

Improving your health has never been more rewarding

The Problem:

When the world stopped.....So did we

An extra 3 million people became sedentary over lockdown

The cost

This issue costs the UK government £27 Billion per year, with £6.1 Billion of this coming directly from the National Health Service.

On top of that, it is also costing around 31,000 lives in the UK each year too.



The Problem:

Over 60% of the UK & Ireland adult population are obese or overweight

The level of strain



1 million

hospital admissions list obesity as a contributing factor each year.



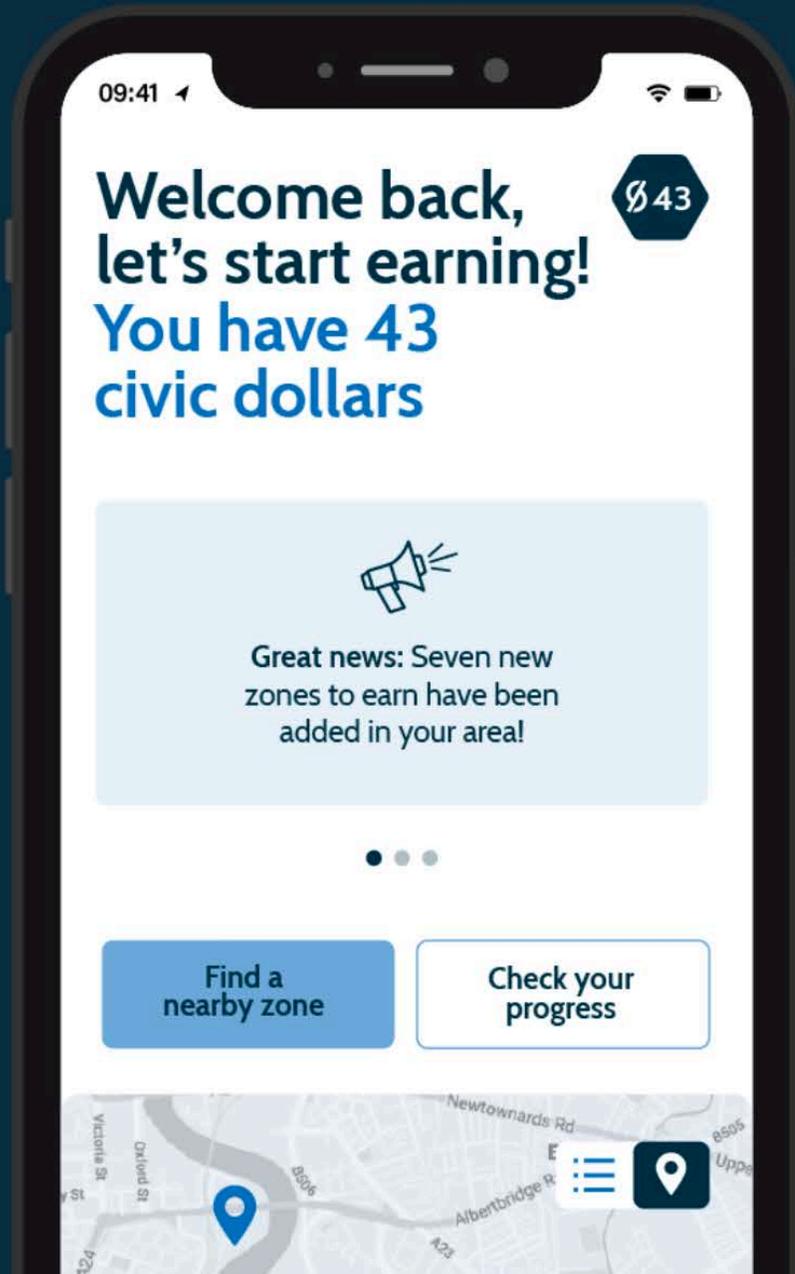
10,780

hospital admissions are directly linked to obesity.



294,000

items are prescribed annually for obesity treatment.



09:41

Welcome back,
let's start earning!
You have 43
civic dollars



Great news: Seven new
zones to earn have been
added in your area!

Find a
nearby zone

Check your
progress



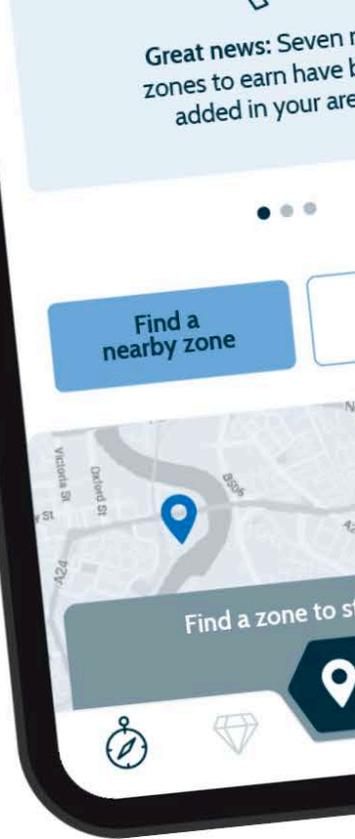
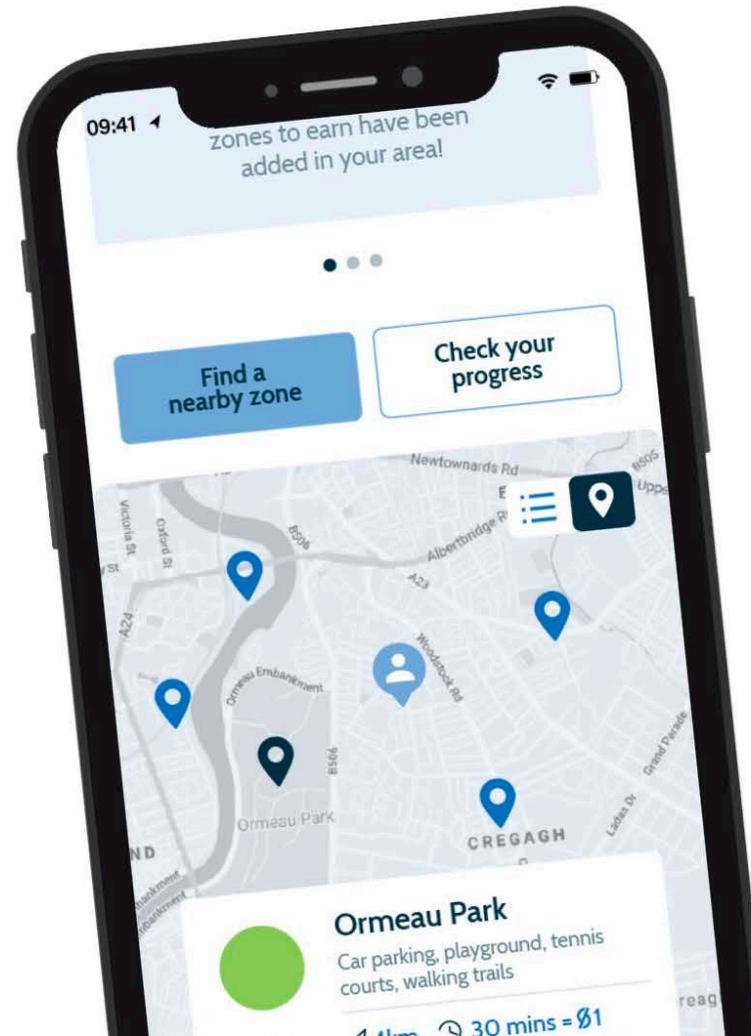
Introducing Civic Dollars

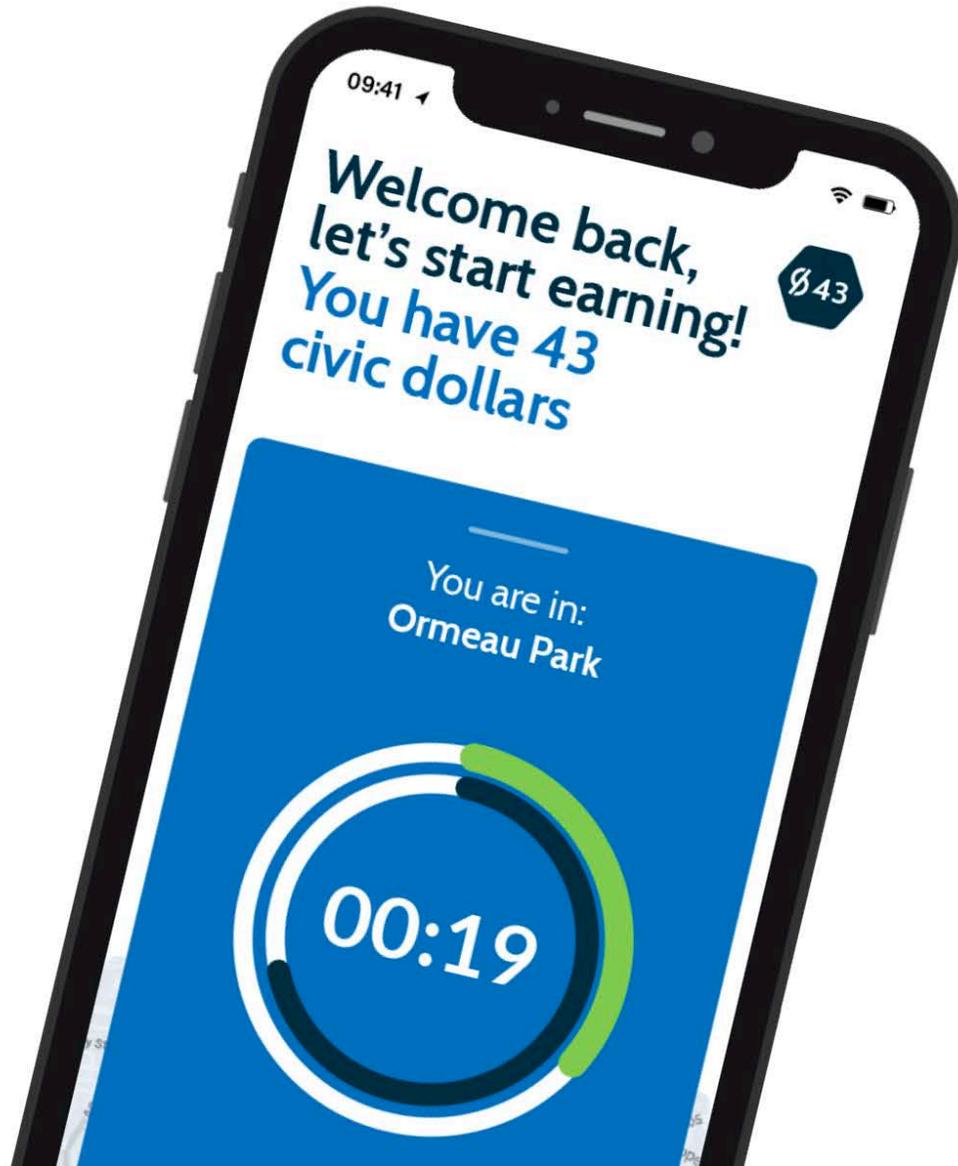
Civic Dollars is a community currency platform designed to give people the courage, support and know-how to create behavioural change, improve health, encourage increased physical activity and help users to engage with their communities.

Our aim

Users earn Civic Dollars by spending time in 'earn zones' such as parks and open spaces, volunteering in community groups and reporting problems to the city or council.

We aim for our platform to be the solution of choice for cities and regions that want to make an impact on sustainability, active transport and the health of their citizens and visitors.





How it works

Our approach is to use gamification techniques and geo-fencing to encourage participants to change their attitudes and behaviours towards physical activity and healthy eating habits.

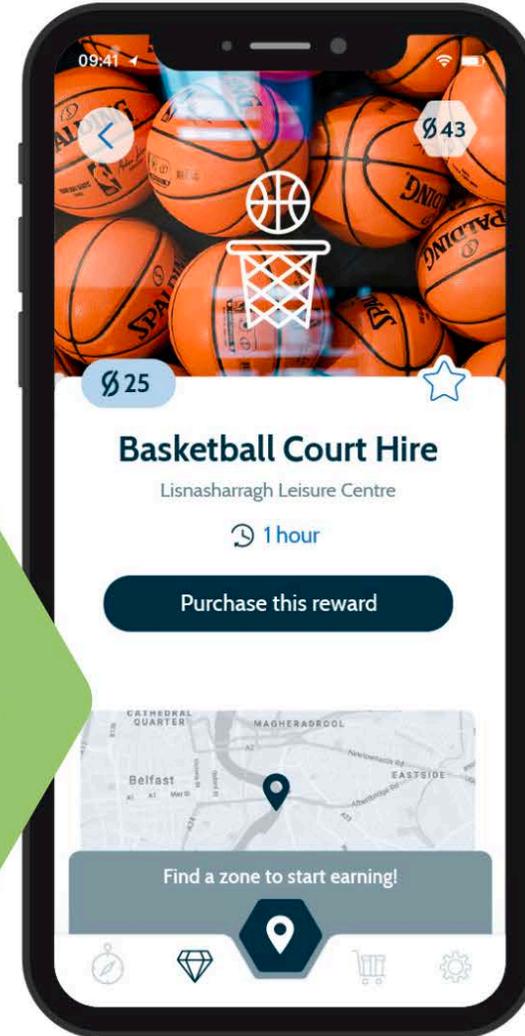
We will reward participants for being more physically active without prejudicing those who are inactive due to obesity, illness or mobility issues.

Reap the rewards

Users can exchange their Civic Dollars for a range of beneficial rewards including the following:

- Access to local attractions
- Public transport vouchers
- Discount from local businesses
- Community group donations

Civic Dollars can be donated to local community groups, building the relationships that Citizens have with these groups.



It's about community

Our experience has shown that the Civic Dollars platform has had a profound effect because we tackle the issue from a community perspective, not an individualistic one.



Tourism:

Geofence properties

Name

The Giants Causeway

Description

The Clifftop Experience is a fully guided 5-mile hike from the ruin of Dunseverick Castle, along the coastline to Northern Ireland's only UNESCO World Heritage

Owner organisation:

CENTRAL BANK

Category:

Park

Disable Issues

Yes No

Donation Only

Yes No

Status:

Active

Earning Rules

Earn value per 30 mins

1

Maximum dollars per visit

5

Activity levels

Quiet maximum

100

Average maximum

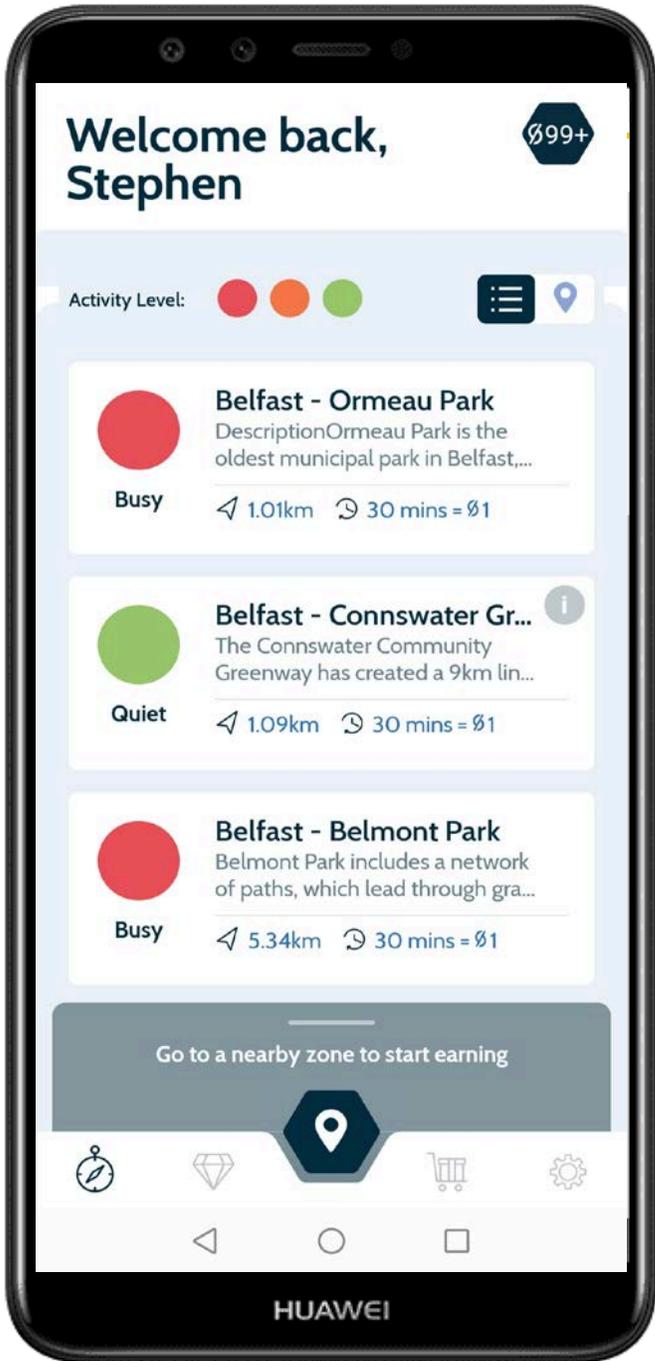
200

Anything over the average maximum will be marked busy in the app.

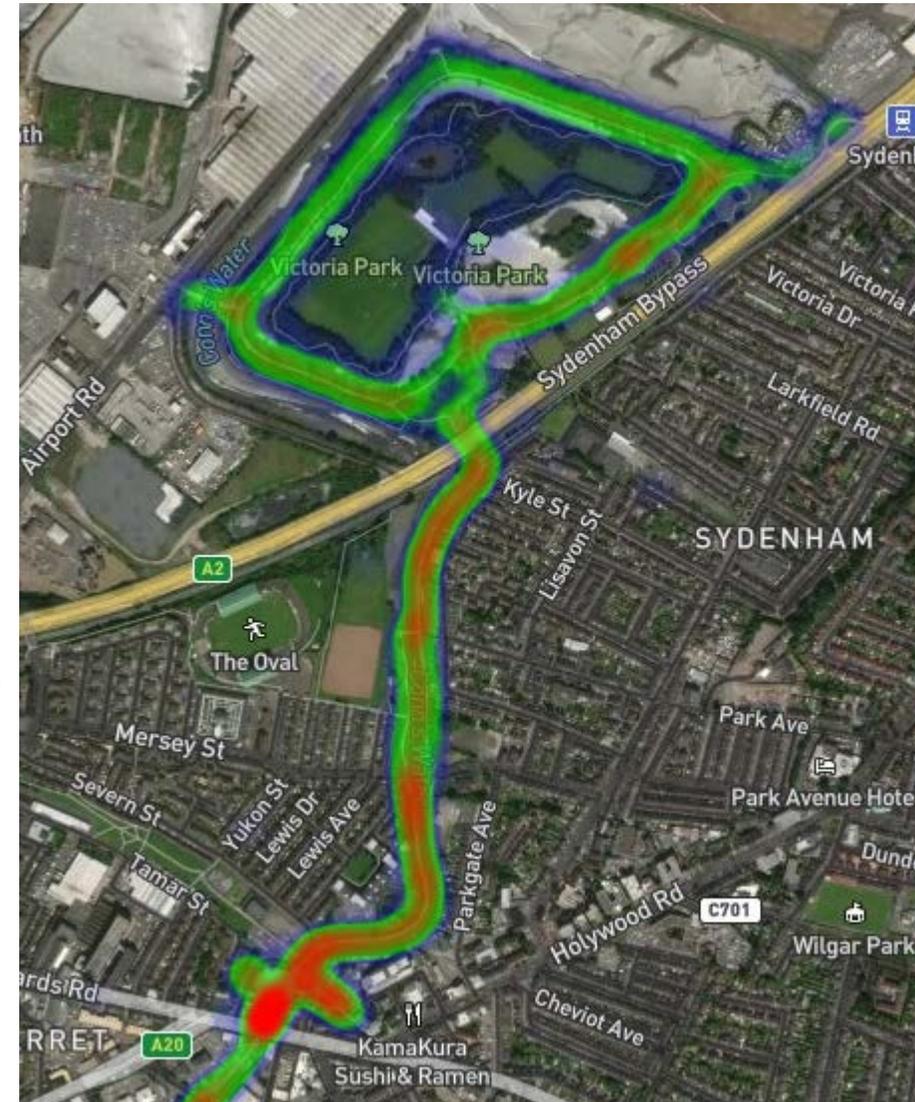
Earning area

causeway road bushmills





- *Encourage park usage*
- *Improve Health*
- *Heatmaps & report layers*
- *New dataset for councils and municipalities*



Tourism:



WELCOME TO THE CRUMLIN ROAD GAOL



Tourism:

- *Visit early and stay longer*
- *Alternative ways to remember their visit*
- *Plant trees*
- *Help local communities*
- *Visit underutilized places via VR / AR*



Where we hope to go

We have built and tested the Civic Dollars platform and are confident about its success in any country, or in any city.

Our platform has been built on Amazon Web Services using serverless microservices and has been designed to be a scalable solution that we can deploy in any city or region in the world.



Thank you

**We'd love you
to become part of
the journey.**

cividdollars.com

