

ECO GO



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'WHERE SUSTAINABLE TRAVEL MEETS DESTINATION'

CONCEPT

'Eco Go' is a mobile app which offers sustainable travel routes to college students and staff. Members of the app will avail themselves of an opportunity to learn and discover sustainable travel routes while challenging and competing for irresistible rewards.

LIMITATIONS

- Only accessible to students and staff on the TU Dublin campuses.
- For integrity purposes, users are asked to take photos of the transportation they use during the challenge, such as buses.
- Rewards: automatically generated and can only be used once by the user. Sharing and duplication of rewards is prohibited, and rewards can only be obtained from one initial device

BENEFITS

- Reward Scheme
- Fast service
- In-built GPS
- Convenient for students and staff
- Rent-A-Bike Function

PROBLEM

- Private car energy use clearly dominates and accounted for over 40% of transport energy use in 2022
- Studies by the central statistics office show that there has been a 4x increase in the use of cars in Dublin from 2020 to 2023. ing students when they choose sustainability.
- Motivation and encouragement are important factors in making smart and environmentally friendly transportation decisions. Many students struggle to find quick and easy routes to college campuses. This may be due to time and weather conditions.

SOLUTION

- "Eco Go" provides sustainable travel routes by making it fun and rewarding by providing personalized travel challenges. Gamifying travel by use of mystery travel wheel and campus leaderboards.
- The app provides personalized challenges by tracking c02 emissions and finding eco friendly + quick routes
- Rent-a-bike feature to aid students, staff and community members and aid participators.

REVENUE

'Eco Go' will be funded through a small fee to download the app and through a bike rental program available online on the app and website. Skippable ads will be generated while the app is in use. Memberships will also be available for purchase by users.



ECO GO



Our mission is to offer convenient and budget-friendly travel routes that prioritize sustainability, providing our users with the opportunity to make environmentally conscious choices when travelling.

