



# 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 green travel journeys can be reported by tapping smart tags on blue readers, or web-based reporting using online form.

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 either the student (or the parent/carer escorting the child to school) tapping the blue readers with a smart tag (adults can have their own ID too). Your school will provide a smart tag with a unique ID.



### Eco Rewards motivates people through:



#### Reporting

Walking, cycling and green travel can be reported through smart tags, smartcards or online reporting using existing fitness apps



#### Rewards

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



#### Engagement

League tables, prize draws, medals 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 automatically capture location and multiple taps do not count! We only need one tap 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.

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:



# How It Works




**1**




Register online with unique ID on the back of your smart tag

**2**



Use green travel choice & tap to record trip using your smart tag or self report online

**3**



View journeys & points. Gain special discounts, prizes or cash-back rewards

## The one-off registration process for parents/carers/staff is:

- Register your tag and create an account go to <https://www.ecorewards.co.uk/bracknell/schools>  
There are 3 short forms to complete:

↓  
enter your tag ID, select school and group; press continue.

**REGISTRATION**

Member ID:

Select your school:

Select your group:

→  
You are now in our secure website to complete registration  
Enter the numbers from the black box and press "create my account"

**Join Eco Rewards free**

\* required fields

\*Member id   
(Enter your smart card/tag number or ID issued.)

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If the number/ID is not accepted or you don't have one

**Join Eco Rewards free**

E-mail :

Password :

Confirm password :

First Name :

Last Name :

Previous means of travel :

Normal daily return journey (miles) :

Default green travel mode :


I agree with [Terms and Conditions](#)

↓  
Enter email for this account, create a password, and enter first and last name for tag holder. Tell us current usual means of travel to school, return distance in miles and green mode you will use (e.g., walk, cycle, car-share etc).

*Once you have accepted terms & conditions you can create your account. There is some additional information which is optional in a fourth step. We will only you send you emails relating to participation in the scheme and we will use your child's name for any certificates and prizes.*


- You can now tap the tags on the blue readers to report your journeys. Just make sure it beeps and a green light flashes.
- Log on to your account to see your points, green miles and carbon savings. Also access benefits from 1000s of retailers, receive awards and qualify for prizes.






**49%**

**49% behavioural switch to green or active mode**



**CO<sub>2</sub>**

**Over 23 tonnes aggregated carbon saving**



**75K**

**Over 75 000 green miles reported so far!**

## Bracknell results so far!

