

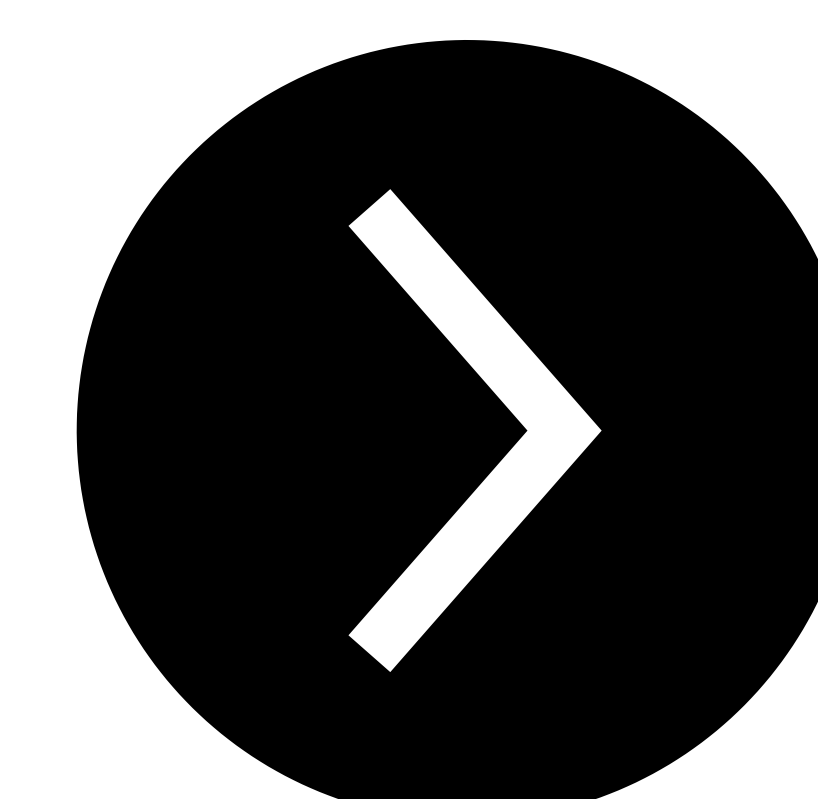
## Social Innovation Spotlight



### Episode 19

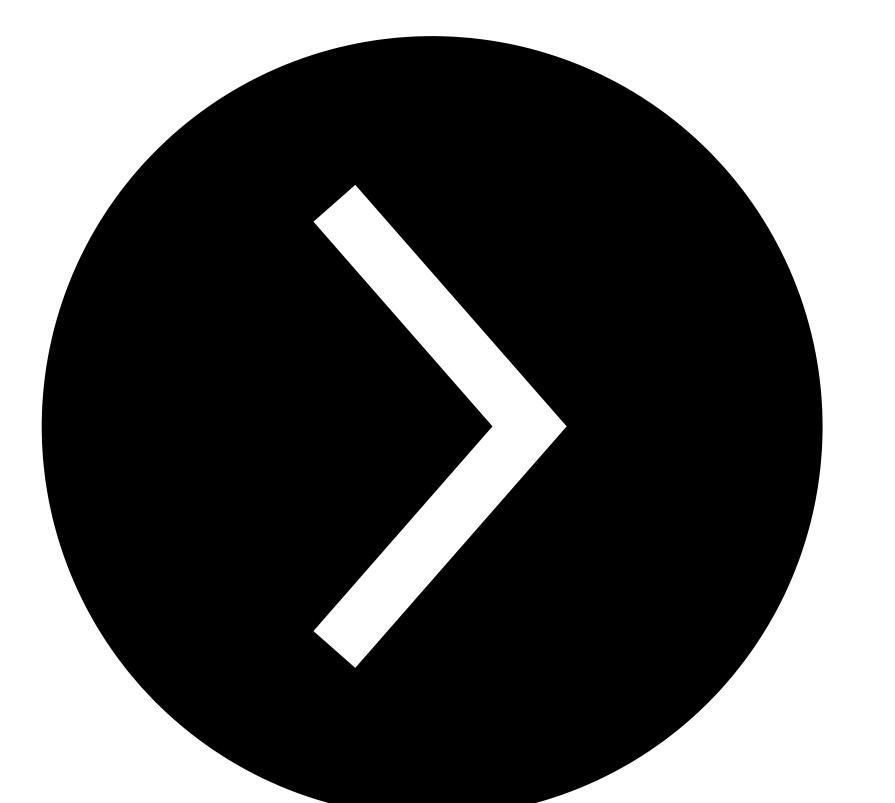
# How to make civic actions easier for everyone

A mobile app that brings volunteering, petitions, and donations into one place to help people get involved in social causes.



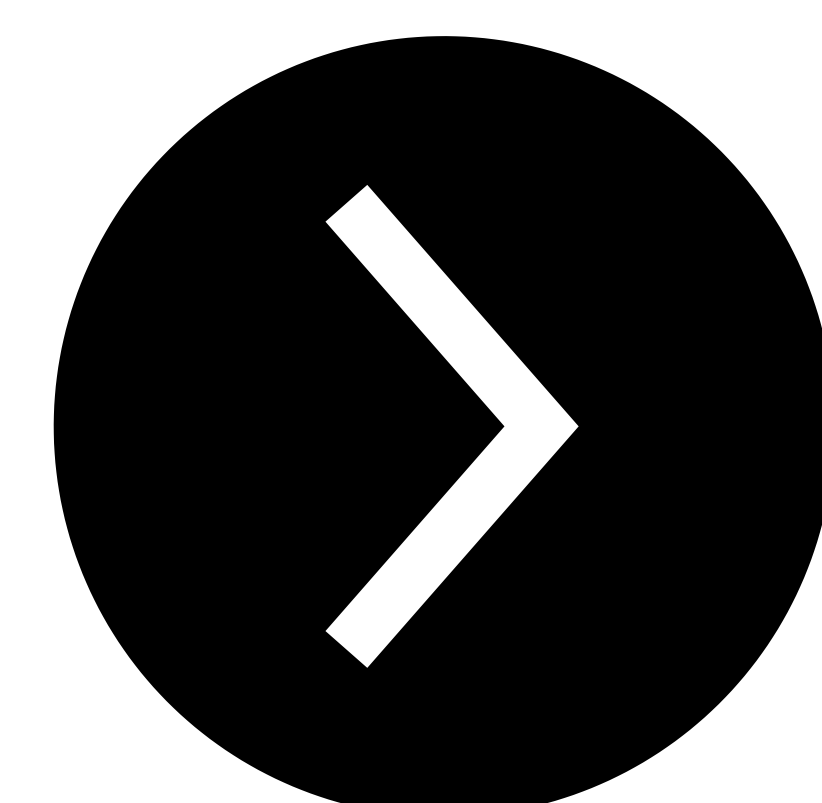
# The challenge

- Many people care about social issues but don't know how to get involved.
- Opportunities for volunteering and civic action are often scattered across different platforms.
- NGOs struggle to attract young volunteers due to poor UX and limited marketing capabilities.



# The idea

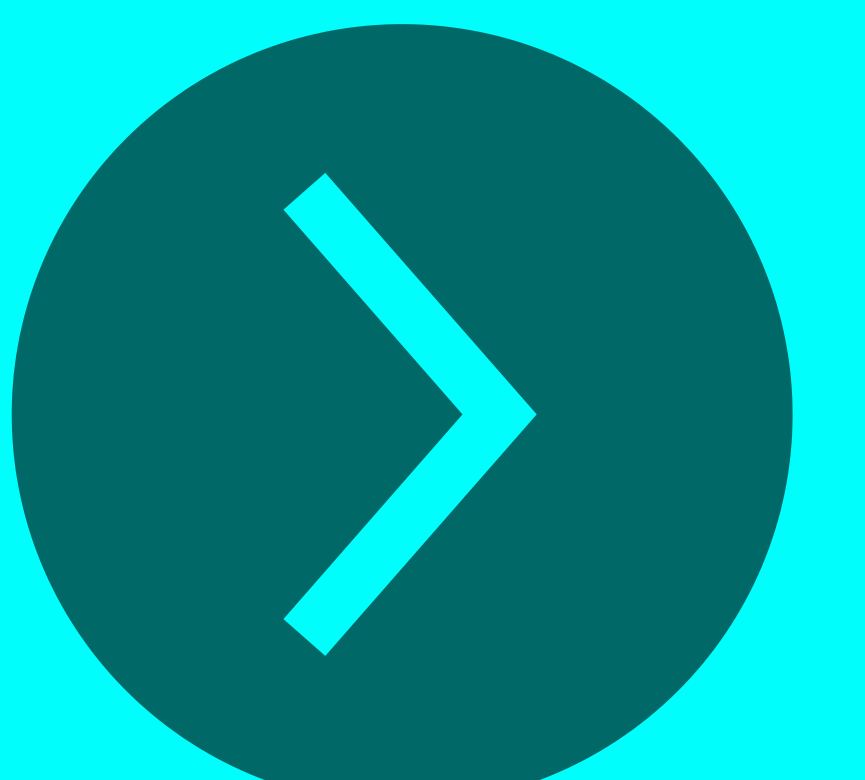
Help2Go is an innovative mobile app designed by Greenie Institute that simplifies, gamifies, and centralizes civic engagement. It allows individuals to easily discover and join volunteering opportunities, sign petitions, and make donations.





# What's innovative here?


- **All-in-one platform:** brings different types of civic actions into one place.
- **Gamification:** uses points, achievements and leaderboards to keep users engaged.
- **User-friendly design:** simple and intuitive experience, especially for younger audiences.
- **Support for NGOs:** helps organisations recruit volunteers and increase visibility.

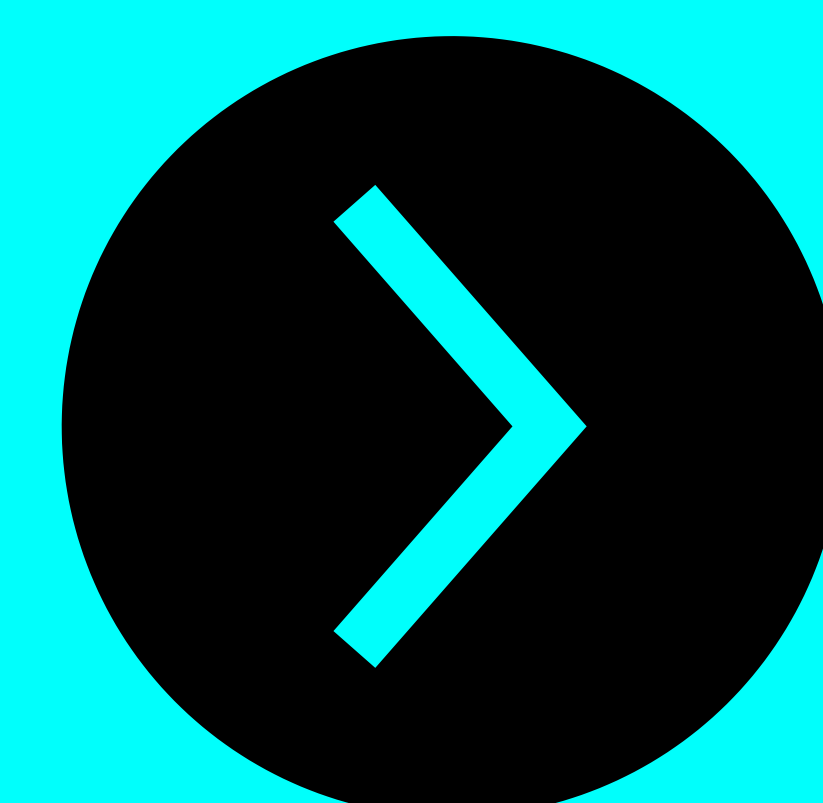


# Impact so far


Increased engagement in volunteering and civic action   
through gamification.


Positive feedback from users across 25+   
nationalities.

84.4% of users rated the interactive map as   
“very useful”, helping people access social  
causes more easily.



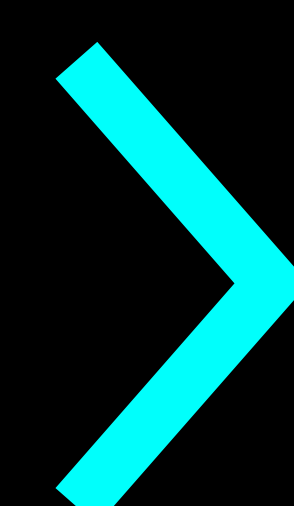
# Impact so far

Potential partnerships with organisations like   
Greenpeace and EUSA.

A scalable model that can be used in different   
countries and contexts.

Supports NGOs with tools for visibility and   
impact tracking.

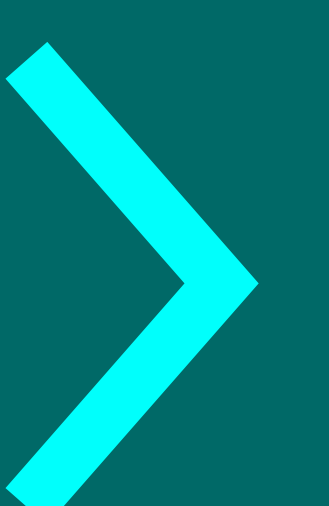
**Economic  
&  
systemic**





# What you can replicate

- Join a local volunteering activity or support a cause you care about.
- Use apps or online platforms to discover opportunities to get involved.
- Share causes, events or campaigns with your friends and network.
- Encourage organisations to make volunteering more accessible and engaging.



# Social Innovation Spotlight

## Episode 19

**If this case sparked an idea,  
don't let it stay on this slide.**

**Adapt it, remix it, and bring social  
innovation to life where you are.**

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