

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



**Giving Value to our Environment**

# Problem

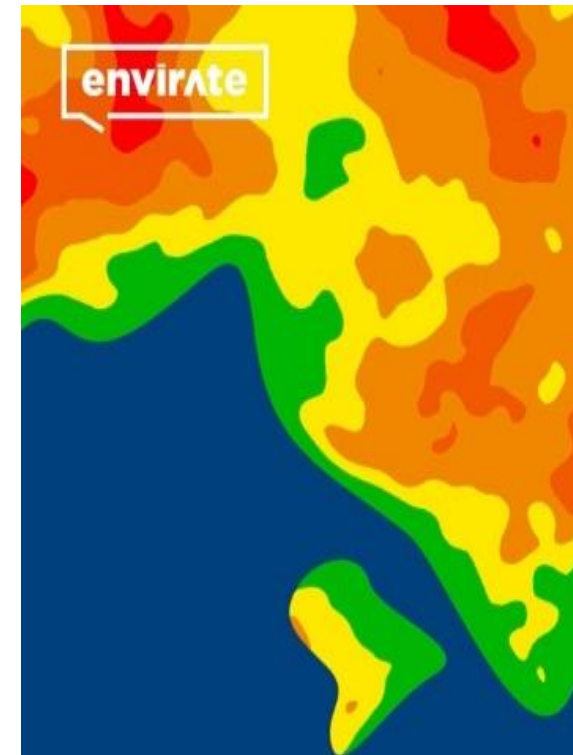
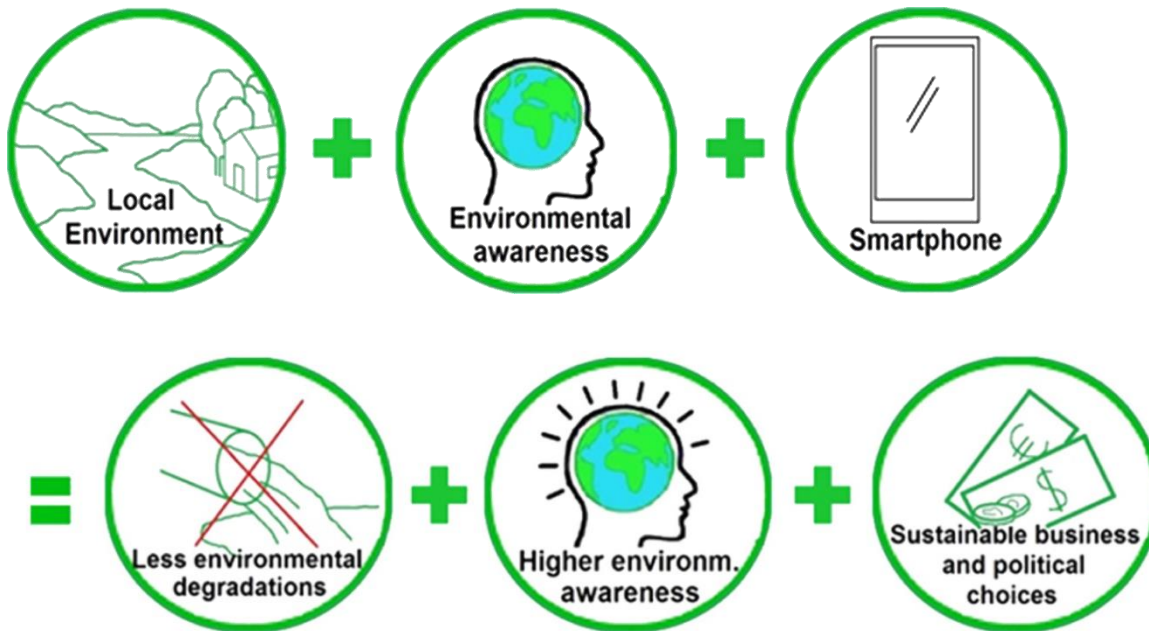
While a huge amount of information is nowadays available on the main environmental issues, there is a huge gap between the possession of environmental knowledge and people's environmental actions.

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

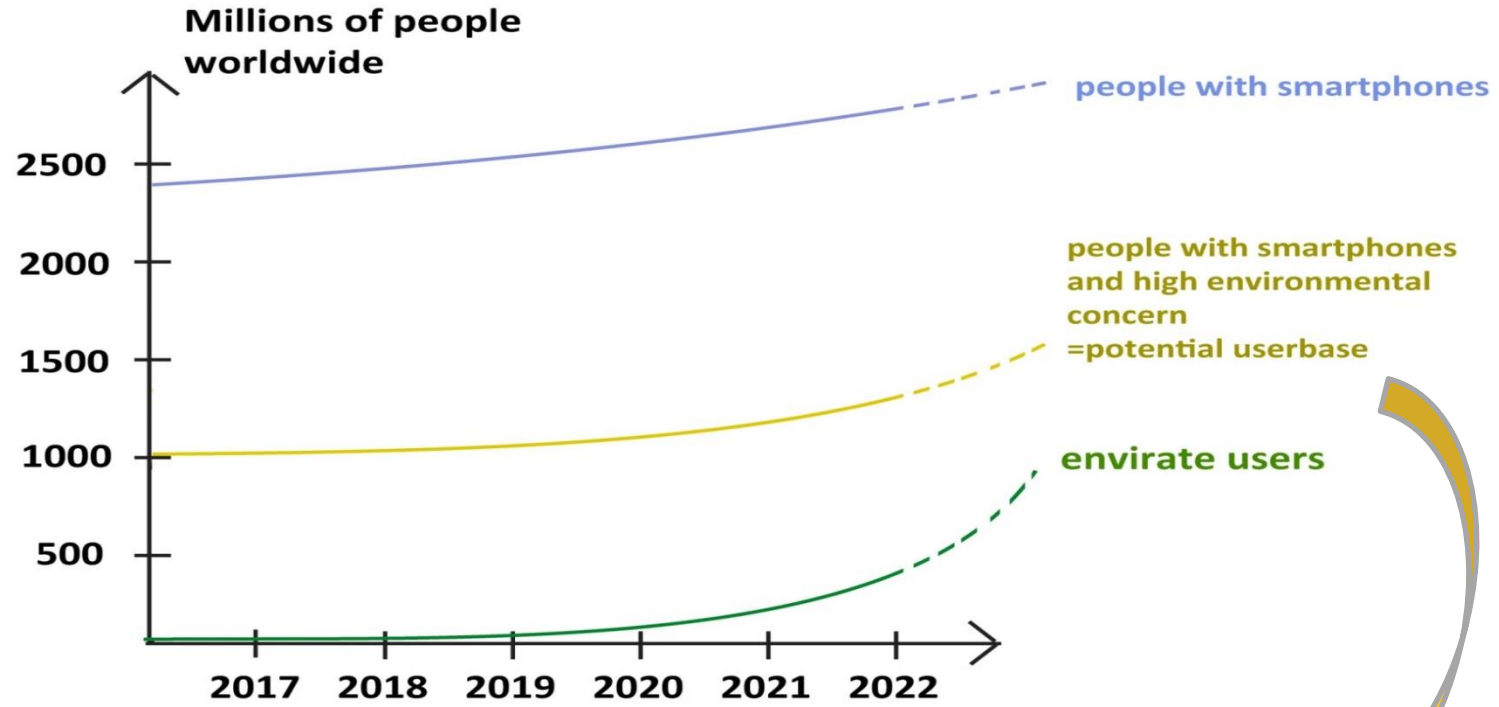
People can create with their smartphones a real-time living world map of the state of the local environment.





### Userbase Forecast:

Compare: Facebook today has 1.18 billion daily (1.8bn monthly) users – this all happened in just 8 years



#### References:

- 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
- Siemens (2012) The Green City Index – A summary of the Green City Index research series.
- Givens (2011) The effects of Affluence, Economic Development, and Environmental Degradation on Environmental Concern
- 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



# 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 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...



News 21.5.2013 20:30 | updated 21.5.2013 20:30

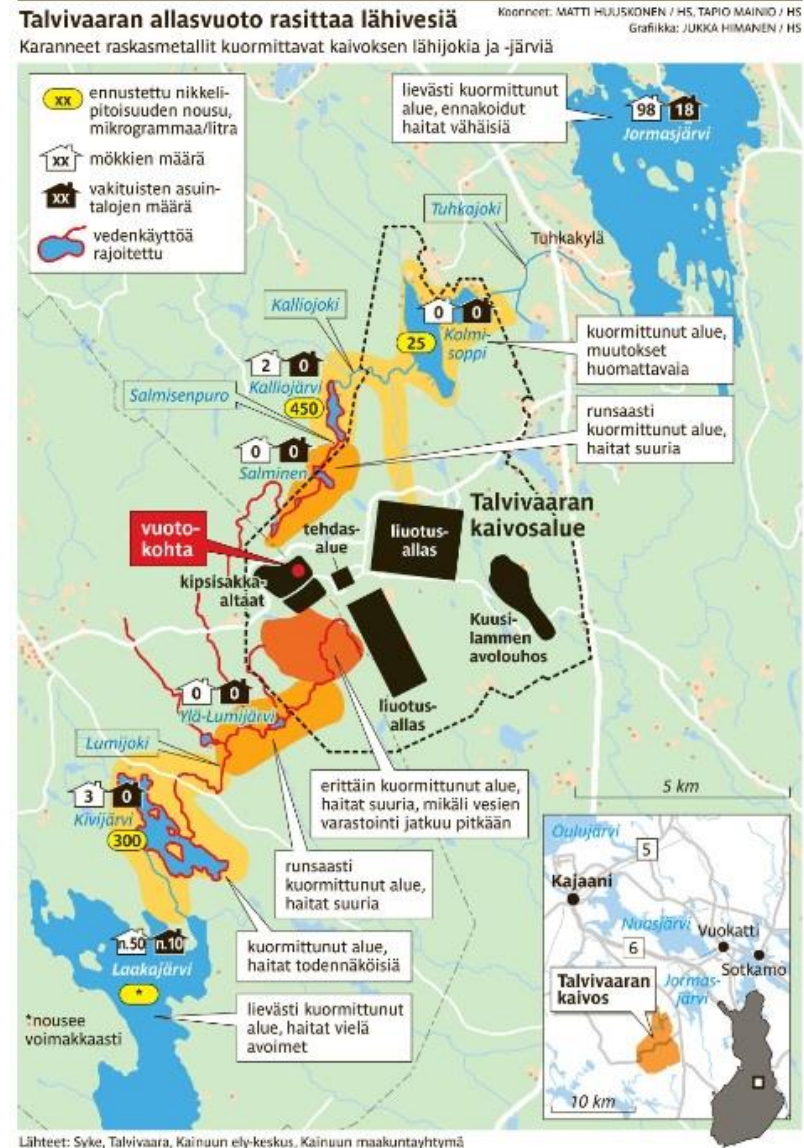
## Talvivaara mine stains river orange

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

Recommend 28 people recommend this. Be the first of your friends.



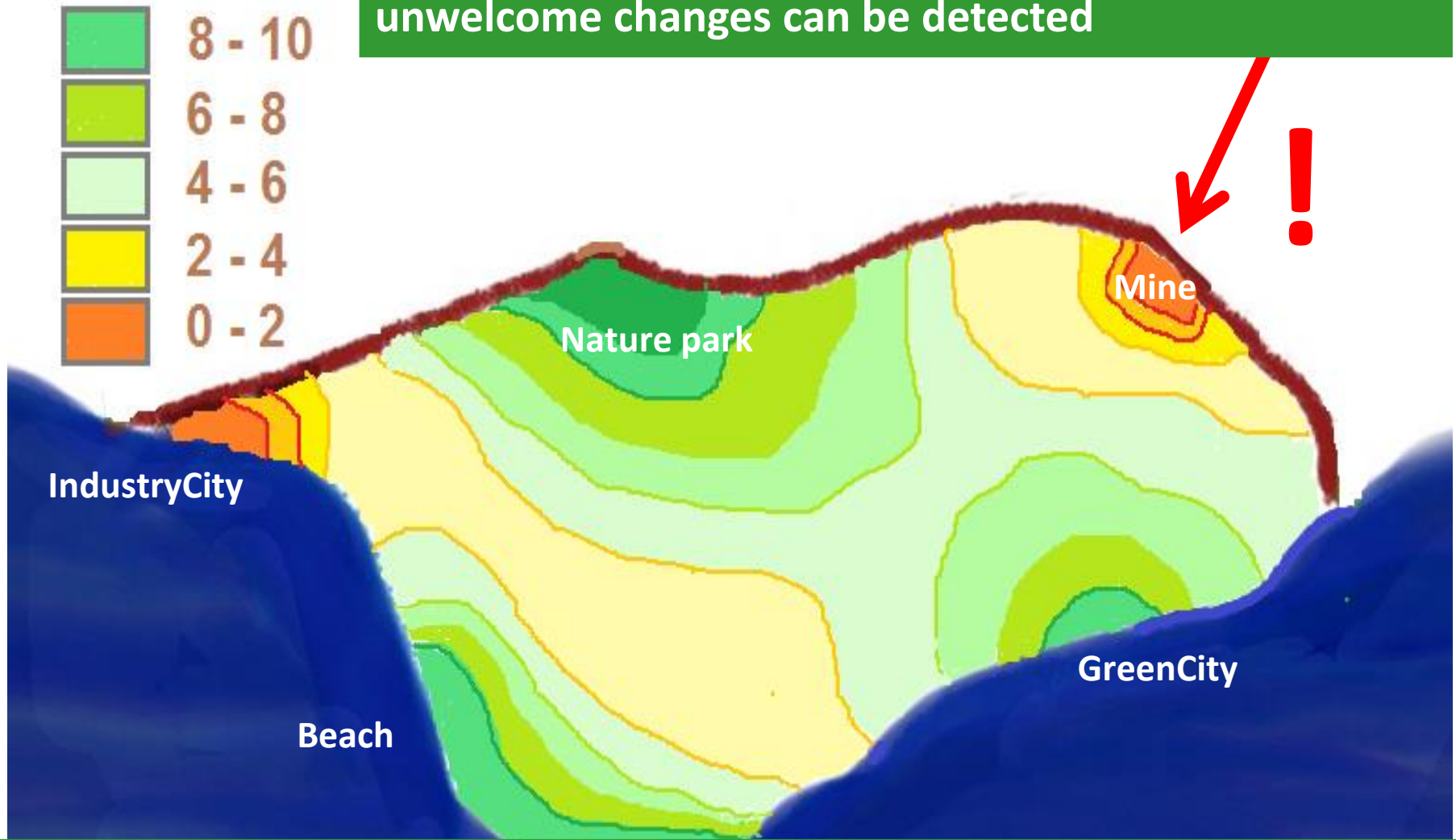
What if you could take here your mobile phone, click the app which allows you to rate the state of your current environment?





**envirate**

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**?

# Users

## Locals

## Tourists



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 !

# Health hazards

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**.<sup>1</sup> 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



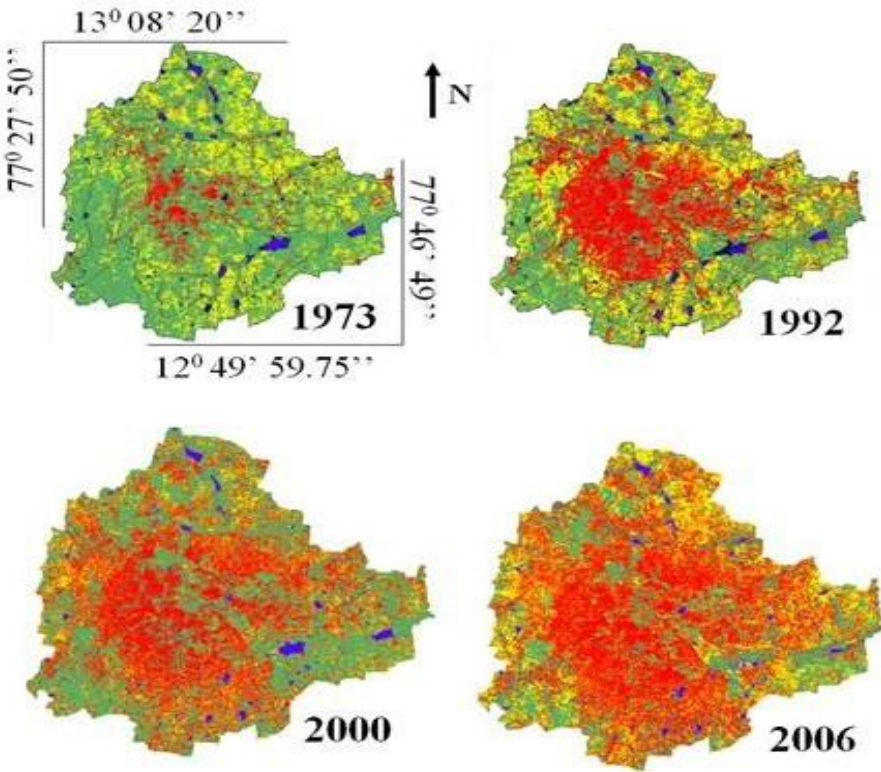
With EnviRate: ..**BREATHE** !



# Shrinking parks

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

**envirate**

# Landscapes

You can rate in any environment - Natural or Urban





How to scale your ratings:

# LOOK (natural environment)

1 2 3 4 5 6 7 8 9 10



1,2



3,5



6,0



9,1



10,0



How to scale your ratings:

# LOOK (urban environment)

1

2

3

4

5

6

7

8

9

10



1,2



3,5



6,0



9,1



10,0

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

1 2 3 4 5 6 7 8 9 10



1,2



3,5



5,3



7,3



9,1



10,0

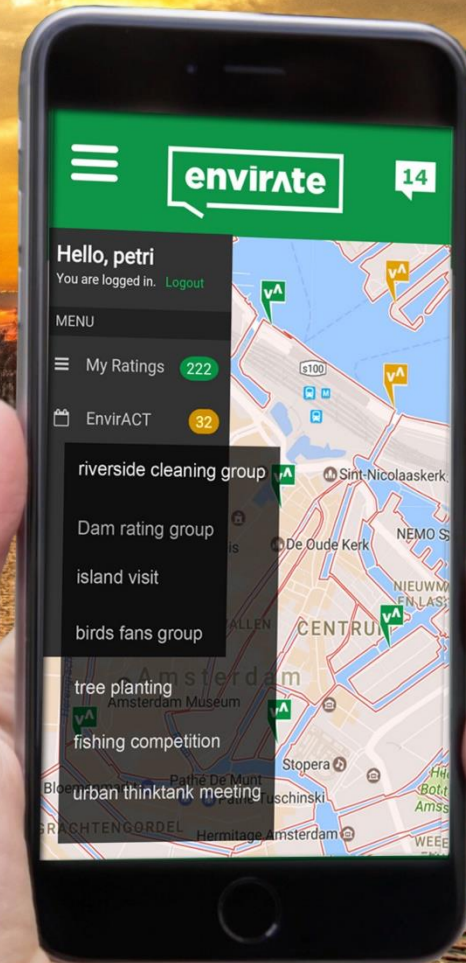


EnvirACT: just click one button to see what environmental **activities** are around  
- join the activities, feel the fun and social empowerment!

Environmental activities are not only for so-called environmentalists!

Your tourist trips will never be the same again

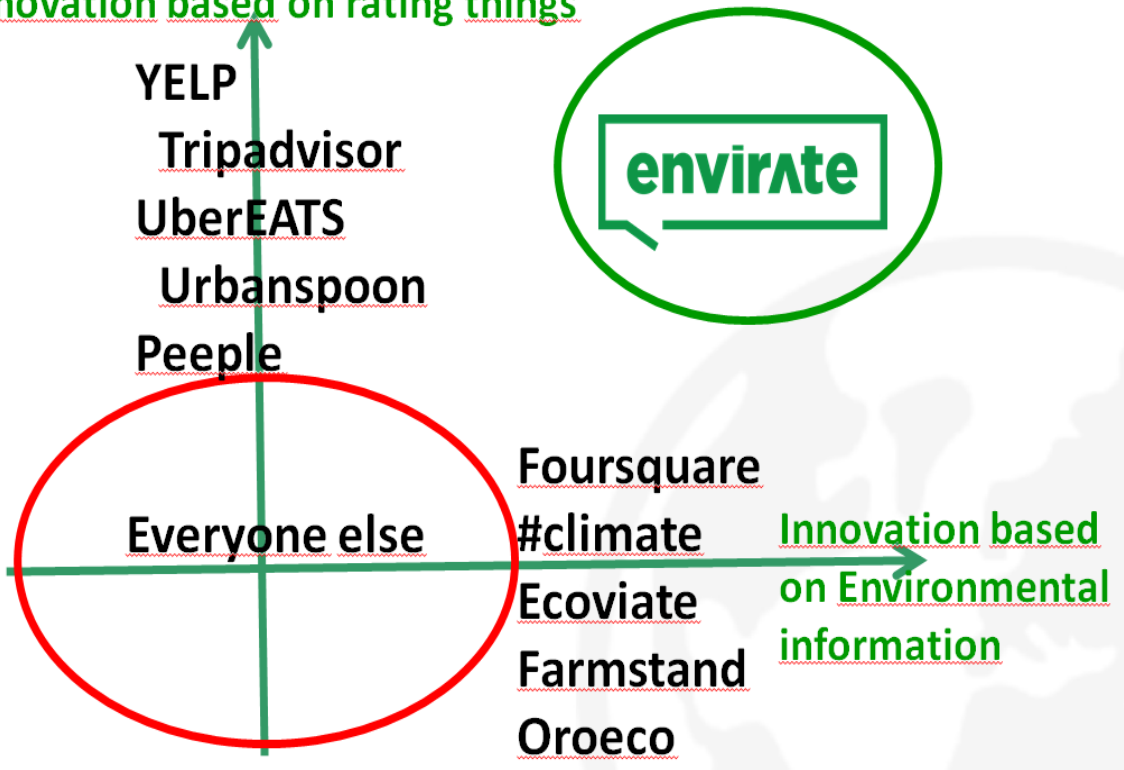
Great for the participation of local communities for landscape protection





# Competitive landscape

Innovation based on rating things



- **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



UNIVERSITY OF TURKU

# PENTTI MALASKA FUTURES AWARD



Turun yliopisto  
University of Turku

 June 14, 2017

## **The University of Turku Pentti Malaska Futures Award winner is new digital invention Envirate**

The first Pentti Malaska Futures Award is awarded to the Finnish startup Envirate which is developing a mobile application for assessing the state of the environment. The goal is to develop an



# CASES





# WORKS GLOBALLY



6% 21.12

m.envirate.net



Kartta Satelliitti L H B LHB

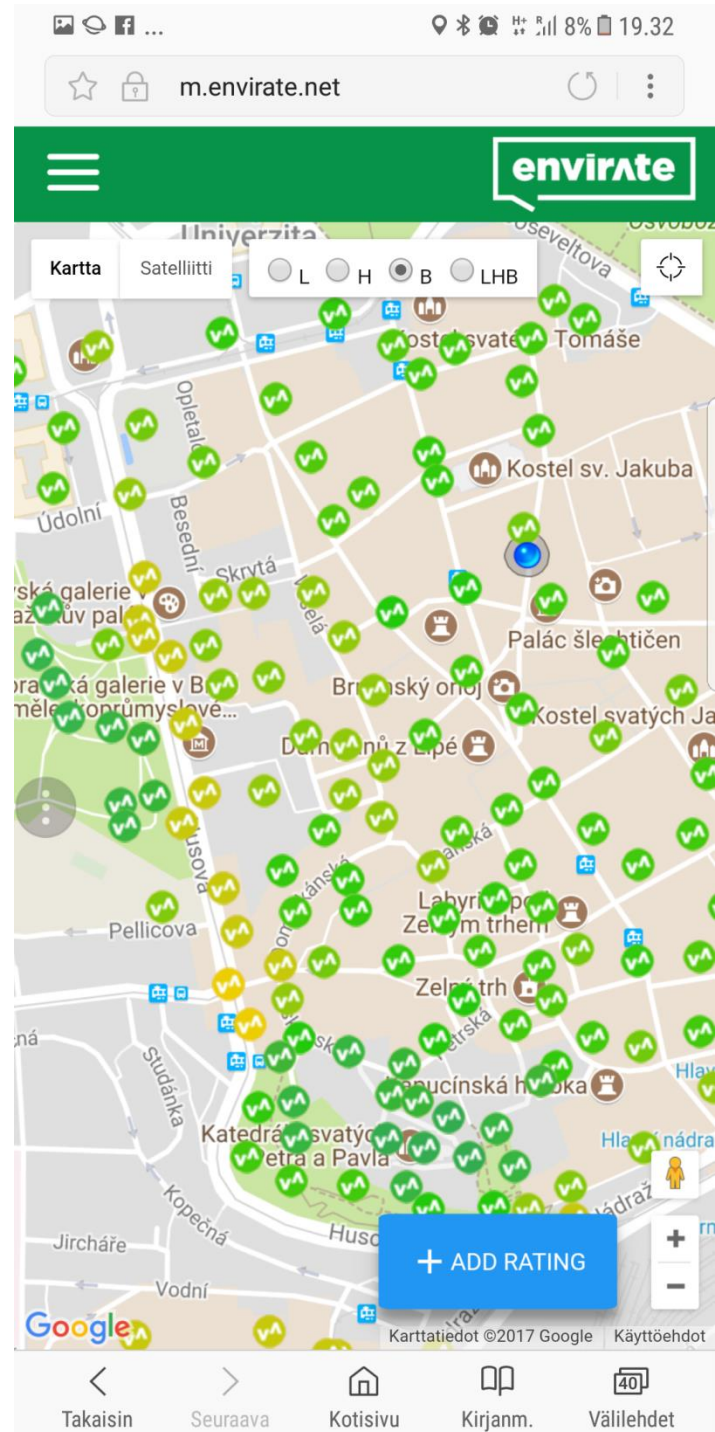
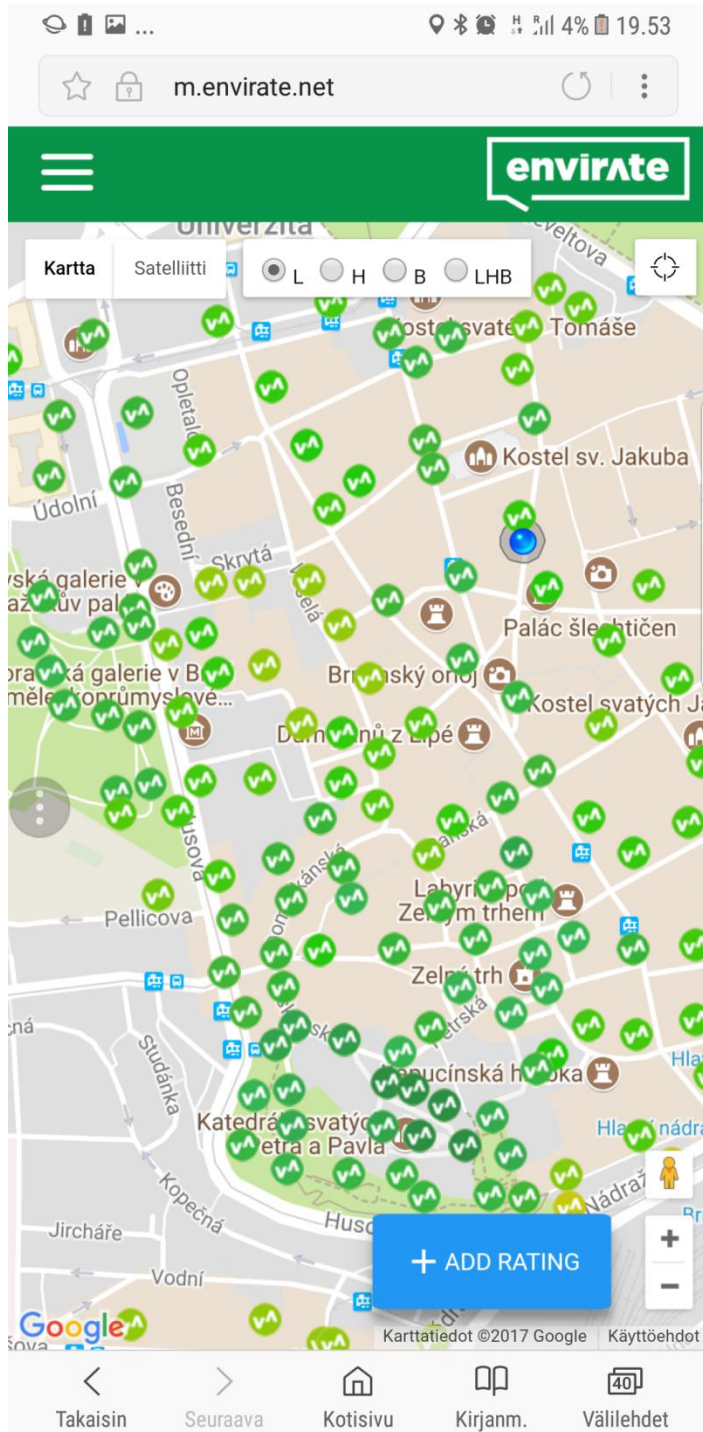


+ ADD RATING

Karttatiedot ©2017 Käyttöehdot



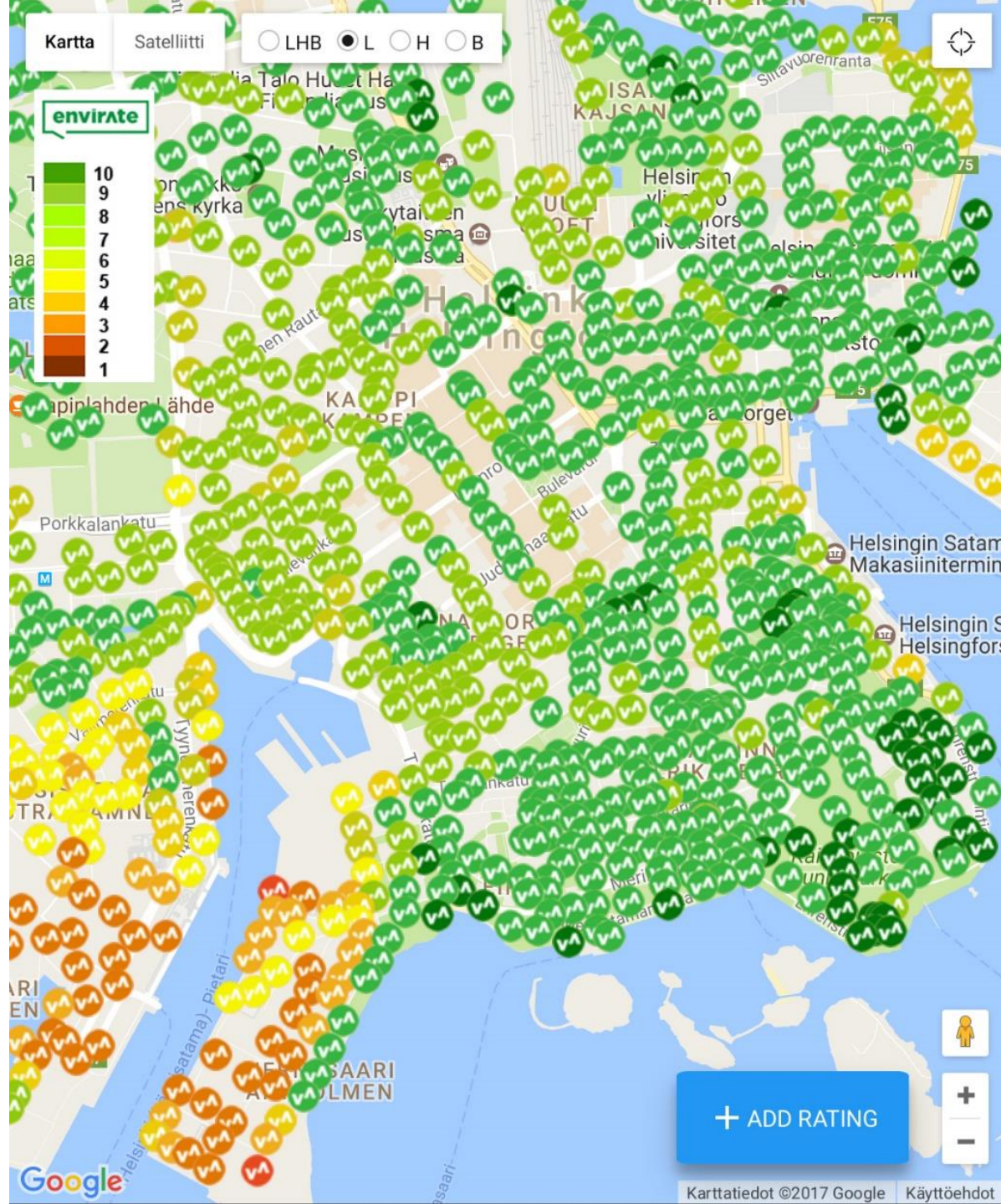
BRNO





HELSINKI

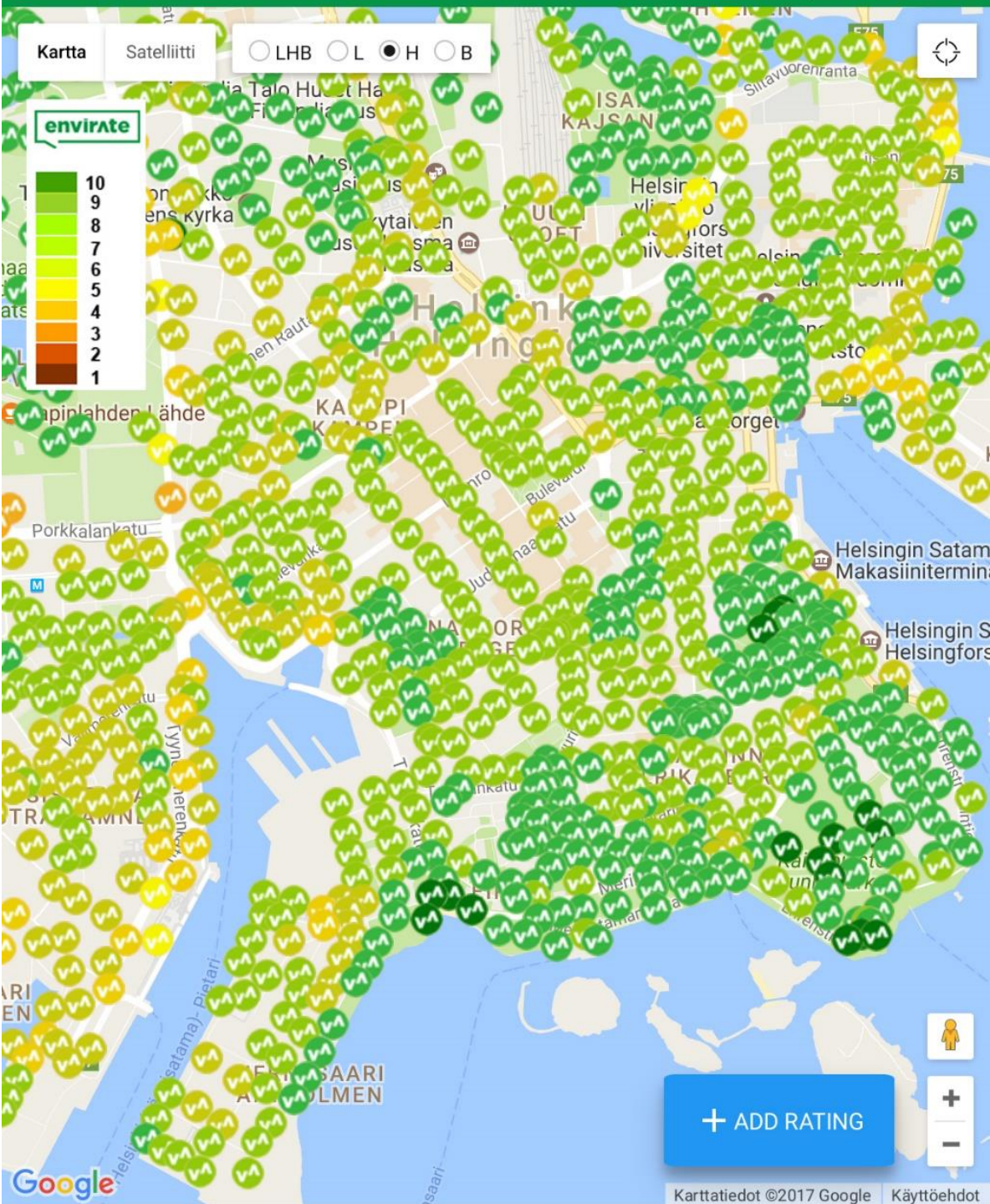
LOOK





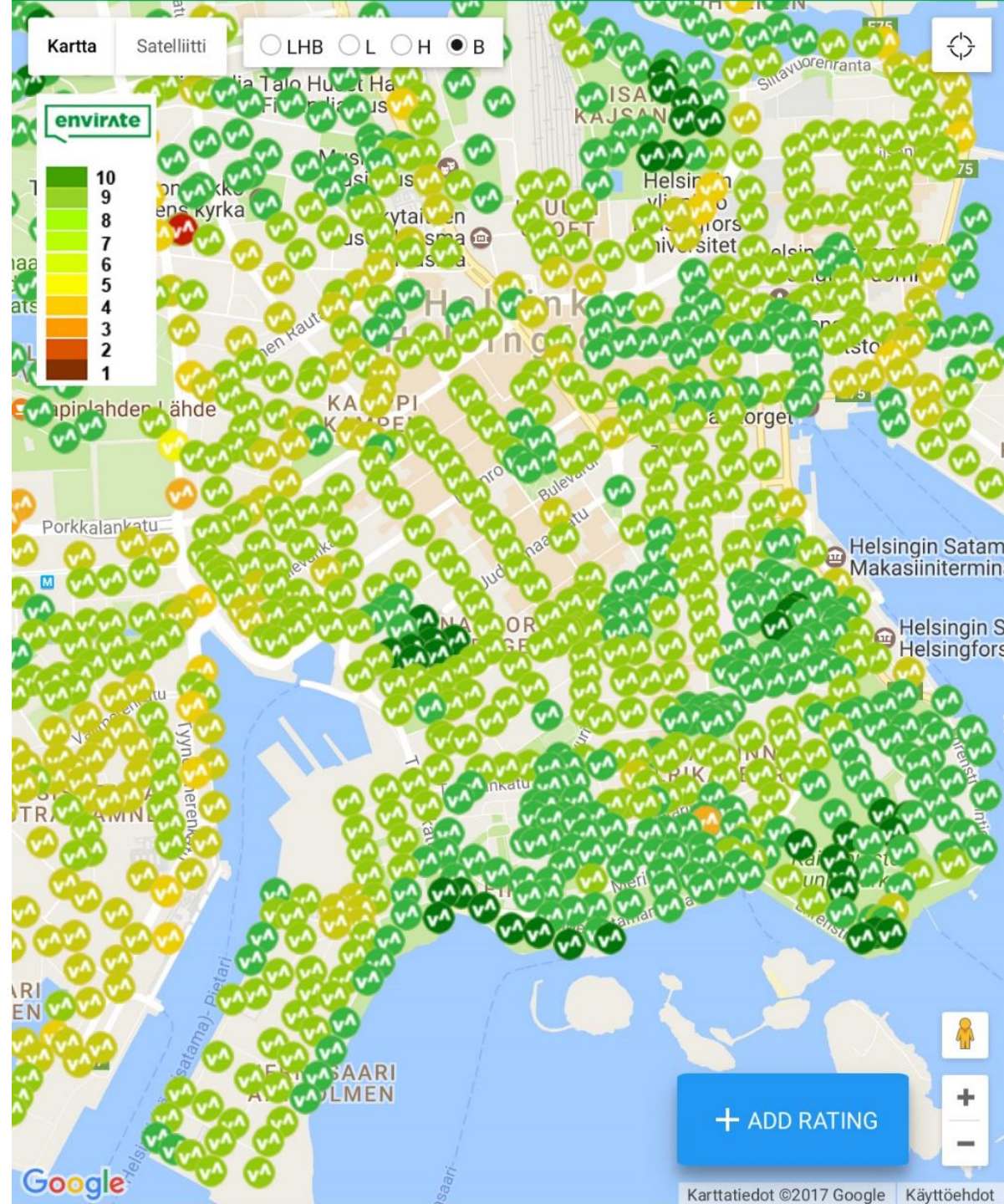


HEAR





BREATHE

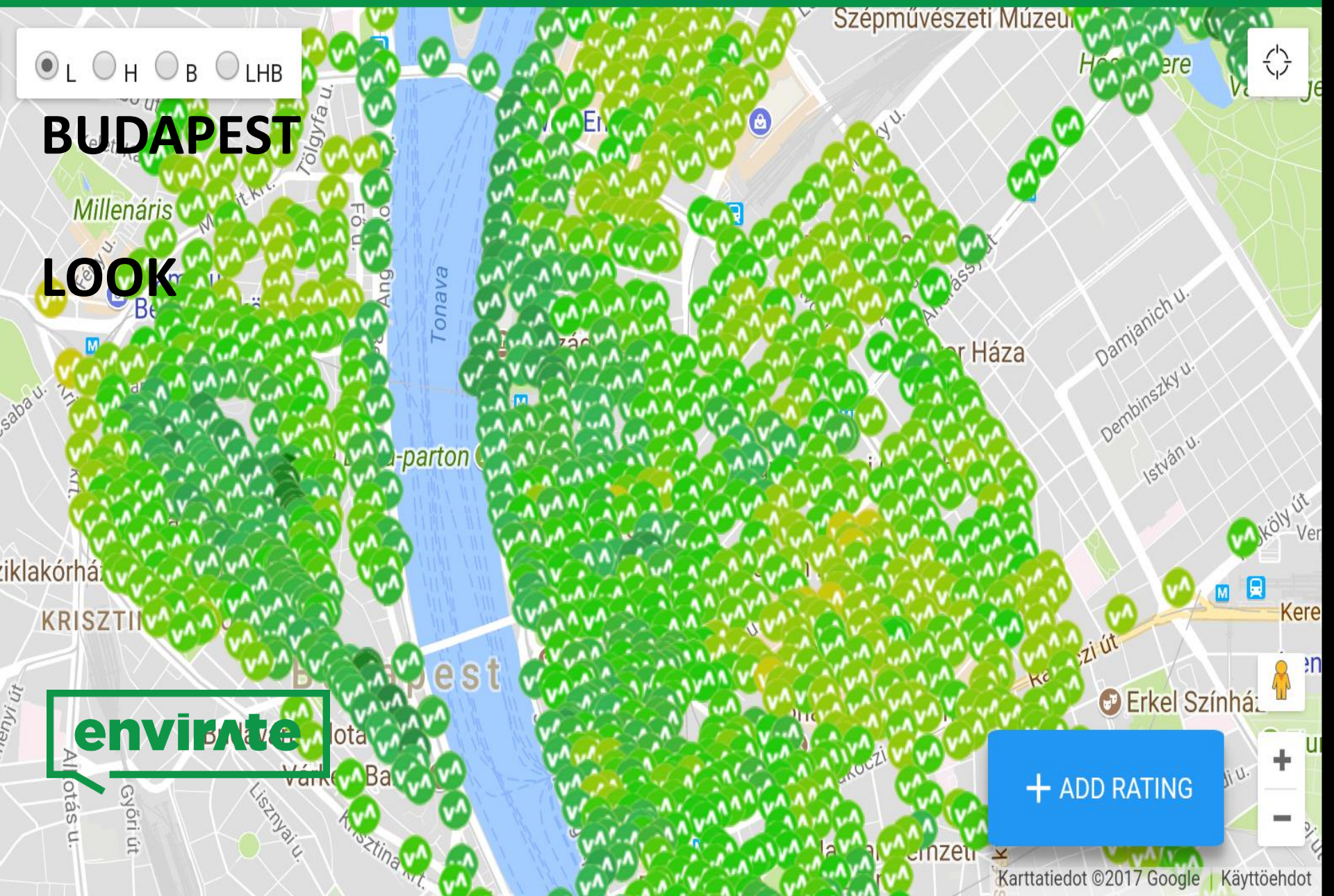


+ ADD RATING

L  H  B  LHB

# BUDAPEST

# LOOK



+ ADD RATING

L  H  B  LHB

# BUDAPEST

## HEAR

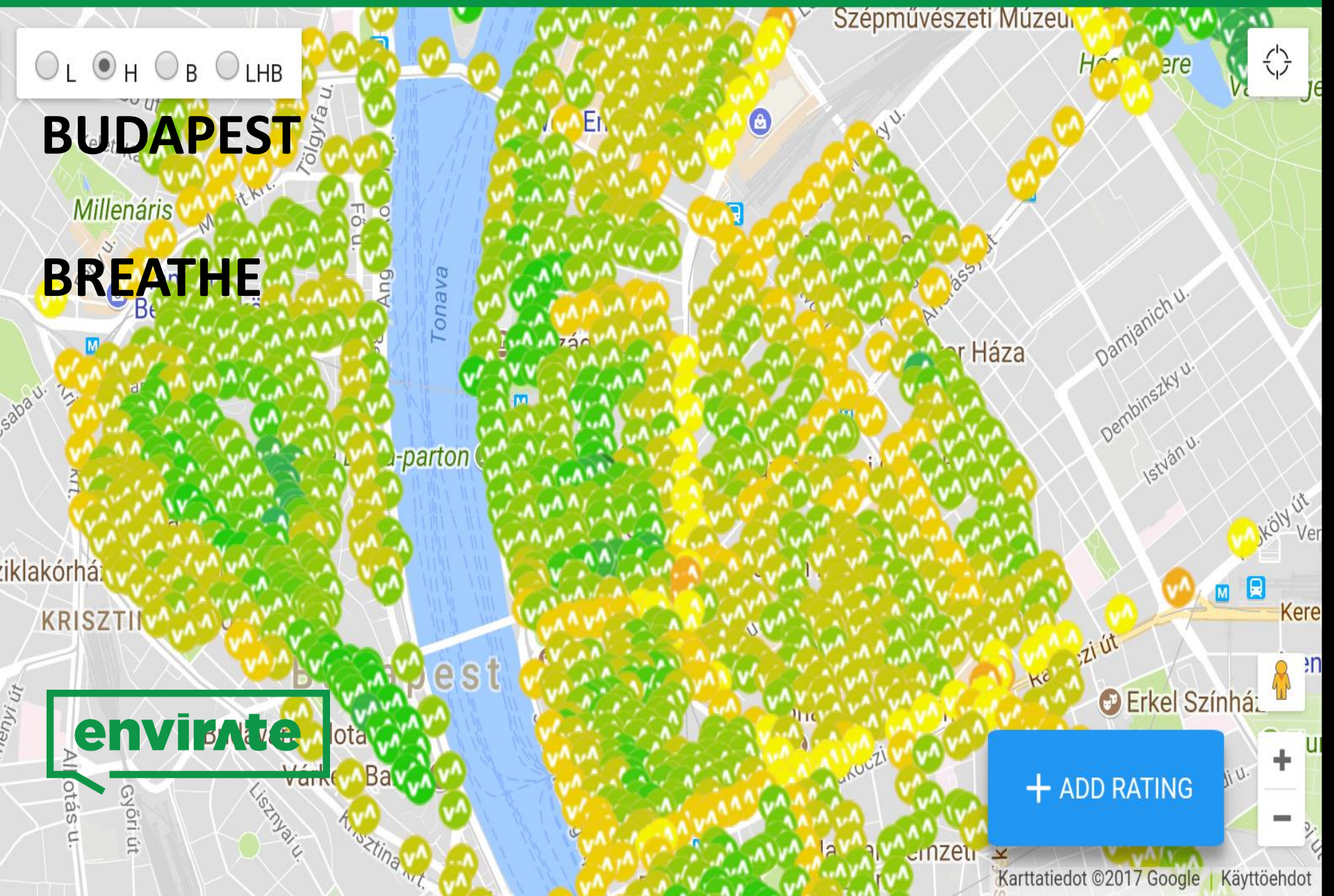


+ ADD RATING

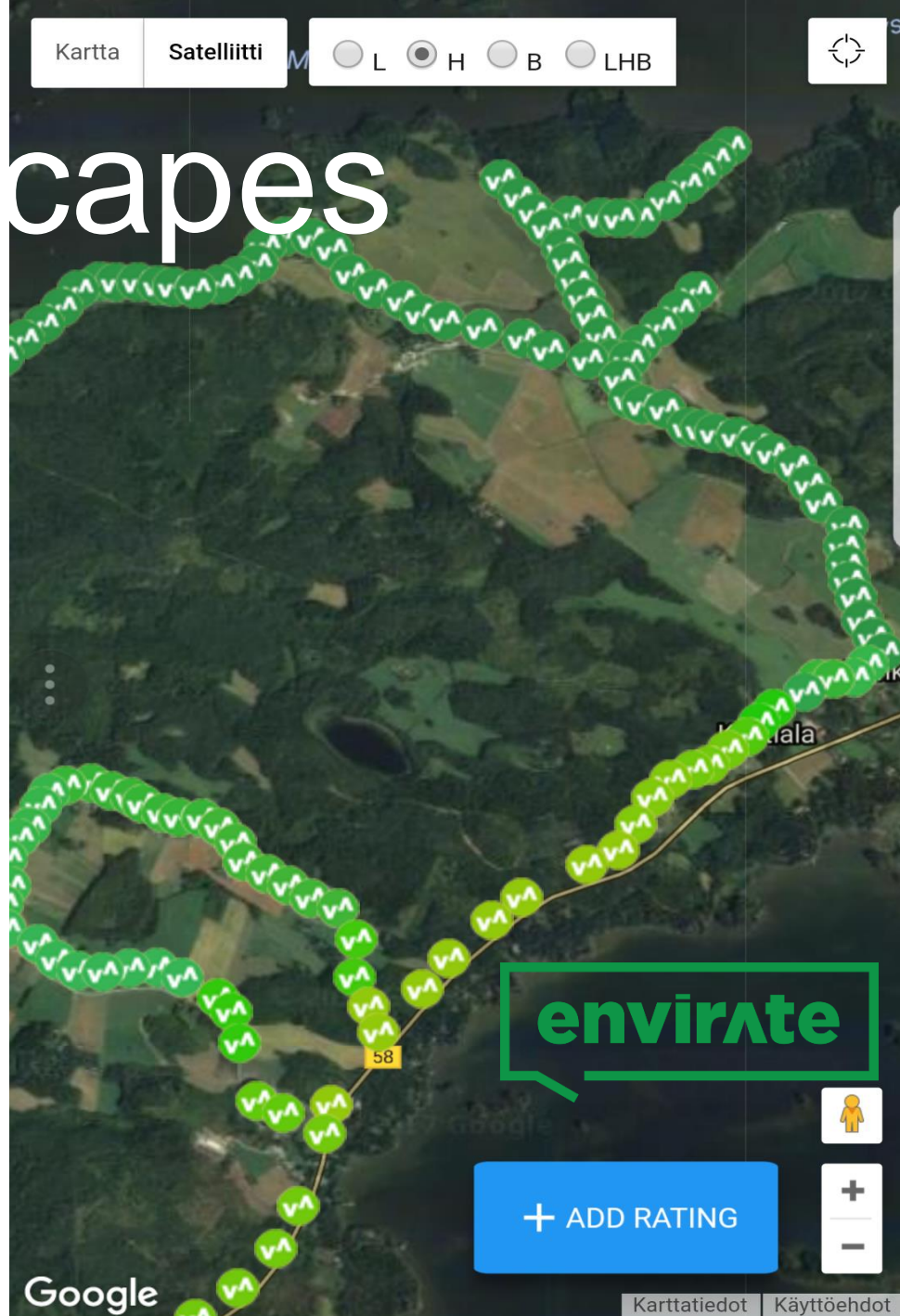
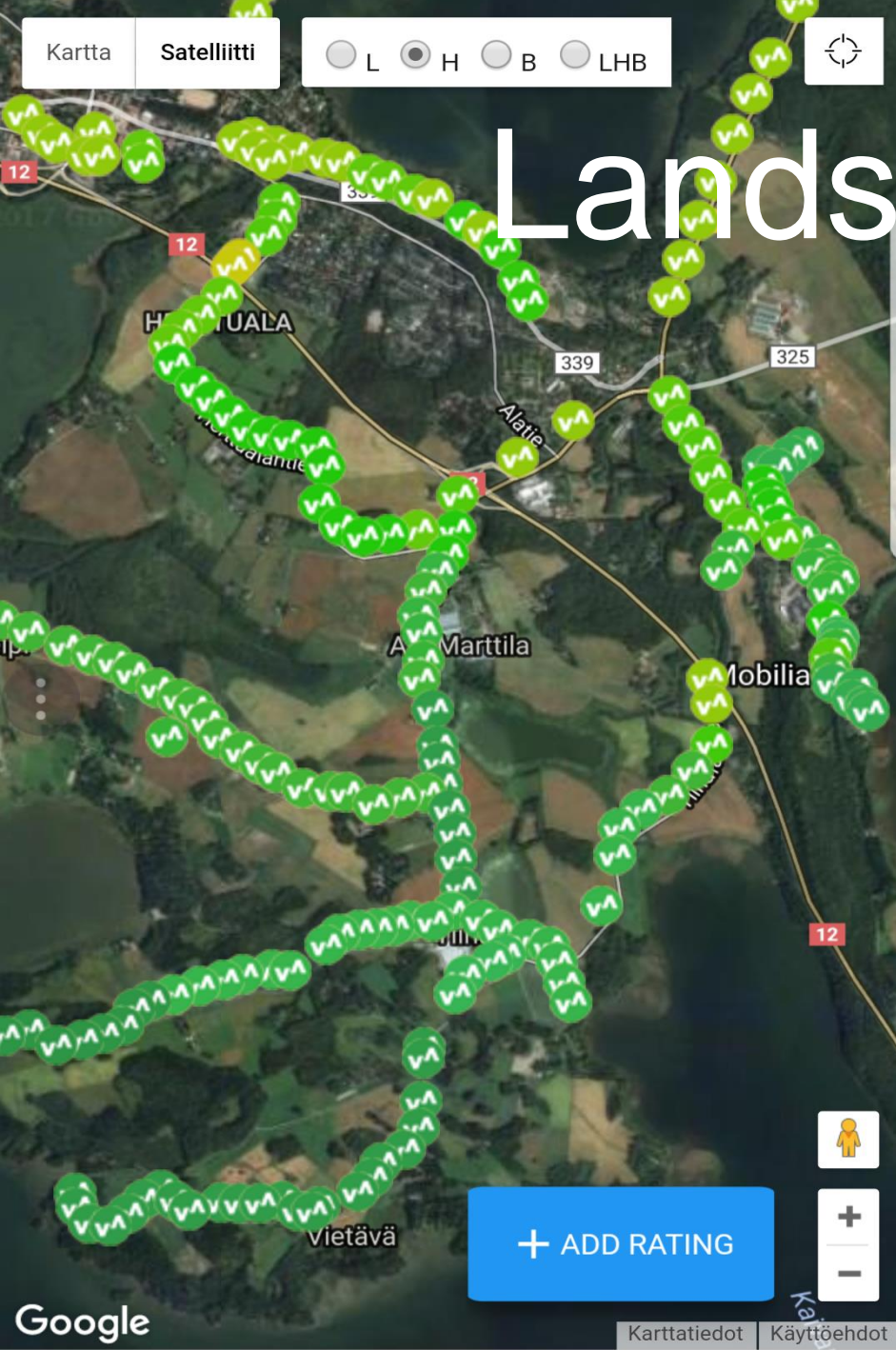
L H B LHB

# BUDAPEST

# BREATHE



# Landscapes



Kartta

Satelliitti



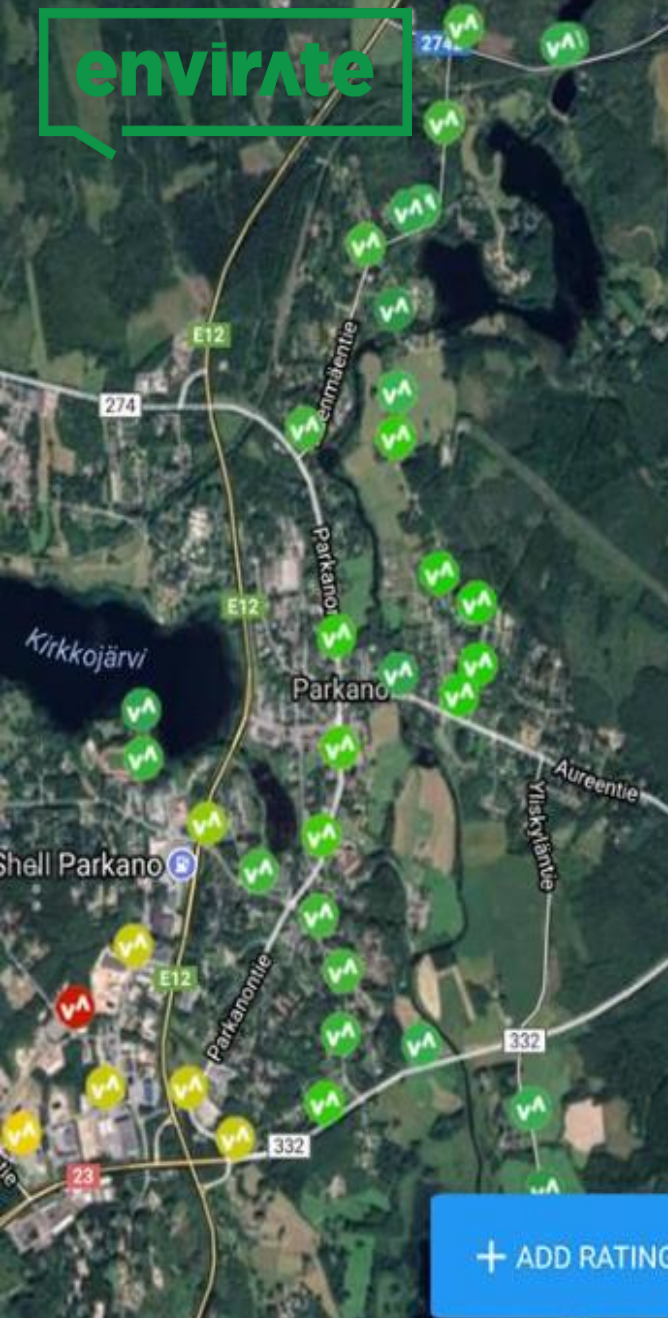
L

H

B

LHB

envirato



IN LANDSCAPES EVERYTHING IS NOT ALWAYS NICE

TOOL FOR LOCAL ACTION AND PARTICIPATION !





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**TODAY:**

- 1. In your mobile phone browser, enter address [m.envirate.net](https://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**



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Start as a  
beginner...

Become a  
Watchdog of  
the Earth.

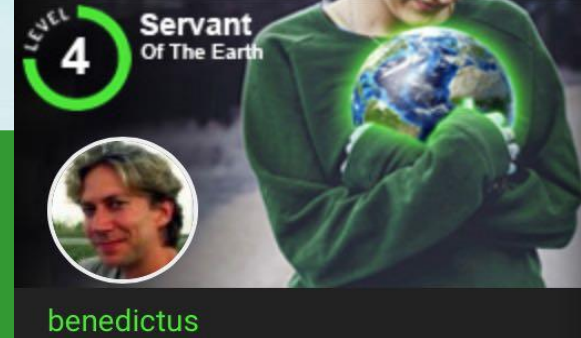
Can you make it  
to a Dragon of  
the Earth, ...or  
even higher?

TODAY:

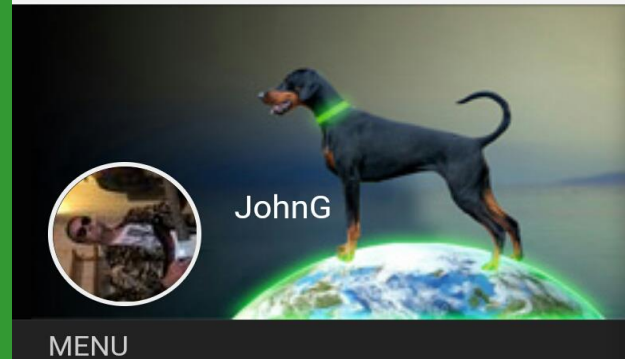
In your mobile phone  
browser, enter address  
[m.envirate.net](https://m.envirate.net)

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



<https://m.envirate.net>



MENU