

# EcoWallet + EcoGlass + Eco2mmunity



# Concept

- Enhance the BMW EcoPoint concept
- WIN – WIN – WIN situation
  - Reward rider's good driving habits
  - Increase BMW Customer loyalty
  - Reduce pollution!



# EcoWallet

- Private & Secure EcoPoints Wallet
- Use your accumulated EcoPoints to get discounts or gifts at BMW official stores



# EcoGlass

- Locate nearest EcoPoint enabled stores  
(Barcelona Open Data will be useful)
- Check your driving efficiency in real time



# Eco2mmunity

- EcoPoints Catalog & stores
- Locate nearest EcoPoint enabled stores
- Engage riders
  - Best EcoRiders
- Top EcoCities
- Gamification



# Eco team

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