

60%

of European adults
are overweight or
obese



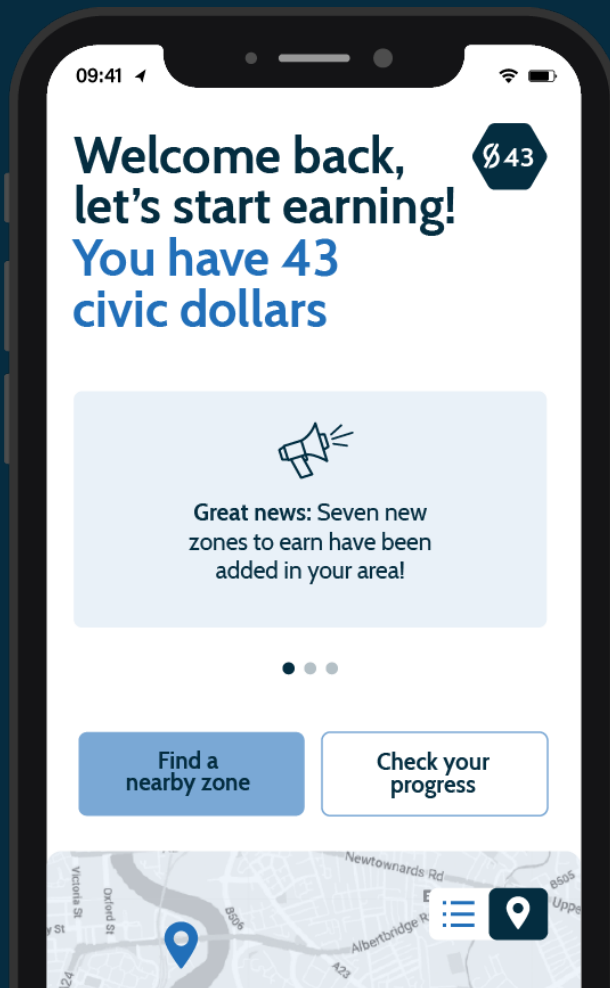
36% of adults
Not physically active



Obesity epidemic
Causing 1.2m deaths per year in EU



COVID-19
Lockdown intensified inactivity

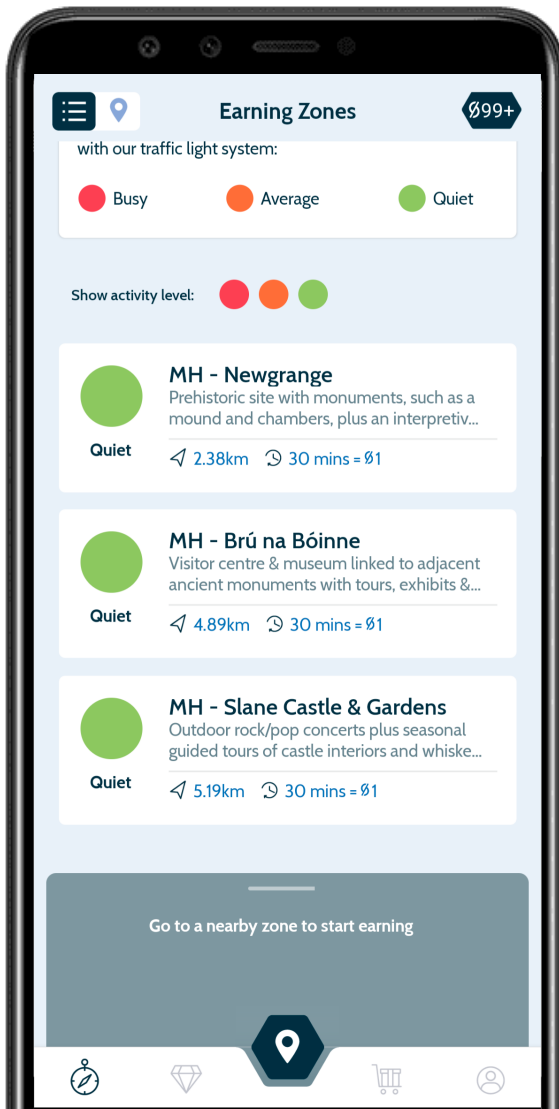


Introducing Civic Dollars

- Community currency platform
- Downloadable app
- Create behavioral change
- Improve health & mental wellbeing
- Engage with their communities



How it Works



Burtonstown, Co. Meath, Ireland



Zones are created using geo-fencing and each zone is assigned earn values and limitations

Earn zones

Earn Civic Dollars for every 30 minutes you spend in the parks and open spaces. We can also create earn zones in areas of:

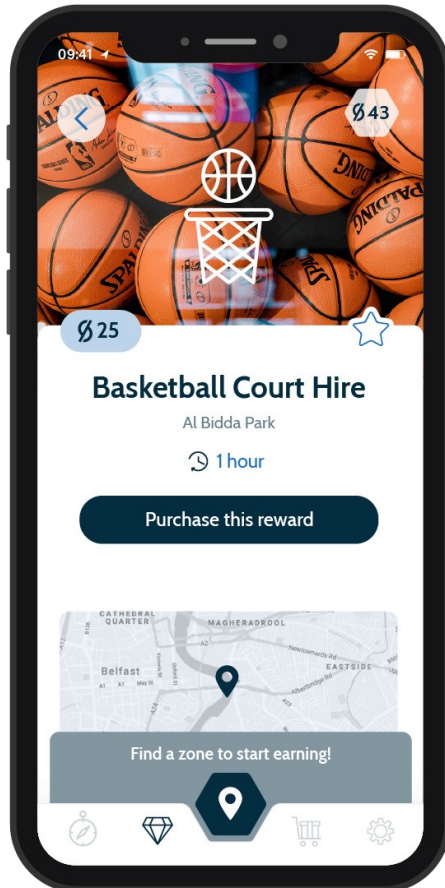
- Tourism
- Heritage
- Conservation
- Coastal Regions
- Forest or Woodland



Reap the rewards

or

Donate & help



Spend your Civic Dollars on discounts or donate to local charities and community groups



City Benefits



**Comhairle Contae
Dhún na nGall**
Donegal County Council



Dashboard

Great work today!

You have earned 5 civic dollars for 61st Merchant's Quay Scouts.

Take a moment to review your experience...



Great



OK



Poor

Close

23790

Geofence visits

46867

Dollars earned

640

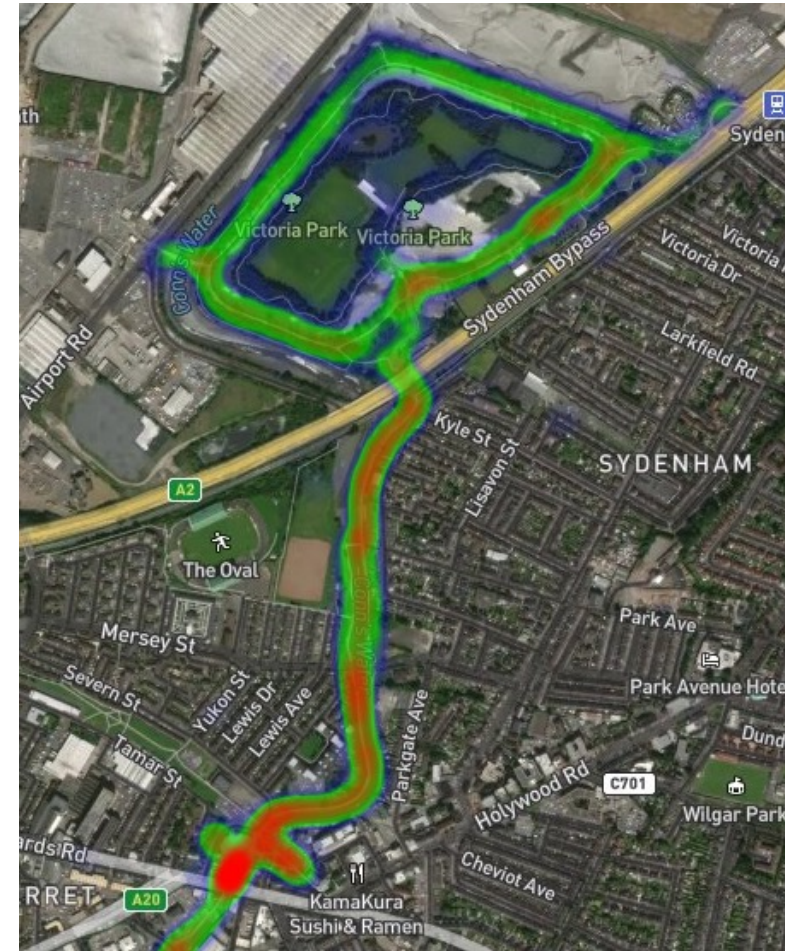
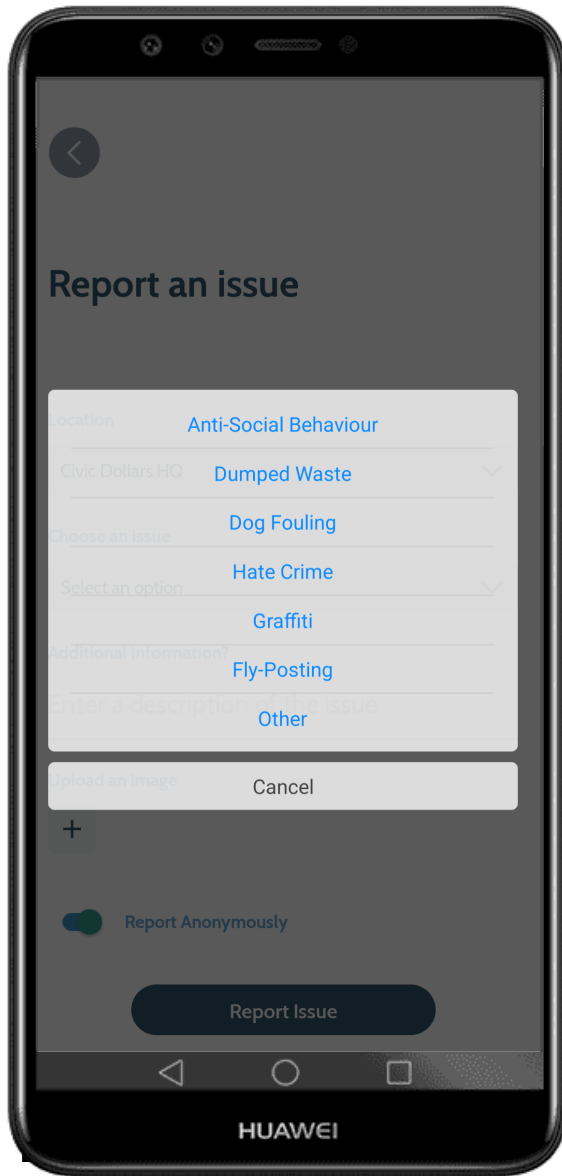
Transactions

77

Issues reported

HUAWEI

City Benefits – Data Insights



Working with



Comhairle Cathrach & Contae Phort Láirge
Waterford City & County Council



Comhairle Contae
Dhún naGall
Donegal County Council



Innovate
UK



Dublin City Council
Comhairle Cathrach Bhaile Átha Cliath

**cities
for better
health**

Portal / Dashboard TUGHANS SOLICITORS - BELFAST

162
Organisation members

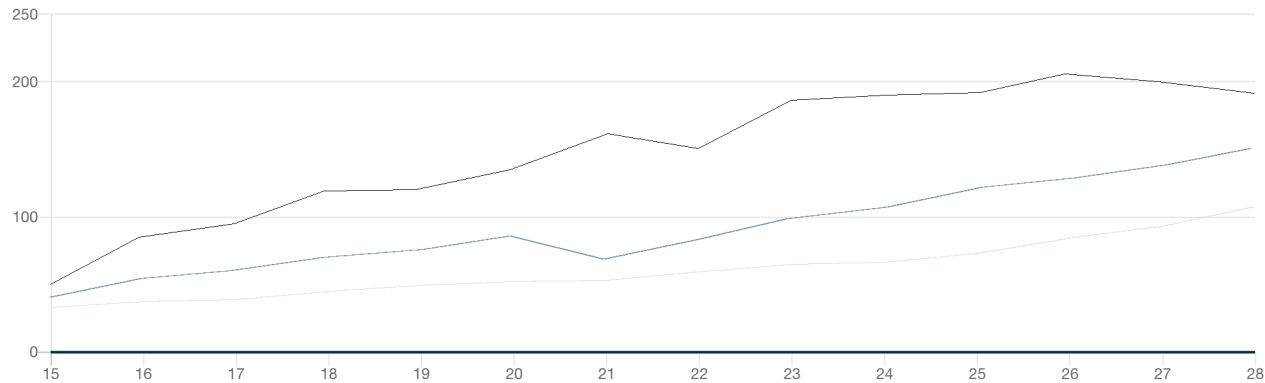
2,685
Dollars donated

68
Groups benefited

257
Rewards purchased

Usage

Last 14 days



Dollars donated

Groups benefited

Rewards purchased



Belfast
City Council



Belfast Healthy Ageing Project

18,500 hrs

Spent in city parks



1,506 healthy rewards

Redeemed by users



872 Surveys Completed

Providing longitudinal data



52 Community Groups

Benefiting from donated Civic Dollars

Healthy Meath Goals:

- Longevity (healthy at all stages of life)
- Inequalities (Reduce health inequalities)
- Threats (Protect against threats to health and wellbeing)
- Inclusivity (every individual and sector can play their part)



Moving on

- Data insights
- Irish Expansion
- Copenhagen, Extension
- Research project on Pre-diabetic
- USA Scaling / World Cup



Find out more:

www.cividdollars.com