

EcoGPX™: Launch of a Pioneering Prototype App to Reshape Connections with Nature and Community

Intercultural Roots launches EcoGPX™ app in Ilkley, blending arts, environment, and community for global impact, R&D, philanthropic and investment potential.

ILKLEY, WEST YORKSHIRE, UNITED KINGDOM, January 31, 2024 /EINPresswire.com/ -- Today, Intercultural Roots proudly announces the launch of the prototype Minimum Viable Product (MVP) for EcoGPX™, a revolutionary smart app blending the creative arts, environmental science, mental health, and community



Artist: Ilona Krawczyk Credit: © Intercultural Roots 2024 - CC BY-SA

engagement. This initial version, launched at a significant event at Ilkley Manor House, and attended by over 22 local arts, environment, health and heritage contributors as well as international collaborators, is a proof of concept, inviting the wider community to test and provide feedback.

"

We've done something that I think is next to unique. In my research, I've not seen anything quite like what this app aims to do. Experts on app development are getting really excited about EcoGPX™."

Dr John Zibell, Creative
Director EcoGPX™

EcoGPX™: More Than an App, A Community Testbed

The EcoGPX™ MVP, curated and built in just over 6 months, is a tangible demonstration of how technology can enhance our relationship with the environment, health and local heritage. It's a call to action, bringing together people's experiences and insights to shape the future of the app helping raise awareness and address local challenges and issues concerning communities. From the heartwarming words of a local artist at the launch, "EcoGPX™ is not just an app, it's a new way of seeing our

world," to an Ilkley community leader who said, "This is what our community needed to come together," the enthusiasm is palpable.

Fostering Growth and Investment

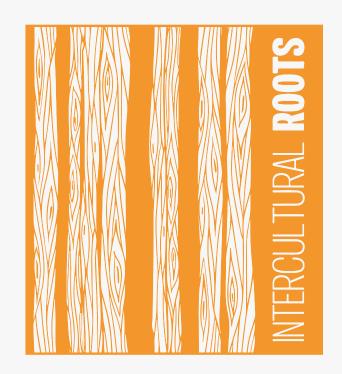
Building on the success of receiving the Innovate UK Creative Catalyst 2023 Award of £50,000, Intercultural Roots is actively pursuing additional research and development funding from Innovate UK and UKRI, who recognise the high growth potential of their latest initiative and a turnover that increased 173% in the last year. Furthermore, the nonprofit, that made a 180 degree pivot to incorporate technology during the pandemic, is exploring the establishment of an ethical for-profit subsidiary, opening doors for worldwide venture capital investment. This innovative approach offers a unique opportunity for investors to be part of a project and organisation with both social impact and financial potential, supporting this growing international community of more than 500 ecologically minded pioneers who are involved. Interested philantropists or ethical investors are encouraged to make contact.

Join the EcoGPX™ Journey

We invite everyone to explore, provide feedback, and be part of this prototype's evolution. EcoGPX™ is poised to become a catalyst for change, not just in Ilkley or the UK, but



Ilkley Community Testing EcoGPX™ Prototype App © Intercultural Roots 2024 - CC BY-SA



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globally. To learn more about EcoGPX™, visit Intercultural Roots' EcoGPX™ Project Page.

About Intercultural Roots

Intercultural Roots for Public Health is a UK registered charitable incorporated company (CIO), committed to fostering ecological public health that includes social and environmental benefit, through embodied practice and research, and community engagement. Discover more in their

latest annual report.

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Notes to Editors:

Intercultural Roots for Public Health is registered by the Charity Commission for England and Wales (No. 1179885) to operate worldwide.

EcoGPX[™] is in the process of becoming a registered Trademark ([™]□) and all patent concepts and the name EcoGPX[™] are protected by Copyright ©□2024 with All Rights Reserved by Intercultural Roots for Public Health.

Local partners in Ilkley:

Friends of Ilkley Moor - https://www.ilkleymoor.org/
Ilkley Clean River Group - https://ilkleycleanriver.uk
Ilkley Manor House - https://www.ilkleymanorhouse.org
All Saints Church, Ilkley - https://www.allsaintsilkley.org
Ilkley Civic Society - https://civicsociety.ilkley.org

White Wells Spa Cottage - https://www.visitbradford.com/things-to-do/white-wells-spa-cottage-p1620791

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