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 NONPROFIT & SOCIAL CAUSE

Troco Coletivo enables commuters to leave their small change at bus stops or on buses so the less wealthy can use it to travel.

Poverty is an issue that affects every city, where the most wealthy sections of society walk the same streets as the homeless. However, getting the former to give to latter is still a challenge. Schemes such as [Suspended Coffees](#) have helped consumers to donate a coffee to those that can't afford one, and now [Troco Coletivo](#) — which translates as Payback Collective — is a new initiative in Brazil, which enables commuters to leave their small change at bus stops or on buses so the less wealthy can use it to travel.

Created by marketing agency [Mark+](#), the campaign has placed bright yellow strips on bus stop posts and bus handrails that have several pockets. Text on the signs lets passengers know that if they have some change, they can leave it in the pouches, and that those who need some can take what's there. The scheme requires an element of trust, but it's hoped that the simple project will foster a sense of community spirit. The scheme helps both those who can't afford to pay for a bus fare to travel, as well as those who find themselves short by a small amount. While it's possible that some could take advantage, the creators believe that Troco Coletivo is a social experiment that has the potential to become a standard at bus stops across the country, or even the world. Watch the video below to see the posters in action:

Much like [another scheme in Detroit](#) — which saw the city bus operator implement a buy one, give one model — the initiative helps those with spare cash to do a good deed for the less fortunate members of their neighborhood. Could something similar help do good in your part of the world?

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Website: www.facebook.com/trococoletivo

Contact: www.markmais.art.br/contato