

GoGreen

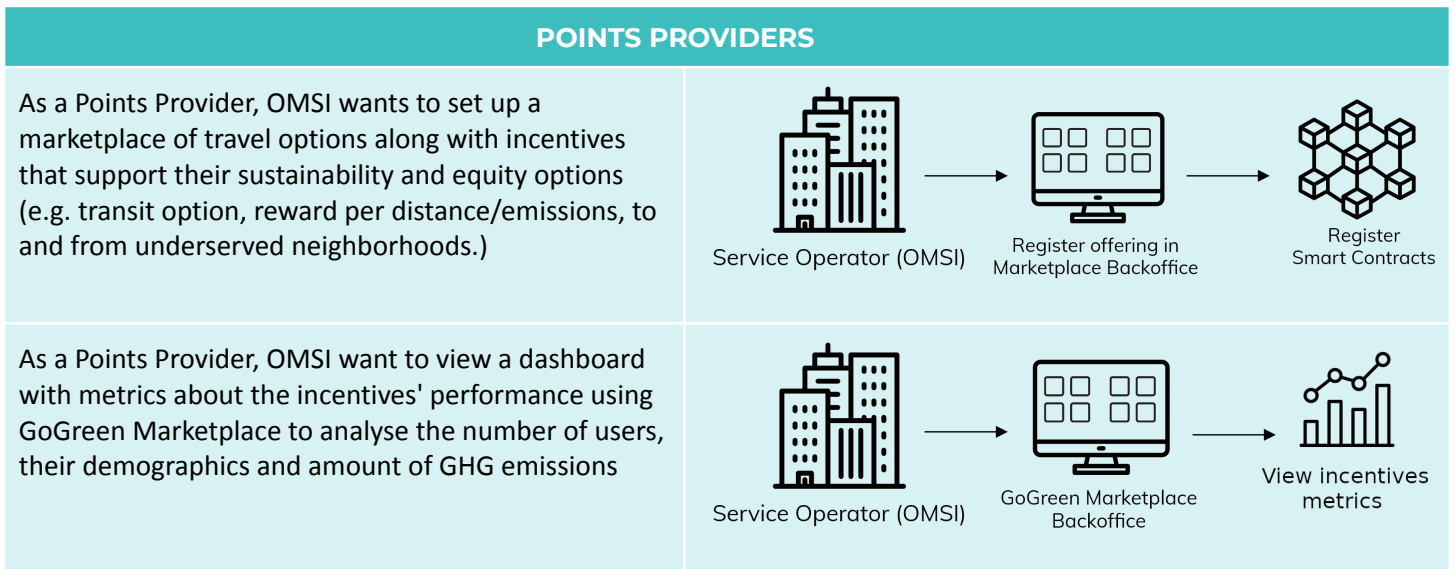
Improving sustainable transportation via green behaviours

CONTEXT

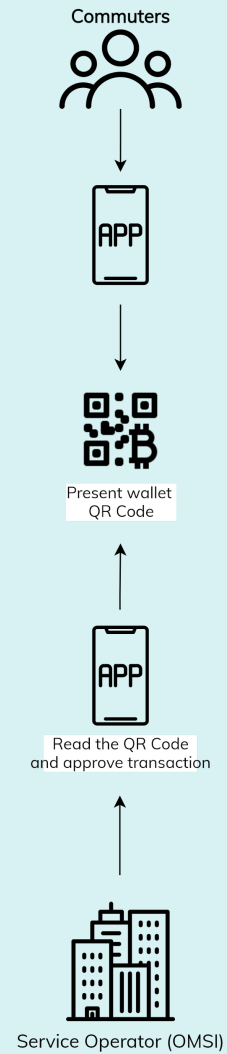
GoGreen aims to help people understand the impact of small sustainable gestures on their communities through technology. It presents itself as a **community rewards system** where participating points providers can define actions that **support their communities objectives** and reward people for taking them. For the users they see a marketplace of options along with rewards based on secure blockchain based smart contracts for supportive behavior.

For this pilot system the end-users of the rewarding system will be the visitors and employees of points of interest in the Portland area such as Oregon Museum of Science and Industry (OMSI), Washington Park and businesses like AutoDesk and Oregon Health Sciences University (OHSU). Initial rewards will be based on travel options where visitors can get to these destinations by sustainable and non-sustainable means. **To encourage users to select the more sustainable means to travel**, an application on their phones will clearly outline all their travel options along with rewards that incentivise the more sustainable options. These rewards can take into account CO2 emissions, equity and other social benefits. Through this GoGreen platform we hope to create sustainability awareness and encourage people to adapt their travel to the most sustainable option that meets their needs.

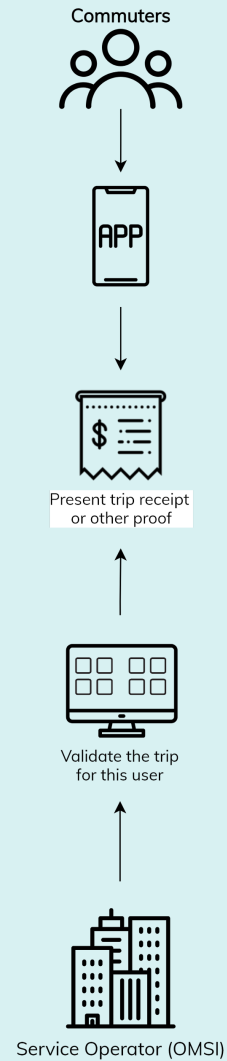
GOGREEN USAGE SCENARIOS (US)



As a Points Provider, Autodesk wants to read an employee's QR Code to give him an incentive for using transit. Autodesk can exchange the points for a reward (e.g. refund the cost of travel)

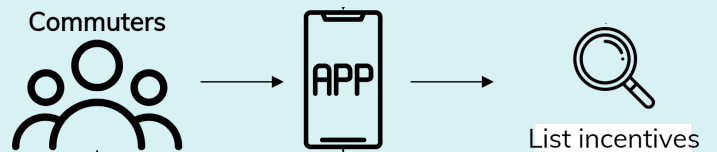


As a Points Provider, OMSI wants to manually validate a trip that used a travel options that cannot be automatically validated (e.g. Uber/Lyft from a neighborhood that is underserved by transit) using GoGreen App to give the commuters the number of points they deserve

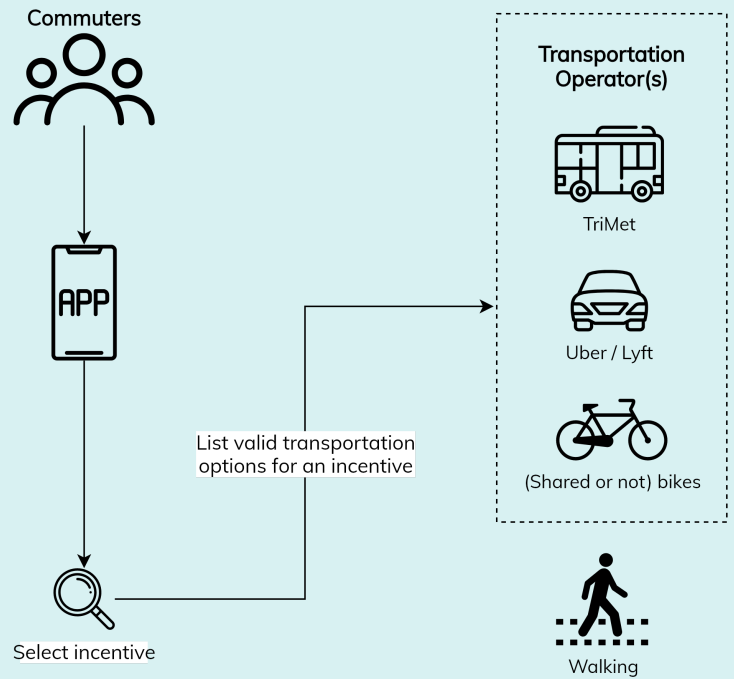


COMMUTERS

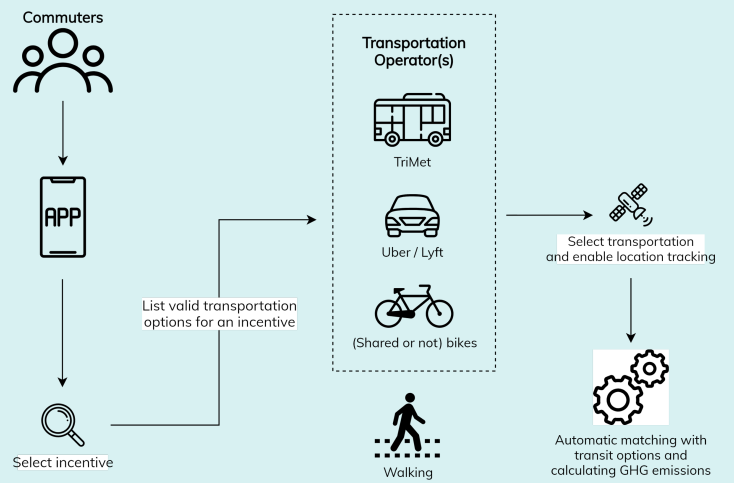
As a Commuter, I want to see the available incentives promoted by the points providers using GoGreen App to become aware of habit changing incentives and become more sustainable



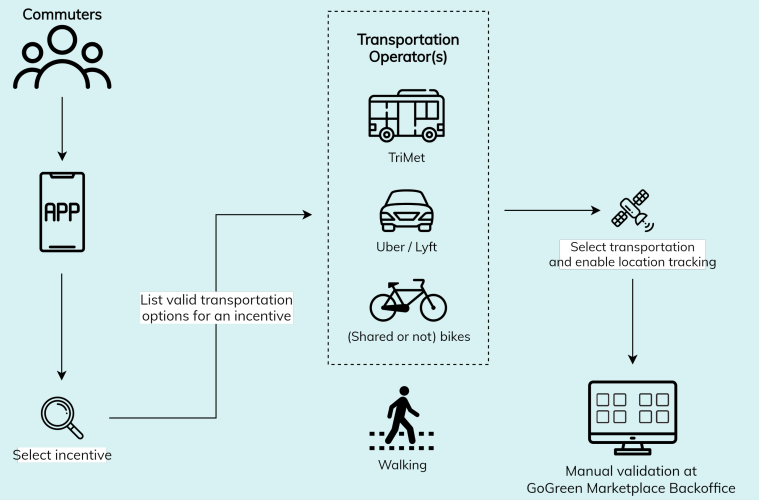
As a Commuter, I want to see the available valid transportation options and how they support my communities objectives using GoGreen App to clearly display travel options and incentives.



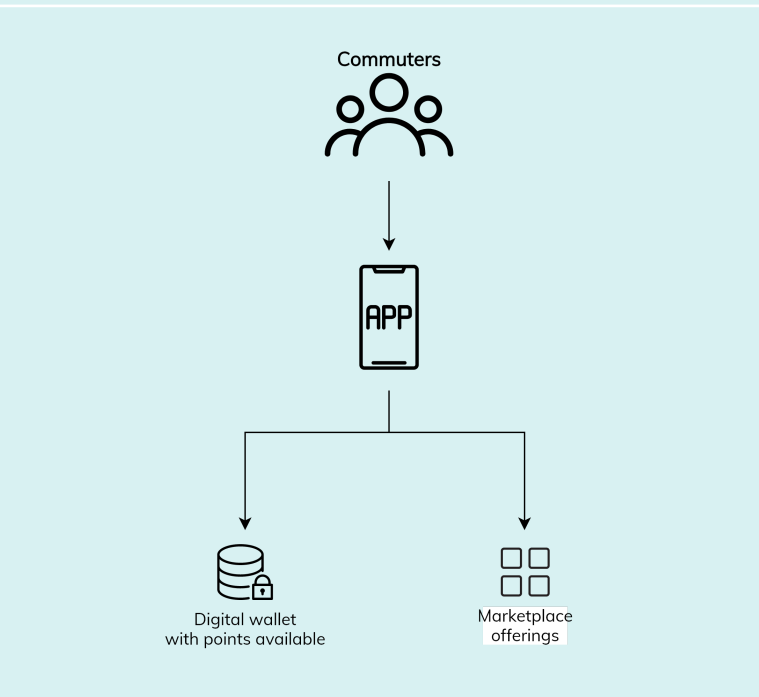
As a Commuter, I want to apply for a specific incentive (committing to use an automatically verifiable transit option such as bus, bike or walk) and share my location using GoGreen App to register my sustainable behaviour and trigger the validation process



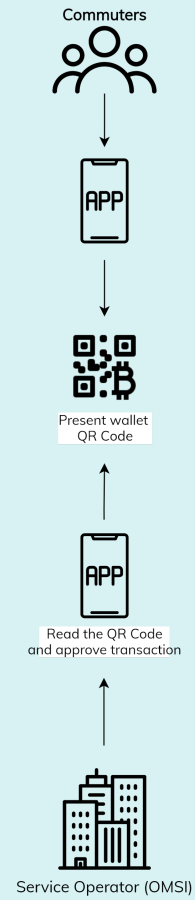
As a Commuter, I want to apply for a specific incentive (committing to use an manually verifiable transit option such as Uber or Lyft) and share my location using GoGreen App to register my sustainable behaviour and trigger the validation process



As a Commuter, I want to view points/tokens available in my wallet using GoGreen App to see which incentives I am entitled to and where I can exchange them

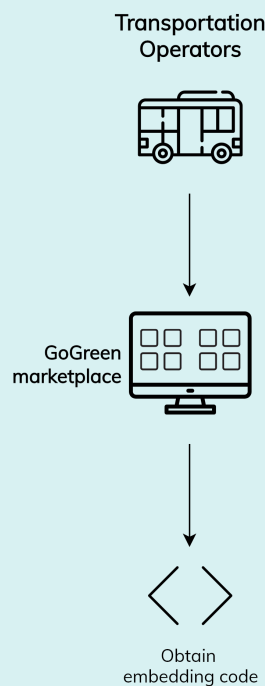


As a Commuter, I want to make my QR Code available for reading by the Service Provider using GoGreen App to redeem an incentive



TRANSPORTATION OPERATORS

As a Transportation Operator, I want to embed a web page or widget with the available incentives using GoGreen Marketplace to incentivise my riders to use the app (and my transit options) and win rewards



MEET GoGreen APP

