



VeChain To Launch ‘GreenCart’ Sustainability App Challenge In The Nitto ATP Finals Fan Village

Turin, October 29, 2024 – VeChain, Silver partners to the Nitto ATP Finals, return to the year’s most prestigious Tennis tournament between the 10th and 17th of November to showcase a new sustainability app platform – VeBetterDAO.

At the event, VeChain will present its incentive-based app platform that actively rewards users for engaging with sustainable activities. Applications running on the platform target various Sustainable Development Goals, encompassing environmental, social and economic activities. VeChain’s latest activation will focus on GreenCart - an app that rewards sustainable shopping habits.

VeChain Enters The Fan Village With The GreenCart Challenge

This year, VeChain will be an active participant in the Fan Village, hosting a booth that showcases GreenCart – an app running on VeBetterDAO – with challenges available both in-person and online. Users will take part in a quiz exploring their shopping habits, before scanning a dummy shopping receipt to give hands on experience with the app, with each day’s top participant winning exclusive luxury merchandise. The activation, once again, will highlight the ease of using VeChain’s technology, and offer a glimpse of a more sustainable economy, powered by blockchain.

Exclusive Participation and Prizes

In addition, all participants of the GreenCart Challenge will have a chance to win two tickets to the Internazionali BNL d’Italia in Rome 2025. Fans who continue using the GreenCart after the Nitto ATP Finals have ended will automatically be entered into a special draw for a chance to win one of three premium tennis rackets.

Join VeChain, whether at the Fan Village or online, and make a difference with VeBetterDAO’s GreenCart Challenge.



About VeChain

Founded in 2015, [VeChain](#) is the sustainable Web3 ecosystem that empowers individuals and enterprises to foster global positive impact. VeChain's energy-efficient public blockchain, VeChainThor, provides the infrastructure for enterprises and developers to build applications sustainably, without requiring prior coding knowledge.

Through partnerships with some of the world's largest enterprises, such as BCG, PwC, and Walmart, and a dedication to developer empowerment, VeChain is spearheading the adoption of blockchain technology for enterprises and millions of global users, bringing meaningful change to the world through an emphasis on sustainability.