Existing Senor Data to incentivise/encourage
sustainable travel. -> public transport
-> cycling
→ bus ticket   → logging app
→ wifi use
→ geolocation

- Visualise digitally on ~~side~~ back of buses/in buses.

→ less cars
-> better air quality
→ £ savings

- Tangible community benefit
  - pick a project/local charity
  - you get credits/points to allocate
  - devolution of part of civic budget.