

DRIVING ECO-INNOVATION THROUGH CROWDFUNDING

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In addition to launching [popular lawsuits against those responsible for the crisis](#), **crowdfunding** platforms (or *crowdfunding*) serve to promote interesting initiatives in the field of the environment. Reviewing the project portfolio of [Kickstarters](#), one of the best-known platforms with the most content, Innovative projects can be found, in different stages of development, in the field of **recycling, mobility, pollution** or **spaces urban greens**. Let's see some examples of these interesting eco-innovative proposals:

Reuse and recycling

Vending machines are a symbol of consumerism that permeates our way of life: chocolate bars and soft drinks full of calories, sandwiches and synthetic coffees, second-hand products, to be used and thrown away and wrapped in one and a thousand layers of packaging... Without However, from New York comes a proposal to reconvert this symbol of consumerism towards the **promotion of the exchange of objects and recycling**: [Swap-O-Matic](#).

<http://vimeo.com/14993012>

A retro-designed machine that functions as a clearinghouse for objects, an ingenious way to encourage **reuse** and **recycling**.

Mobility: drawing routes by bike

[Contrail](#) is defined by its promoters as a public art project to make the bicycle a system safer and more fun transportation. Through a small device installed on our bike we can become a kind of *rolling brush* that draws the route we are making on the asphalt.

<http://vimeo.com/15965326>

A beautiful way to **share and claim public space for cycling** and promote **sustainable transport in the city**.

Pollution

Collaborative networking and *open hardware* are aspects common to these two projects. The first of these refers to **air pollution**. This is the [Air Quality Egg](#), a project to improve the **monitoring and control of local air pollution**. Through a citizen work network, a system has been developed that measures different pollutants and that can be easily installed in each home. Connected to the internet, the sensor sends the data in real time to a freely accessible website in order to subsequently develop detailed maps or applications that facilitate and improve the monitoring of pollution in cities. After New York and Amsterdam [a workshop has just been developed in Madrid \(MEDIALAB PRADO\)](#) for the creation of ten Air Quality Egg prototypes.

<http://vimeo.com/39775046>

The second project in this area has been conceived for the **decontamination of oil spills**: [Protei](#). It is a nautical sailing robot to act in [disasters like the of the Gulf of Mexico](#).

https://www.youtube.com/watch?v=vmZ_uy2Ehi4

To date, the promoters, from different parts of the world, have developed 5 different scale prototypes, all of them powered by the wind. As in the previous case, the philosophy is *open hardware*.

Urban green spaces

In this area we can find **revitalization initiatives** quite transgressive such as an [underground urban park](#); **environmental awareness projects** through [seed bombs that dye the city green](#); or various projects circumscribed to **urban gardens** as a [garden care assistant to>](#); [a serial production of windowfarms](#); or an initiative for installing a garden on the roof of a food distribution bus.

<https://www.youtube.com/watch?v=tyNTfAu1Oto>

Undoubtedly, all of them are interesting projects, some of them more activist and demanding, several of them emerged thanks to collaborative networking, but all aligned in the field of **green entrepreneurship and eco-innovation**, beyond the traditional ecodesign standards (life cycle analysis, recycled materials, etc.); who knows, maybe these projects represent a promising source of green employment in the future...

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