CASCAIS

CITY POINTS CASCAIS

Isabel Xavier - Cascais Municipality

SCA, 2018

MAKE CASCAIS THE BEST PLACE
TO LIVE A DAY OR A LIFETIME

210.889
population

20%
expats

131
nationalities

32km
coastline

97,4km²
territory

14,6ha
natural park

209.788.154€
budget

APP
CITY POINTS CASCAIS

THE GAMIFICATION
OF THE CITY

CITIZENS

## CITY

CITIZENSHIP & SUSTAINABLE BEHAVIOR

REWARDS AND RECOGNITION

+ SUSTAINABILITY

+ SOLIDARITY

+ PARTICIPATION

+ RECOGNITION

+ FUN

+ CULTURE

+ MOBILITY

+ RECREATION

+ HEALTH AND WELL-BEING

CONTENT AND DESIGN
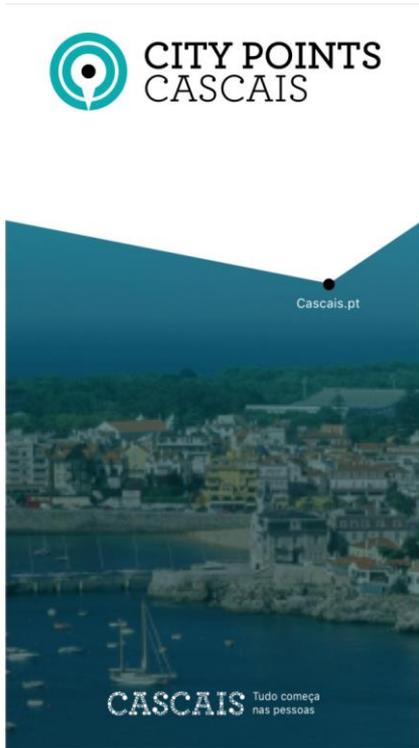
- **Highlights**
- **Main actions quicklinks:**
  - Earn points
  - Exchange points
  - History – user's earned, bought and used vouchers
  - Rankings – user's place in the monthly ranking of earned points
- **Direct "read code" button**
- **Help** – All the informations about the app
- **Map** – Geolocation of current events and vouchers

EARN POINTS
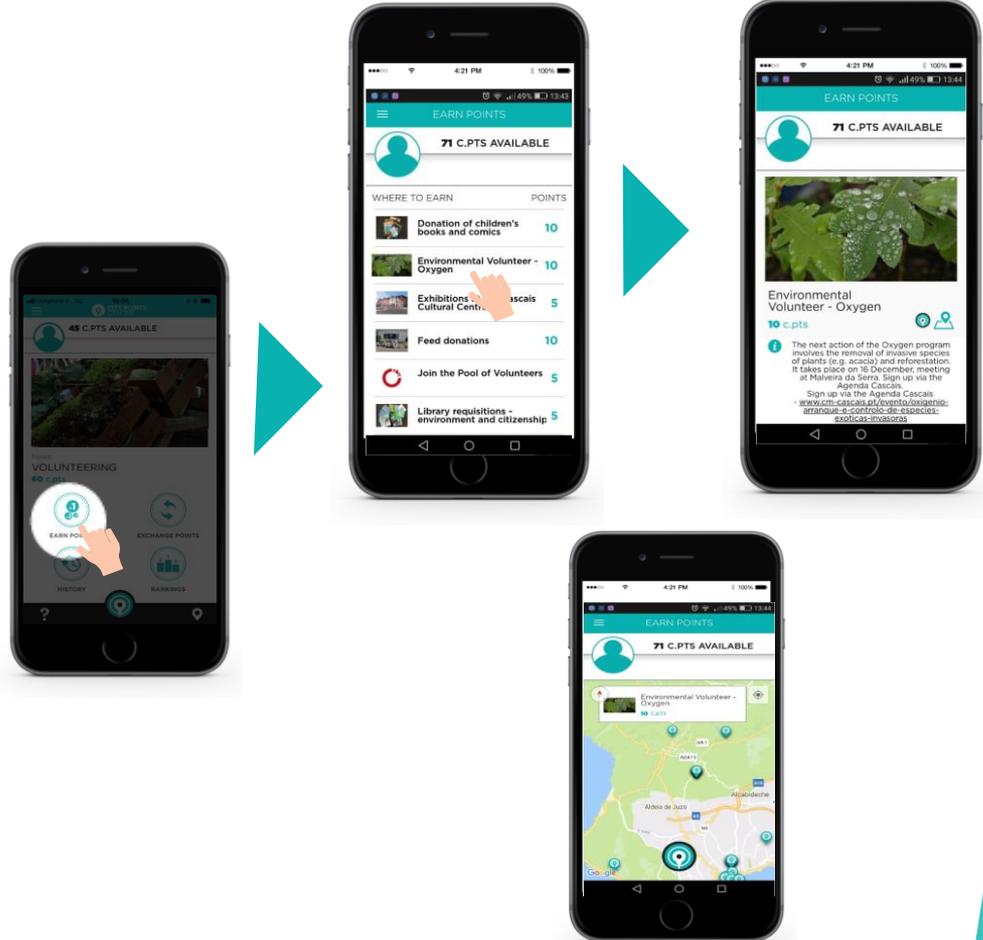
- **User can see the current events where he can earn points:**
  - in a list
  - by selecting a point on the map

- **Clicking an event, user get more information about it**

GET THE POINTS
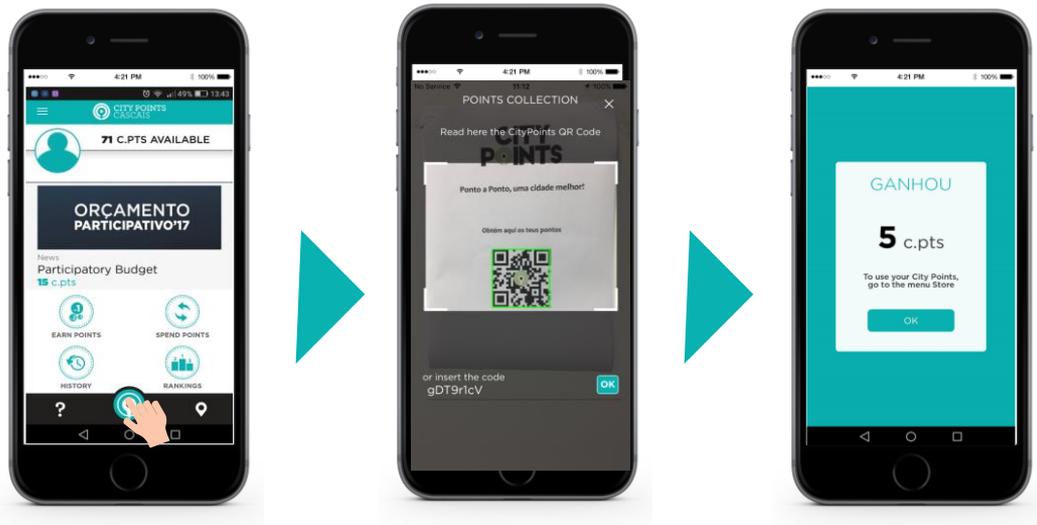
- Read City Points QR Code on place

  or

- Inserting the alphanumeric code

  or

- Passing a beacon

  or

- Register through backoffice

BEHAVIORS THAT GIVE POINTS

01 ENVIRONMENT
- Waste separation
- Reuse of goods
- Participation in green events
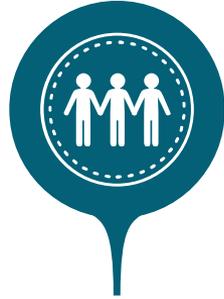
02 CITIZENSHIP
- Responsibility for a local association
- Active in participatory budget process
- Use of local tools for citizenship

03 SOCIAL
- Volunteering
- Animal adoption
- Blood donation
- Donate udeful goods
- Fair and local shopping
- Participation in social responsibility events

04 MOBILITY
- Regular use of public transports
- Member of city shared bikes system

05 BONUS
- Register in City Points(CP)
- Sharing CP in Facebook
- Ranking – best of the month
- Sharing vouchers

SPEND POINTS

WITH EARNED POINTS, USERS MAY PICK VOUCHERS OF SERVICES OR PRODUCTS OFFERED BY THE NETWORK OF LOCAL PARTNERS.
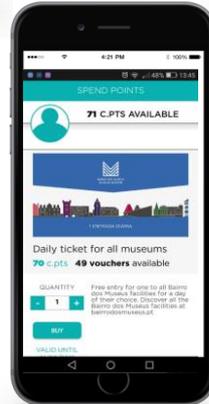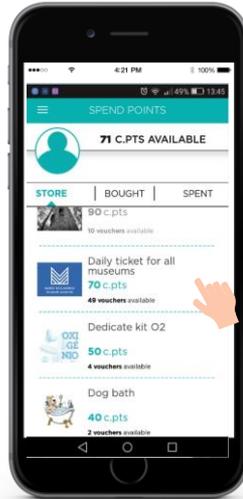
- List of available vouchers
- Parner define quantity of vouchers
- May defines the quantity of vouchers to buy
- List of acquired vouchers
- List of spent vouchers

RANKING

HISTORY
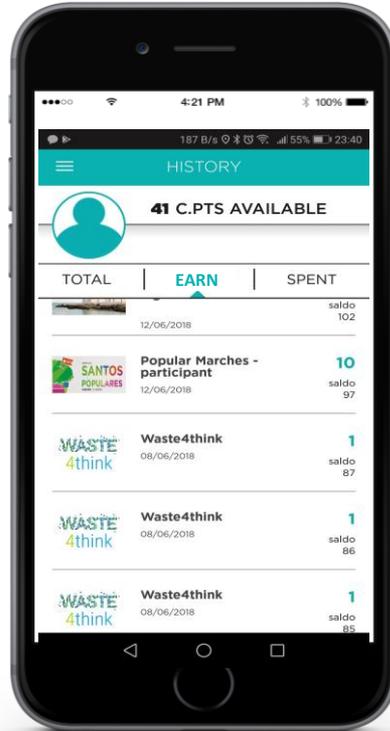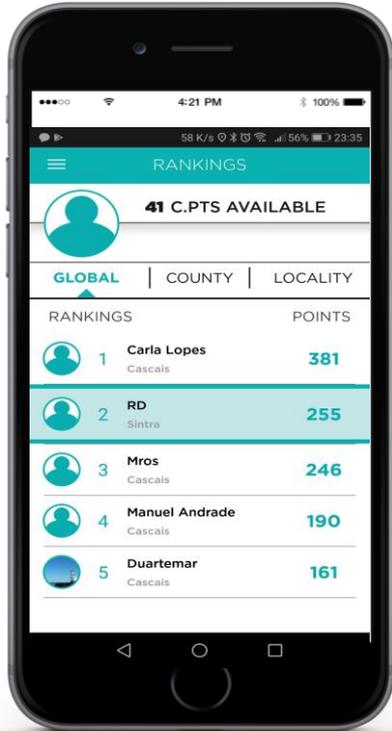
- Ranking
  - Global
  - Municipality
  - Locality

- History
  - Points earned
  - Points spend

EXAMPLES OF AWARDS

LOCAL SERVICES OR PRODUCTS

BOOKS

FREE PARTICIPATION IN EVENTS

FREE ENTRANCE IN MUSEUMS

JAN - AGO 2018

1.917
USERS

22
PARTNERS

30active**+45**
EVENTS TO
EARN POINTS

92.545
EARNED POINTS

35active**+20**
REWARDS

8.750
USED POINTS

CITY POINTS
CASCAIS

cascais.pt

CASCAIS

WSA
WORLD SUMMIT AWARDS
WINNER 2017

CASCAIS