

Kultur-Token



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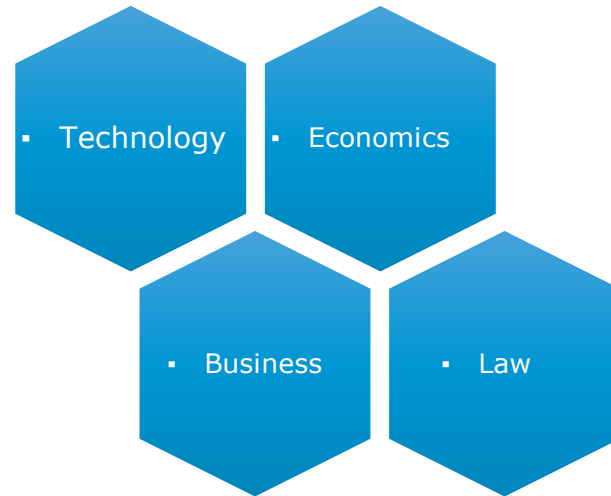
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Our Mission

- Interdisciplinary research in technology, economics, business & law
- Cooperation with partners from industry
- Collaboration with other national & international Research Institutions



Interdisciplinarity



Team



Researchers



Associated Researchers

Token Project - Vienna

The City of Vienna's pilot project Culture-Token:

- Pilot project with scientific supervision and evaluation.
- Gamification: mobile app encourages people to cut CO2 emissions while enjoying art & culture. Digital credits can be spent in various art & culture facilities.
- Pilot initiative for a digital incentive system to increase the presence of art & culture in people's daily lives while contributing to a sustainable city.
- Pilot project to gain experience for the potential roll-out of a more encompassing Vienna Token system.

Kultur-Token App:

mobility patterns:

- car
- bicycle
- walking
- public transport

- Users are awarded **Kultur-Token** for any distance not traveled by car
- Token can be exchanged for admissions to participating cultural institutions

→ aligns with Vienna's goals to promote sustainable mobility choices, while enabling access to cultural institutions

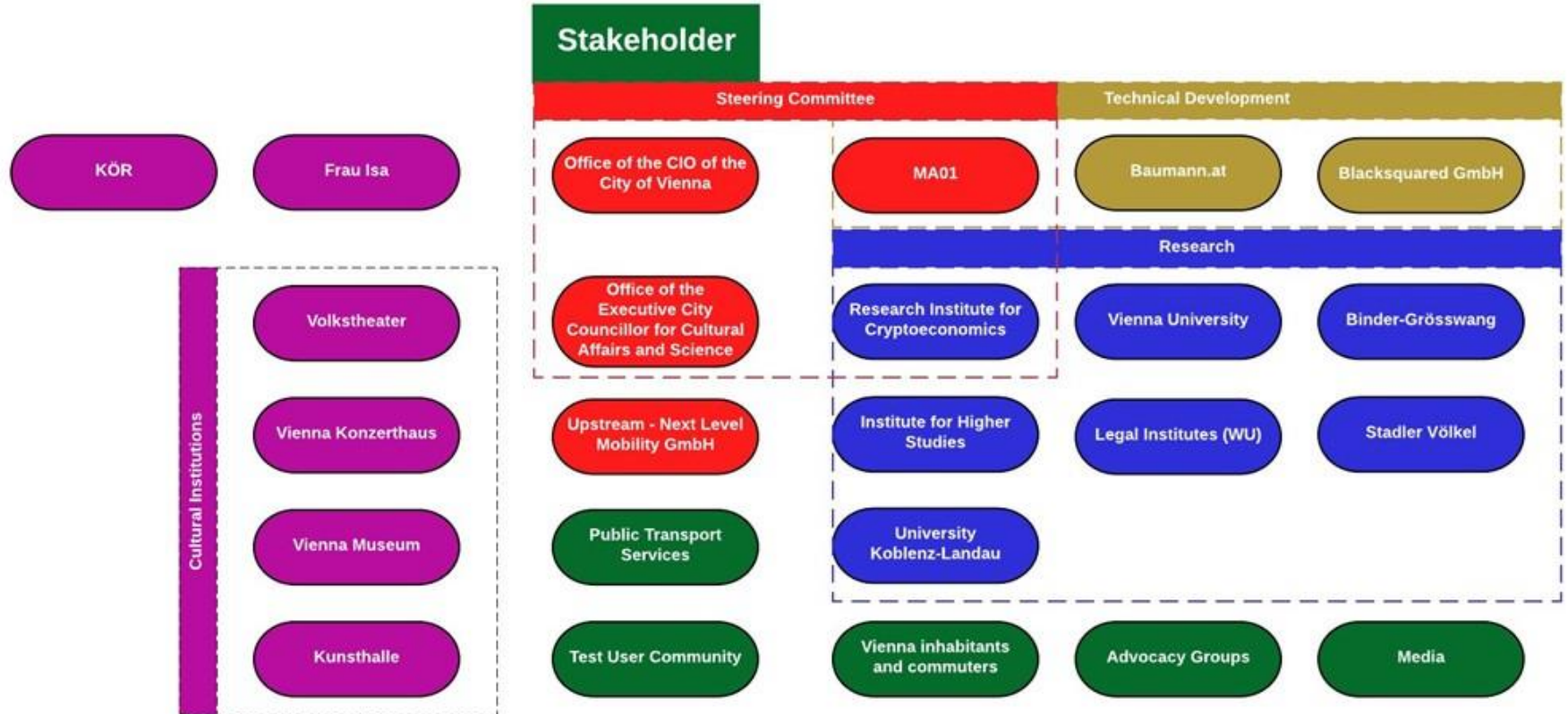
Token Project - Vienna

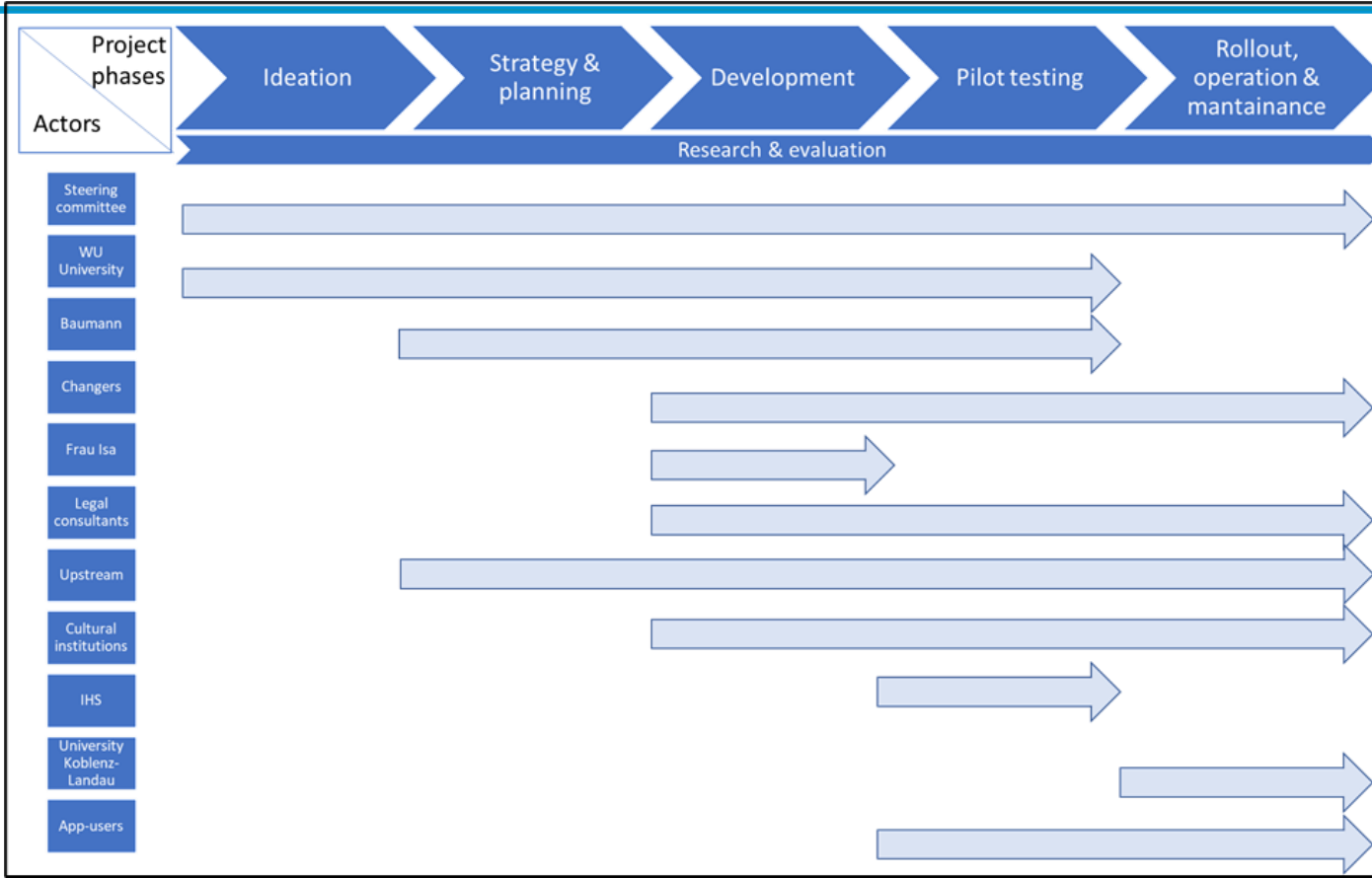
City of Vienna

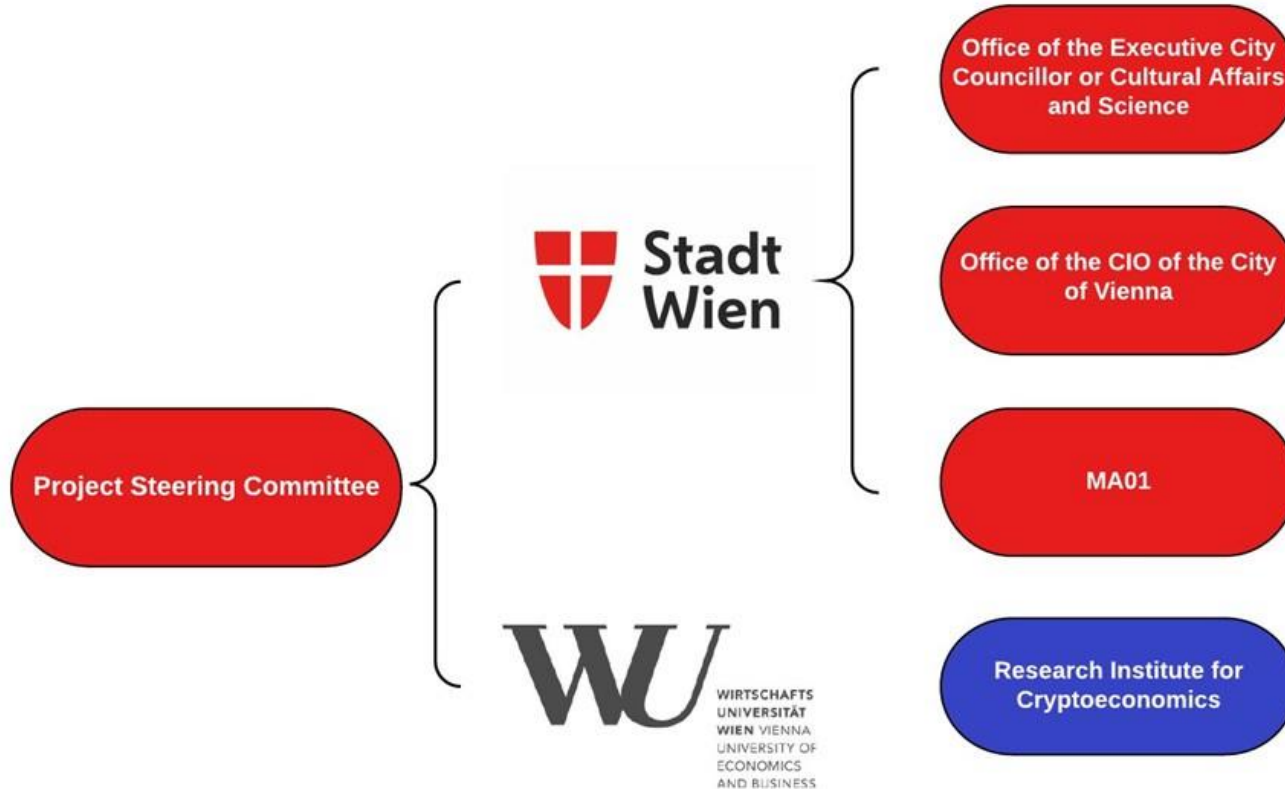
- Administrative Group for Cultural Affairs and Science
- Office of the CIO of the City of Vienna
- Municipal Department 01 – Information Technology
- Upstream – next level Mobility GmbH

in cooperation with (amongst many more)

- Institute for Cryptoeconomics, Vienna University of Economics and Business
- Binder Grösswang Rechtsanwälte GmbH
- Institute for Higher Studies
- University Koblenz-Landau
- Frau Isa (Street Artist)







Kultur-Token App:

→ Tracking mobility patterns:

- car
- bicycle
- walking
- public transport

GPS location data gathered by user's smartphone sensor (speed of travel, acceleration, ...) **calculates route traveled** (time + distance) and **start-stop patterns** to discover most likely used mode of transport

- Users are awarded **Kultur-Token** for any distance not traveled by car
- CO₂-emissions saved: 20kg = 1 KT
- Token can be exchanged for admissions to participating cultural institutions

→ aligns with Vienna's goals to promote sustainable mobility choices, reducing energy consumption and pollution related to transport and reducing traffic-related CO₂.

→ facilitate access to and enjoyment of artistic and cultural institutions

Applied Research project

- Research role in an applied project
 - Behavioral Economics
 - Sustainability
 - *Kultur-Token Business model developed based on Strongly Sustainable Business Ontology + Flourishing Business Canvas*
 - Digital Ecosystems

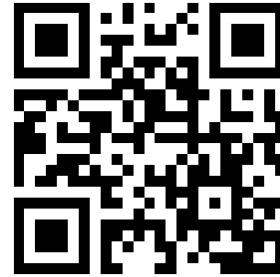
Applied Research project




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“Kultur-Token” Sustainable
Business Model:

Visualizing, Tokenizing, and
Rewarding Mobility Behavior in
Vienna, Austria






16:07   

 **Stadt Wien**

· Dein BEITRAG ·




CO₂ Einsparung in 2020
47,93 kg


58 %

42 % 0 %


CO₂ Einsparung aller TeilnehmerInnen
2.417 kg

16:08   

 **Stadt Wien**

· Dein TOKEN ·

4,78 kg CO₂ eingespart



16:08   

 **Stadt Wien**

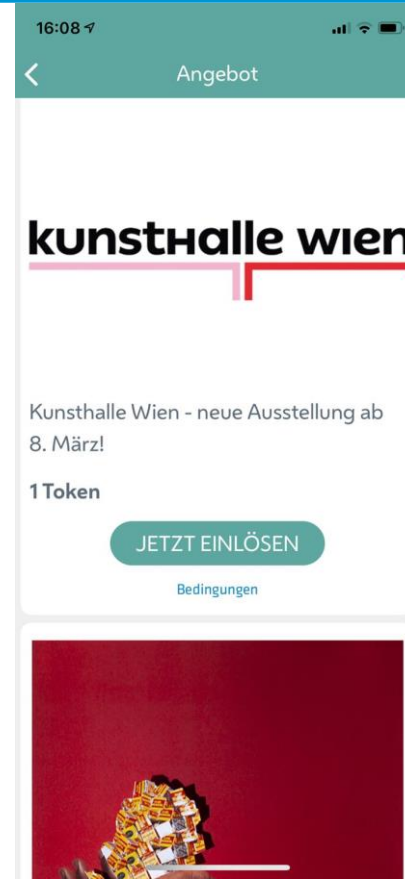
· Dein TOKEN ·

47,98 kg CO₂ eingespart



Bevor Du weitere Token sammelst,
löse diese bitte ein.

[Token einlösen](#)



Contact

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