighting climate change, making every individual and corporation a part of the solution.

Climate Problem

Our idea solves is the lack of incentive and visibility for individual and corporate sustainable actions. Despite growing awareness, many struggle to translate this into actionable, measurable efforts against climate change. Our customers are both eco-conscious individuals seeking to make a difference and companies/NGOs aiming to enhance their sustainability footprint and public image. Individuals are motivated by rewards and recognition, while organizations are willing to pay for the visibility, engagement, and positive association with sustainability efforts. Gr33nerosity bridges this gap, offering a platform for tangible eco-actions with social and financial rewards, making sustainability a collective, incentivized endeavor.

Founder

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