

COVID-19 ALLOWING, EVERY WEEK WE WILL INTRODUCE ONE ISRAELI COMPANY WHICH WE RECENTLY ENCOUNTERED AND BELIEVE MIGHT INTEREST YOU*



THIS WEEK:

COLU IS A GOVTECH COMPANY THAT ENABLES MUNICIPALITIES TO INCREASE CIVIC ENGAGEMENT BY REWARDING RESIDENTS FOR TAKING ACTIONS THAT PROMOTE STRATEGIC GOALS FOR COMMUNITY GOOD.

COLU'S SMART CITY DIGITAL WALLET APP REWARDS RESIDENTS FOR SHOPPING LOCALLY, VOLUNTEERING AND TAKING ACTION TO PREPARE FOR AND RECOVER FROM CORONAVIRUS.

- COLU'S PLATFORM IS POWERED BY A UNIQUE CITY COIN THAT CAN BE SPENT ONLY AT LOCAL BUSINESSES, ENCOURAGING RESIDENTS TO SHOP LOCALLY INSTEAD OF AT E-COMMERCE GIANTS.
- MUNICIPALITIES CAN USE COLU TO ADDRESS CITY CHALLENGES BY REWARDING RESIDENTS WITH CITY COIN FOR SHOPPING IN STRUGGLING AREAS OR SECTORS, USING PUBLIC TRANSPORTATION TO REDUCE CONGESTION, RECYCLING ETC.
- DURING COVID-19 COLU IS SPECIFICALLY WORKING ON SUPPORTING CITIES TO HANDLE AND RECOVER FROM THE EFFECTS OF THE PANDEMIC, SUCH AS SAVING SMALL BUSINESSES, PARTICIPATING IN PUBLIC COMMUNICATION, FOSTERING VOLUNTEERING ETC.
- THE COLU PLATFORM HAS OVER 250,000 USERS ACROSS CITIES IN ISRAEL AND THE US.

[COMPANY WEBSITE](#)

[NEWS ARTICLE](#)

[VIDEO](#)



COLU IS INTERESTED IN CONNECTING WITH MAYORS, CITY MANAGERS, MUNICIPALITY ECONOMIC DEVELOPMENT BODIES, AND TO PARTNER WITH RELEVANT LOCAL NGO'S AND FOUNDATIONS.

FOR FURTHER INFORMATION PLEASE CONTACT:



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[Schedule a Call](#)

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