Today, we are used to rating hotels, food, travel - let’s do the same for the whole environment!
Problem

While a huge amount of information is nowadays available on the main environmental issues, there is a huge gap between the possession of environmental knowledge and people's environmental actions.

Even though people know a lot about the problems, the state of landscapes are too often getting worse.

*We need a new approach to motivate citizens to care for their landscape, and to improve the participation of local communities.*
Vision

People can create with their smartphones a real-time living world map of the state of the local environment.
Compare:
Facebook today has 1.18 billion daily (1.8bn monthly) users – this all happened in just 8 years

Userbase Forecast:

Harju-Autti (2016) Global cross-national indicator of environmental awareness, and environmental worldviews in organizations, political parties and individuals
European Commission (2014) Climate Change, Special Eurobarometer report
TERI (2013) TERI Environmental Survey 2013
Franzen and Vogl (2013) Two decades of measuring environmental attitudes: A comparative analysis of 33 countries
Gelissen (2007) Explaining popular support for environmental protection: A multilevel analysis of 50 nations
Marquart-Pyatt (2007) Concern for the environment among general publics: A cross-national study
Aoyagi-Usui et al. (2003) Proenvironmental behavior and attitudes: An International Comparison

References:
Solution

A smartphone app EnviRate allows you to give ratings on the environment wherever you go.

People will monitor unwelcome / welcome changes in the state of the environment.
Imagine if you had a map where a massive number of people had rated their local state of the environment.

If you were a tourist travelling to this country, to which city would you choose to go?

If you were a local in IndustryCity, wouldn’t you give some pressure to the political decision makers of your city: ‘why are we lagging behind’?
Sometimes there are conflicting interests regarding the landscapes...
When building up a mine, it’s not only the mine area that will be affected - the impact area can be vast.

Talvivaara mine stains river orange

The mine has been involved in a string of environmental mishaps -- and PR fiascos -- for more than six months.

What if you could take here your mobile phone, click the app which allows you to rate the state of your current environment?
When people give constantly their opinions on the local state of the environment, the effect of unwelcome changes can be detected.

If you were an environmental authority (responsible for permissions to this mine) or a political decision maker – wouldn’t you be alarmed about such a unwelcome change?
We have lived by this lake most of our lives. Things have not always been the same. We want to feel our lake and report if something happens.

We are tourists, and we want to use our personal trips also for the common good – thus, we rate all the places we visit.

I think this place deserves my top ratings!
Most urban citizens are daily exposed to excessive noise levels. This has enormous health effects. With EnviRate: ..HEAR !

500,000 Europeans are estimated to experience a premature death because of bad air quality.¹ About 1.6 million people in China die each year from heart, lung and stroke problems because of incredibly polluted air, especially small particles of haze. With EnviRate: ..BREATHE !
In 2030, 60% of the 9 bn. people in the world will live in an urban environment. Urban environment is changing: green areas of most cities are diminishing.

Bangalore:

Istanbul: people started massive protests when decision-makers wanted to wipe out the last park.

With EnviRate green areas and landscapes have been proven to have an exceptional value for the local people > decision-making.
You can rate in any environment - Natural or Urban
How to scale your ratings:

LOOK (natural environment)
How to scale your ratings:

LOOK (urban environment)

1, 2, 3, 4, 5, 6, 7, 8, 9, 10
How to scale your ratings:

HEAR

1, 2, 3, 4, 5, 6, 7, 8, 9, 10

1, 2
3, 5
5, 3
7, 3
9, 1
10, 0
How to scale your ratings:

BREATHE
EnvirACT: just click one button to see what environmental activities are around - join the activities, feel the fun and social empowerment!

Environmental activities are not only for so-called environmentalists!

Your tourist trips will never be the same again

Great for the participation of local communities for landscape protection
• First in the field
• Based on tested science (PhD 2016)
• No need for scaling up, right away a fully global system
• Ease of use, Free, for any ages
• Gamification
• Ready-to-go userbase over 100,000

Competitive landscape

Innovation based on rating things

YELP
Tripadvisor
UberEATS
UrbanSpoon
Peeple

Everyone else

Foursquare
#climate
Ecoviate
Farmstand
Oroeco

Innovation based on Environmental information
The University of Turku Pentti Malaska Futures Award winner is new digital invention Envirirate

The first Pentti Malaska Futures Award is awarded to the Finnish startup Envirirate which is developing a mobile application for assessing the state of the environment. The goal is to develop an easy-to-use tool that helps citizens make informed decisions and take action to improve their local environment.
WORKS GLOBALLY
BRNO
BREATHE
BUDAPEST

LOOK
IN LANDSCAPES EVERYTHING IS NOT ALWAYS NICE

TOOL FOR LOCAL ACTION AND PARTICIPATION!
TODAY:
1. In your mobile phone browser, enter address m.envirate.net
2. Click ’SIGN UP NOW’
3. Enter Your firstname and email address
4. Go to your email: click the verification link
5. Make sure your GPS is on IOS: Settings > Privacy > Location services > Safari

TOMORROW IN THE PARK:
6. Start rating and ENJOY!

Any problems? Call Pekka +358440777729
Start as a beginner...

Become a Watchdog of the Earth.

Can you make it to a Dragon of the Earth, ...or even higher?

TODAY:
In your mobile phone browser, enter address m.envirate.net
1. Click ’SIGN UP NOW’
2. Enter Your firstname and email address
3. Go to your email: click verification link
4. Make your GPS on IOS: Settings > Privacy > Location services > Safari