

UTOPIA
SMART CITY
SUSTAINABLE
BUSINESS
PRACTICES



Utopia Smart City

WHERE TECHNOLOGY ENHANCES HUMAN LIFE

GREENLIGHT GREENPAPER

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The GreenLight Project Team partnered with Utopia Smart City to identify and research sustainable business practices that could be incentivized with NFTs.

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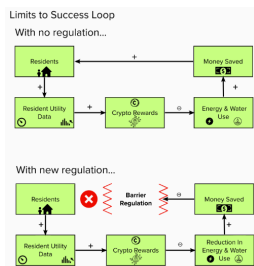
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The Utopia Smart City mission is to develop smart communities that provide affordable housing, sustainable agriculture, and alternative energy and runs through a decentralized, transparent, collaborative economy.

Building on research from last semester, our team researched sustainable business practices that could be incentivized with NFTs and presented them as 6 incentivization program ideas. Utopia will incorporate the NFT incentivization program into an app, which is in its early stages of development. It was key to our efforts to propose programs that incorporate a rewards system and behaviors that could be passively tracked.



The introduction of block chain technology and the use of non-fungible tokens (NFTs) to incentivise behaviors were new concepts for the GreenLight Solutions team and provided early challenges. This required extensive research and allowed the team to work with Utopia interns to develop systems diagrams in order to visualize the relationships and logic. Several members of the team were able to attend Utopia Smart City board meetings and work closely with sustainability-focused professionals.

Each team member was tasked to research and present one sustainable business behavior, describing its method of NFT or crypto incentivization and how the program could work. Several of the methods developed would provide the passive tracking capability within the app. Six programs in total were developed and presented with supporting sources.

One program that excited our team was the community V.E.G. program. The Volunteering, Education, and Gardening program not only incorporated NFT rewards for work in the Utopia community garden, but also established an agriculture education program.

Ultimately, the team's focus was turned to the development of a community-sponsored sustainable business board. Solutioneers worked through system traps and tested regenerative eco-economy concepts, including a knowledge center and certification process. The certification process served to identify sustainable behaviors and highlight them to bring non-community members into the city. The Solutioneer team closed out their efforts for the Utopia Smart City Board of Directors by providing infographics outlining the 6 programs and systems diagrams identifying feedback loops.

BENEFITS TO PROJECT PARTNER

Utopia Smart City gained insight into sustainable behaviors and incentives that were able to create behavior change. After presenting six programs, the Board was able to choose one that would be further developed. As a result, we provided Utopia with a Sustainable Business Board program.

Benefits to Solutioneers

Our team had the opportunity to work closely with Utopia Smart City development staff, Board Members, and interns on the project. This brought us real world experience in working hand in hand with a large municipal design team. Additionally, we gained the real-world knowledge and application of social-behavioral change.

BENEFITS TO THE COMMUNITY

Our recommendations will promote the sustainability of Utopia Smart City. The future of urban planning will benefit from the community programs that Utopia Smart City brings to life.