



 EcoWallet



 EcoGlass  
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 Ecocommunity



# Concept

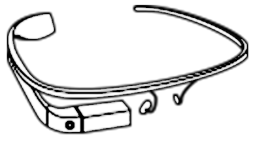
- Enhance the BMW EcoPoint concept
- Reward riders for environment-friendly driving
- Social approach to engage the community





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





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# EcoGlass

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





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



# Conclusions

- WIN – WIN – WIN situation
  - Improve driving & reduce consumption
  - Increase BMW Customer loyalty
  - Reduce pollution!





# Eco team

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