

# 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

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™*



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

## 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 philanthropists 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 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



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



© Intercultural Roots 2024 - CC BY-ND

[latest annual report.](#)

## Contact Information:

### General and Media Enquiries

Email: [hello@interculturalroots.org](mailto:hello@interculturalroots.org)

[Intercultural Roots Website](#)

### Philanthropic, Investment and Partnership Enquiries

Dr. Alex Boyd Cert Ed, PhD, FRSA - Founding Executive Director

Email: [alex@interculturalroots.org](mailto:alex@interculturalroots.org)

Website: <https://www.interculturalroots.org/who-we-are>

## 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.ilkeleymanorhouse.org>

All Saints Church, Ilkley - <https://www.allsaintsilkeley.org>

Ilkley Civic Society - <https://civicsociety.ilkeley.org>

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

Innovate UK, part of UK Research and Innovation, is creating a better future by inspiring, involving and investing in businesses developing life-changing innovations. We provide targeted sectors with expertise, facilities and funding to test, demonstrate and evolve their ideas, driving UK productivity and economic growth. Join our network and communities of innovators to realise the potential of your ideas and accelerate business growth. Innovate UK: inspiring business innovation.

@innovateuk @UKRI\_News

Dr Alex Boyd Cert Ed, PhD, FRSA

Intercultural Roots for Public Health

+44 7709 508932

[email us here](#)

Visit us on social media:

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

[Instagram](#)

[YouTube](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/685143939>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.