PESTEL model:

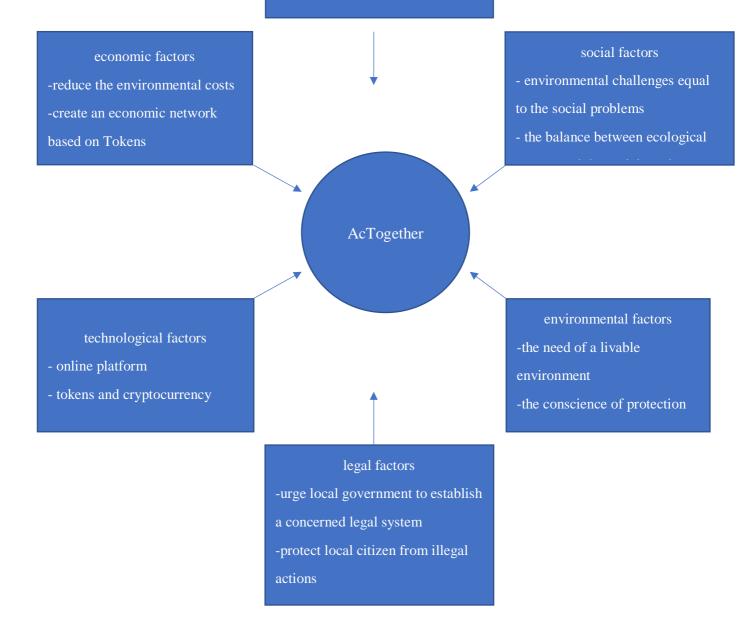**Political factors:**

- representative of government

- make citizens pay more attention to political influences on human/ environment interactions

economic factors

-reduce the environmental costs

-create an economic network based on Tokens

social factors

- environmental challenges equal to the social problems

- the balance between ecological

AcTogether

technological factors

- online platform

- tokens and cryptocurrency

environmental factors

-the need of a livable environment

-the conscience of protection

legal factors

-urge local government to establish a concerned legal system

-protect local citizen from illegal actions

-Political factors

Our project can enhance the citizen's ecological awareness in behalf of the government. The political influences are so indistinctive that only 19% of the French population think that the individuals act for the environment and make a difference to our planet. In some sense, people aren't willing to "observe" the governmental suggestions. They feel constricted and imposed to pay attention to the ecological system, instead of being eager to do something for themselves. Generally, more attention to political influences on human/ environment interactions and on environmental change itself is no doubt a good thing, since such influences are no doubt often important. Many self-styled political ecologists, however, go well beyond asking for or paying more attention to such influences. Problematically, they insist that political influences, especially political influences from the outside, from the so- called wider political-economic system, are always important, arguably more important than anything else.

-Economic factors

When people exploit immoderately our planet to make profits without considering the bad consequences of their behaviors, they don't even know that our next generations will face to an unresolvable question tomorrow. It will take the future generations a lot of time, labor and the other kinds of resources that we can't measure quantitatively to mitigate what we do today. Ac Together, one side, appeal people to take conscience of the important of ecological protection and biological diversity to minimize the cost that we will pay in the distant. We shouldn't make profits at the cost of losing our better life. On the other side, Ac Together can create an economic network based the Token, a local currency. Each local company using the Token will be selected upon social and environmental criteria. Citizens spending some time acting for our partnered associations will be granted with Tokens. In a sum, we reduce the environmental costs, at the same time, we promote the local economy.

-Social factors

We are facing a paradox of environmental emergency: over the past decade, as global environmental problems such as climate change have grown more daunting and tangible, the ability of institutions and organizations to rise to the challenge has seemingly diminished. How to make sense of the fact that the more we know, the less we act? Before responding to the increasing social need, we should acknowledge that environmental challenges are, at their root, social problems that arise from income and power inequality. To satisfy some abnormal social need, people manage to destroy the eco-system and damage the rich biodiversity with the goal of making immoral money. Millions of foxes, rabbits, otters are killed to be made into mink coats. The Amazon Rainforest is disappearing from our world, because of the badly need of constructible lands. Our project is aimed at encouraging people to take active part in initiatives that we organize and revealing the nature of the degrading eco-system and biodiversity is the problem of the balance between the environment and society.

-Technological factors

For our project, we seek the support of state of the art technology, that is, social media platform to aggregate missions from socially to environmentally-aware organizations within an area. It enables citizens to take part in two ways: First of all, navigators of the platform can engage in a specific project (i.e. they give a few hours of their time in exchange of a given number of tokens). The second one is that Internet users can invest in the platform or in a specific project. They will receive a given number of tokens in return. We take the full use of the tokens or the cryptocurrency to not only give a reward, but also an incentive for our project participants. Tokens also represent the share of citizens in the project, hence their ability to make influences on future developments. Thus, the token's value can as well be considered as an indicator of the municipality's progress in social and environmental matters.

-Environmental factors

Before setting out to starting the project, we thought deeply what and how to do to protect our planet from being worse and worse. The environment challenge is one of the most intractable challenge in the 21 st century. The Earth goes less and less satisfactory where we can lead a happy life. As a consequence of noise pollution, air pollution and water pollution, the expected life quality becomes more terrible. It's our mission that changes people's behaviors and makes people know that everyone can make a contribution to protect our environment. As mentioned above, the environmental issues, in substance, the balance between the environment and society. In other words, the balance between the nature and the need of human beings. The challenges are urgent, because if we don't change our behavior correctly and promptly, the future generations won't have a suitable environment to survive.

-Legal factors

In fact, most of the countries in the world don't establish a complete legal and regulatory system to monitor the illegal actions or awe the people who tend to make extravagant profits at the expense of destroying our environment. The legal system should put an accent on sustainable development, which means that the development meets the needs of the present without compromising the ability of future generations to meet their own needs. Fortunately, Global and regional environmental issues are increasingly the subject of international law. Heated debates over environmental concerns implicate core principles of international law and have been the subject of numerous international agreements and declarations. We hope that our project can make a first step to urge the local governments to establish a concerned legal system to protect the local citizen from the illegal actions against the environment.