

# Purple Coin

FinTech for  
**20%**  
of the World's Population

Digital Currency  
for the  
*Disabled Community*

***The world's largest community is not Christian or Muslim, Chinese or Indian, nor BLM or LGBTQ+, not even Climate Change; it is the disabled population that accounts for 20% of humanity***

The *Social Model* of disability explains that the world around us can be disabling - a man-made disadvantage in addition to any individual condition, with the term disability encompassing a broad spectrum of conditions from physical to mental health. Environmental factors can create many unnecessary barriers to inclusion, which in turn creates additional cost of living in an inaccessible world. New technology is helping us overcome these barriers so that disabled people can participate in a more inclusive world that recognizes our economic power, that rewards our strength and resilience, and allows us to contribute on equal terms. We fully accept that due to often inaccessible environments the extra costs of inclusion often fall to society, but we know that our value as consumers far outweigh any investment in accessibility. We believe we pay our way by our value, but that value is critically under estimated. By harnessing digital technology we will be able to prove our value, and use accurate data in order to work with Government and retailers to make our lives better.

We believe that the key is through digital FinTech enabling a circular economy of Purple Coin where our value and values are transacted. As a community we are powerful. By incentivizing our independence and analysing our collective data we will transform our community from being globally marginalized to a proven net positive contributor, generating revenues and employment. We are inviting all stakeholders, whether from community, civil society, private sector and government to come together to define a digital Purple Token that represents alignment to our values, transacts our value to retailers, carries our data, and will allow seamless integration into society using the brave new world of the 4<sup>th</sup> Industrial Revolution (4IR) namely AI, Internet of Things, 5G and Blockchain. With technology, we would no longer need to prove hidden disabilities, or seek permission to access support, discounts, or parity. Those who identify as being disabled and their representatives can use the coin, no judgement, no arbitrary outdated medical forms.

# Purple Coin

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## THE WHO

This is the brainchild of [David Proud](#), a writer and actor, having worked for the BBC, ITV, Channel 4, Netflix and Amazon Prime; he is a full-time wheelchair user and has Spina Bifida. David wants to change the narrative.

*“Utilising new decentralised blockchain technology we can create the Purple Coin, making it a digital currency. Allowing us to instantly see the market cap of disability, to track spending habits, to help business tap into a growing global market. To prove the fiscal value of disability in order to stimulate the understanding of the social value of disability. To finally begin to see disabled people for what they are, equal, tax paying, product buying, members of society. The only limit to our digital currency project is your unconscious bias. It’s time to re-examine what you think you know about 20% of the world you live in ... look again and you will be amazed by the potential you see”*

David Proud, 2021

Why Purple? – The term Purple Pound has long been established by the UK Government as the spending power of disabled people, it has become a powerful tool for disabled people to communicate their value in society. It is critically overlooked in the commercial sector. The latest Government figure puts the purple pound value at £249bn a year to the UK economy. We intend to now bring that purple spending power to life as a cryptocurrency.

Hosting this project is the world’s leading not-for-profit Think Tank on the movement of value (measurement, transaction and delivery) - the [Centre for Citizenship, Enterprise and Governance](#) (CCEG) with 188,000 members worldwide. Although founded in the UK with over a decade of practical experience, CCEG has a reputation for implementing largescale international projects with social impact at its heart. Their services are used by major corporates and stock market companies, and by governments of UK, China, Middle East, Africa and across Europe. Their inspiration, however, comes from individuals such as David Proud and their Chief Disruption Officer, a 24/7 voice hearer.

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## THE PILOT

We are asking people, NGO's, corporates and governments to join us, vision the future of not only disability but also the transformative influence on the direction of the world. We want to trial the benefits and impacts of asking retailers to automatically offer discounts to the disabled community in exchange for their custom, to our community tracking of collective spend in order to coalesce and utilise our economic power, to governments anonymously gathering our data to safeguard our community and target better services. Why should our data only be used to sell us more, to influence our votes and control our behaviour - why not to nudge our society to a better place?

We intend to undertake a large scale pilot in 2022, starting in the UK but through open source sharing spread the learning; we want to create a movement for the benefit of disabled people and for those aligned to these values. The technologies to make this happen already exist, including the latest innovations in regulated cryptocurrencies, 5G and AI to manage and support our lives. We need you to guide us, challenge us, contribute with your thought leadership or support, participate if you can ... let's purple magic this historical lack of investment, to improve the lives of a fifth of the world.

Please subscribe at the top of this page to be kept informed, DM us with your views, plan with us, and feel free to share on social media

## Please contact us for this information in alternative format

*\*The Purple Coin is part of a family of projects in the CCEG Institute of Ideology in Code: Home of Total Value with mainstream solutions in banking, supply chains, retail, petroleum, electric vehicles, smart cities, education, art, etc, The Purple Coin, capturing and transacting our values by celebrating our physical, mental and who knows, perhaps one day our spiritual disability!*