



Eco Rewards

Rewarding Green & Active Travel

Incentivising green travel & healthy lifestyle choices since 2014

At Eco Rewards we are passionate about promoting and sustaining green travel and healthy behaviours. Our unique reward scheme offers incentives to achieve long-term behavioural shift.

Eco Rewards offers rewards and incentives for schools, businesses and communities to encourage greener travel, healthy lifestyle choices and reduce local congestion.

Cycling, walking and active travel journeys can be reported by scanning QR codes with our new App, or web based online reporting using existing fitness apps. *(Communities close to the centre of Bracknell can tap a smart tag or e+ card on the blue readers).*

League tables (between other schools, houses or year groups), prize draws, medals and carbon savings calculator keep motivation high. Participants can log their routes, achieve goals, encourage others, and help to save the planet.

We will calculate your points, carbon savings and green miles. Over time, participants will see their carbon savings grow, both as an individual and as a community. Participants can take part in special challenges, be entered into prize draws and access discounts and cash-back from thousands of well-known online retailers. You can also get special offers and vouchers from local shops such as your local bike store.

The scheme will involve the parent/carer escorting the child to school (or older pupils) **scanning the QR code with our new App** and submitting the journey report for each child. You only need to register once via the App or online.



Eco Rewards motivates people through:



Reporting

Walking, cycling and green travel can be reported through our App using QR codes, smart tags, smartcards or online reporting



Rewards

The rewards, discounts and cash-back are funded by 1000's of well-known online retailers – saving £100s



Engagement

League tables, prize draws, badges and carbon savings calculator keep motivation high



Data

Useful anonymous data analytics gathered through surveys, data reporting and carbon saving calculations

“Hi eco-rewards. Many thanks - this scheme really gets me walking and active. Kind regards, Andrew”

We capture the location to ensure the report was made at the QR code location and multiple reports do not count! We only need one report per day as we collect home to school return distance and mode of travel on registration. We process the data anonymously for reporting back to the school and you will be able to see your green miles and carbon savings in your account. We do not share individual journey reports and we do not record mobile numbers used. Family members can also join in by registering via the App, to get assigned a unique ID.

Collectively participants could save on fuel costs and reduce their CO2 emissions by 1000s of tonnes.

So, join Eco Rewards, get active and see your carbon savings grow.

Discounts and Cash-back from 1000's of Well-known Online Retailers Including:

PUREGYM

John Lewis
Waitrose

Sainsbury's

Iceland

COSTA
COFFEE

currys

cineworld

ocado

NESPRESSO

M&S

CAFFÈ
NERO

Morrisons

Argos

Harvester

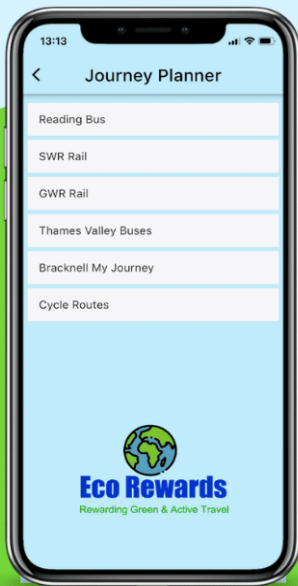
LloydsPharmacy
Online Doctor

Boots

deliveroo

TESCO





Have you tried our new updated App yet?

You can use the APP to record your green and active journeys at **150 locations** around Bracknell

The APP registration can be linked to an existing smart tag or e+ account, so you won't lose your existing totals

Scan the QR signs or self-report journeys in the APP. Links to **local offers, rewards and latest news**

See your total points, green miles and carbon savings in the APP



Some of the fantastic new features in the latest version of the App are:



Improved, easier to use setup and registration process



Map links to show nearest QR signs to your location



Earn and view your certificates



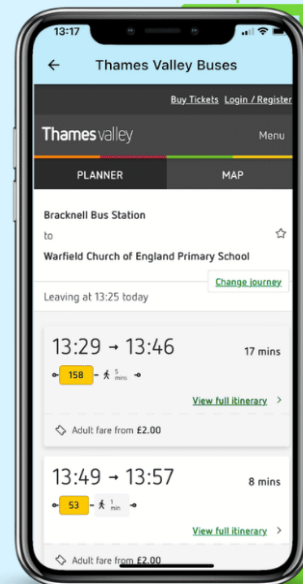
Journey planners including links to local bus and rail



Update profile if you change school or move home



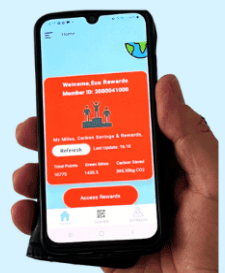
Links to exciting local offers, discounts & rewards



Download Our App

Log your green and active miles, check your carbon savings, take part in special challenges and prize draws, and access discounts and cash-back from thousands of well-known online retailers

www.ecorewards.co.uk/bracknell



Mobile APP-How to Register

Our mobile APP is available for new and existing members on iPhone and Android. You can use your smart mobile to scan QR codes with the APP.

Download our Eco Rewards APP by Transmach for iPhone and Android:

Google <https://play.google.com/store/apps/details?id=com.ecoreward>

Apple (IOS) <https://apps.apple.com/in/app/ecorewards/id1634208068>

Please go to **App Store** or **Google Play** and search for **Eco Rewards**

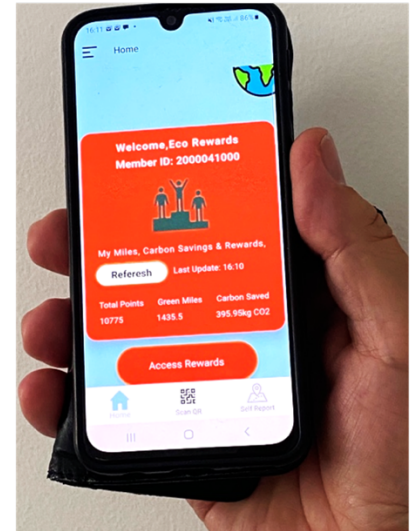
- Download, install and open the APP
- Choose a **Nickname** and enter your contact details
- When registering select **Bracknell Forest Scheme**
- Select your **School** and then **Group** (*year group or house or community*)
- Enter previous and intended mode of transport and usual return distance to school
- For "Select Smart tag" – **select none** (*unless you already have a tag or e+ card*)
- **Press Let's Go**

You can now start reporting green journeys around your school and Bracknell Forest by scanning QR signs with our APP or self-report other journeys.

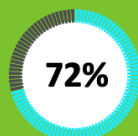
The QR signs are located on walking routes to the school. Exact locations can be viewed at www.ecorewards.co.uk/bracknell/eco-rewards-locations

Each time you scan a QR code, we use your entered default journey details to calculate your green miles and carbon saving. You can report additional journeys with the self-reporting form.

If you cannot install or run the APP, please let us know.
support@eco-rewards.co.uk



**Bracknell
results
so far!**



72% behavioural
switch from driving



Over 255 tonnes
aggregated carbon saving



Over 850 000
green miles reported
so far!

