CASCAIS CITYPOINTS

WHAT IS IT?

1. *Cascais Citypoints* is a platform that promotes good citizenship and encourages democratic participation by the public, recognising citizens who actively contribute to the sustainability of Cascais municipality.

2. This active citizenship drive is in line with our strategy at Cascais Municipal Council, which has been undertaking other successful projects such as Participatory Budgeting, FixCascais and promotion of volunteering, among others.

3. It is also in line with other measures that are part of our sustainable development approach, such as encouraging healthy living habits, social responsibility and environmental sustainability.

4. *Cascais Citypoints* has an app for IOS and Android. It is designed to recognise and reward members of the public, whether or not they live in Cascais, for their citizenship.

5. For each action, *Cascais Citypoints* users are rewarded with *citypoints*, which can be exchanged for vouchers for services, products or discounts.

6. This app uses gamification to promote user rankings.

7. Cascais Citypoints is also designed as a resource for a network of partners who can use it to promote their social responsibility contributions and collaborate by offering services, products and discounts.

SCOPE

1. Who can use it - The *Cascais Citypoints* app can be used by anyone, whether or not they live in the municipality, as long as they are registered on MyCascais. Each person can only have one *Cascais Citypoints* account.

2. Where - *Cascais Citypoints* covers the entire municipality with regard to actions for which *citypoints* can be obtained, and the services, products and discounts for which they can be exchanged. At a later date, it may be extended to other partners outside the municipality in a Citypoints network.

GOALS

The *Cascais Citypoints* goals are as follows:

1. To foster active citizenship among residents and people who visit or work in the municipality.

2. To raise the public's awareness of the importance of participating in the sustainable development of the municipality, particularly in the areas of the environment and social solidarity and through healthy living habits and volunteering.

3. To involve citizens in the municipality's development strategy via the actions and initiatives shown in the app.

4. To facilitate access to information on forms of civil participation.

APP USE MODEL

1. The *Cascais Citypoints* app requires authentication via MyCascais.

2. After you have logged in, the app enables you to get *citypoints* by performing certain actions, which can be exchanged for services, products or discounts.

3. The app contents can be viewed without the need to log in.

OPERATION

The use of *Cascais Citypoints* focuses on two central activities:

1. Actions: Actions are the users' way of actively exercising their citizenship to earn and collect *citypoints*.

2. Vouchers: Buying vouchers is a way for people to use their *citypoints* to get services, products or discounts.

EARN CITYPOINTS

1. Users can earn citypoints as follows:
   - Initial registration with Cascais Citypoints, which will only be awarded once.
   - Taking pre-defined actions.
   - Ranking in the monthly top 5 users.
   - Recommending the app to friends, who then register

2. Points earned expire 1 year after they have been obtained.

3. The points awarded for each action are based on the action's strategic relevance, the effort involved, its regularity and its impact on society.

CASCAIS CITYPOINTS **ACTIONS**

4. The actions that allow you to collect points are generally available on the app and are updated regularly. Some actions may be aimed at specific groups, which are not visible in the app.

5. Actions are part of the municipality's sustainable development and active citizenship strategy and may be promoted by municipal entities or external partners.

6. Actions are limited in time and/or number for the same user depending on their characteristics.

7. Users can access the list of actions and their details from the app menu or *quicklink* on the app homepage.

8. Each action has its own detailed page with information on how, where and when you can earn *citypoints* with it, as well as the number of *citypoints* that are awarded and the limits per user.

9. *Citypoints* can be credited to a user's account in different ways: by reading a QR code or entering an alphanumeric code, automatically, manually through the back office, or in other ways depending on the action and the technology used.

TOP MONTHLY *CASCAIS CITYPOINTS*

1. Every month rankings are posted on the basis of the citypoints earned by each user in that month.

2. Only *citypoints* acquired as a result of actions are taken into account in this calculation. *Citypoints* awarded for initial registration, Top 5, inviting friends or other bonus points are not taken into account.

3. On the 1st of each month the rankings are updated with the scores for the previous month.

4. *Citypoints* are awarded to the first five places.

USING *CITYPOINTS*

1. The list of rewards is available on the app and is updated regularly.

2. These rewards must reflect the Municipality's guidelines on sustainable development, health and well-being, culture and sustainable consumption, among others.

3. Users can access the list of rewards and their details from the app's menu or *quicklink* on the app's homepage.

4. Each reward has its own detailed page with information about the service, product or discount, the number of vouchers available, where vouchers can be exchanged, the expiry date, the number of *citypoints* required and the limit of vouchers per user.

5. Users can exchange their *citypoints* for any of the vouchers for services, products or discounts listed on the app. All you need is a sufficient *citypoints* balance for the voucher that you want, while not exceeding the defined limits.

6. A voucher can be acquired on the reward details page by pressing the appropriate button. Sometimes you can acquire several vouchers for the same reward at the same time.

7. Once a voucher is purchased, the *citypoints* are automatically removed from your account and cannot be restored.

VOUCHERS

1. The value in *citypoints* to be attributed to each voucher is defined on the basis of its market value, the potential interest for users and the number available.

2. Once purchased, vouchers are available in a special tab.

3. The voucher for the service, product or discount will be exchanged in accordance with the details indicated on the voucher. This can be done in different ways: by using the QR code printed on the voucher, by sending the code via e-mail, or in another way, depending on the characteristics of the service, product or discount.

4. The vouchers have an expiry date, and if they are not used by this date, they lose their validity and cannot be exchanged. The *citypoints* used to purchase them will not be refunded.

5. If the voucher requires advance booking, the respective entity must be contacted by the date mentioned on the voucher in order to make a reservation.

6. Once used, the vouchers are stored in your history and can be viewed in a special tab.

HISTORY

1. The app allows you to view your history of *citypoints* earned and exchanged and vouchers acquired and used.

2. You can access your history via the app menu or *quicklink* on the app homepage.

SCORES / RANKINGS

1. You can use the app to view the rankings of the month's highest scorers in each of the action categories.

2. If you do not want your name to appear in the rankings for privacy reasons, you can choose a username.

3. You can access the rankings via the app menu or *quicklink* on the app homepage.

MONITORING AND EVALUATION

Cascais Municipal Council undertakes to continuously monitor *CityPoints Cascais* in order to ensure that the actions listed for obtaining *citypoints* and vouchers are in line with its sustainable development strategy and appropriate to the number of users of the app and its performance.

FUTURE DEVELOPMENTS

1. Cascais Municipal Council undertakes to work towards promoting new functionalities and integration with existing apps, in order to make *Cascais Citypoints* more dynamic and attractive to users.

2. The municipality is committed to forming partnerships with external entities, institutions, companies and local retailers in order to offer a wide range of actions and vouchers to users.

COORDINATION

1. The coordination of *Cascais Citypoints* is the responsibility of the Deputy Mayor of CMC.

2. It is their responsibility to approve the actions and rewards and their values in *citypoints*.

OMISSIONS

Any omissions or doubts arising from the interpretation of this document will be solved individually, within the scope of the coordination of *Cascais Citypoints*.