



The central aim of now-u is to educate, inspire and empower people to help tackle some of the world's most pressing problems. Whilst the coronavirus pandemic is a global tragedy first and foremost, it has highlighted people's willingness to help others at their times of need. We have changed our lives entirely in order to protect ourselves and the people around us. But coronavirus is not the only cause worth changing for.

For the billion people living in slums today, for the millions of children who die every year from preventable causes and for the hundreds of thousands of people who die each year as a result of climate change, we must act. Our goal cannot be to go back to 'normal'.

The rupture in our daily lives caused by coronavirus is a chance - perhaps our last chance - to start shaping a better world and a better future. To create real and sustainable change, we need participants in all sectors of society to work together. People can often feel overwhelmed by large-scale problems and powerless to help. But all of us have huge power to drive change. Amazing progress has been made from separate movements, such as petitions and protests, but it is hard to drive long-lasting change through disjointed efforts.

This is where now-u comes in. By completing weekly actions as part of monthly campaigns, we can all work together to tackle key local and global issues. Each month, our app users can select the monthly campaign(s) that they want to join from a choice of three incredibly important issues. The key areas of focus of these campaigns will be:

1. Human rights and welfare e.g. health, safety, equality & education
2. The natural world around us e.g. protecting our environment & animal welfare
3. The future of humans and our planet e.g. sustainability & pandemic prevention

now-u users will be invited to learn more about these issues, and to participate in weekly personal actions, in addition to setting related challenges for influencers, companies and governments. Forms of action used in campaigns may include: signing petitions and open letters, pledging behavioural changes, sharing campaigns on social media and making small donations of time or money to a cause.

By combining the small actions of each of us, the now-u community can play a huge part in driving positive change. We cannot waste this opportunity. Let's come together, not just in the fight against coronavirus, but in the fight for the future of our planet and all its inhabitants.