

WE CREATE (H)APPY CITIES

Where people matter and making a positive difference is rewarded.



Speaker:
Tom van Hecke
CEO Fairville

Started 7 years ago



Our vision



Our mission



Community

Through a mobile city app, residents and visitors are engaged and **locally connected** in the city.



Wallet and coins

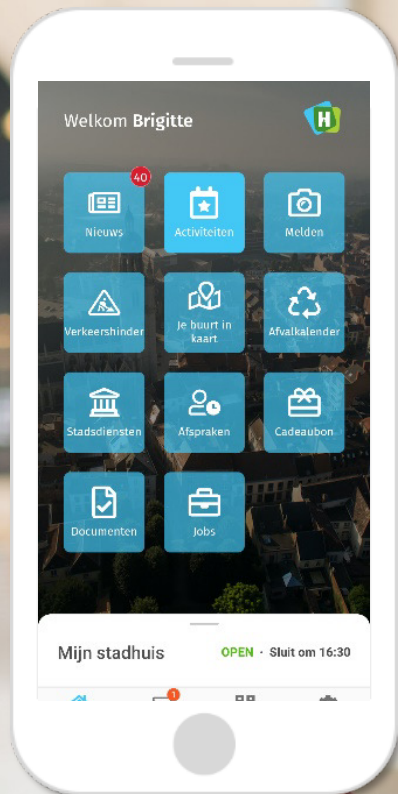
Local coins are stored in a digital wallet which is supported by a European banking license.



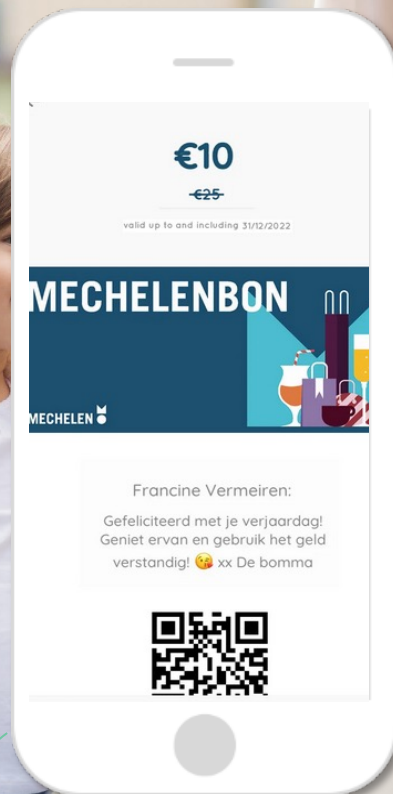
Change of behavior

Sustainable travel or sustainable behavior is promoted and rewarded.

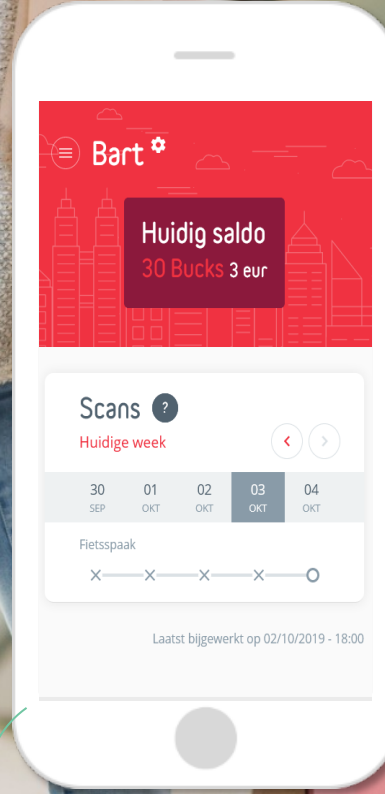
City App



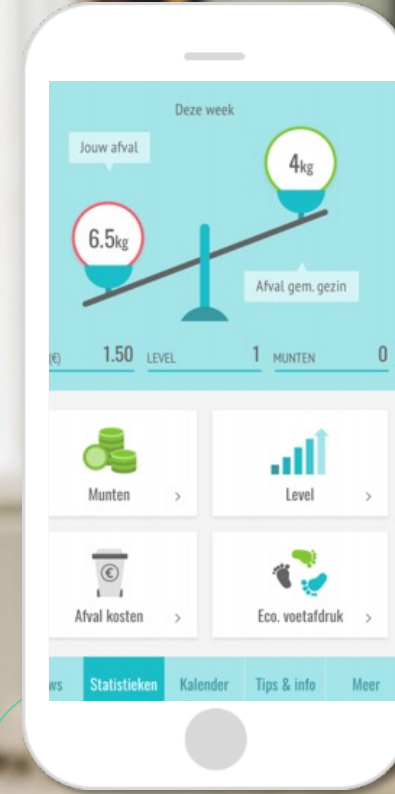
Local gift voucher



Bike reward system



Waste reduction



Cirklo

buck.e

MY WASTE

Our TEAM @

Fairville



Bike reward system

huck.e





Our goals



Health

Getting as many students as possible to move and keep them moving.



Local economy

Stimulate local trade.

Safety

Fewer cars = less traffic.



Clean

Less CO2 = better air quality at the schools.



Our stakeholders

Schools

Fewer cars and more sustainable journeys to school = ecological school.



Municipality

For the municipality, Buck-e fits in with its climate and cycling policy. Topics such as mobility, sustainability and local economy deserve special attention today.



Students

Children become more agile and react better in traffic. And it is healthy too!



Merchants

Children can cash in their bucks at the local trader or a public service.



Buck-e in numbers



527 schools

203 municipalities

207.984 students



3.657.059
kilometers biked & walked



33.893.076
burned calories



4.620.500 kg
saved CO2 emission



+

+

+5^{km}



+

+

How does it work?



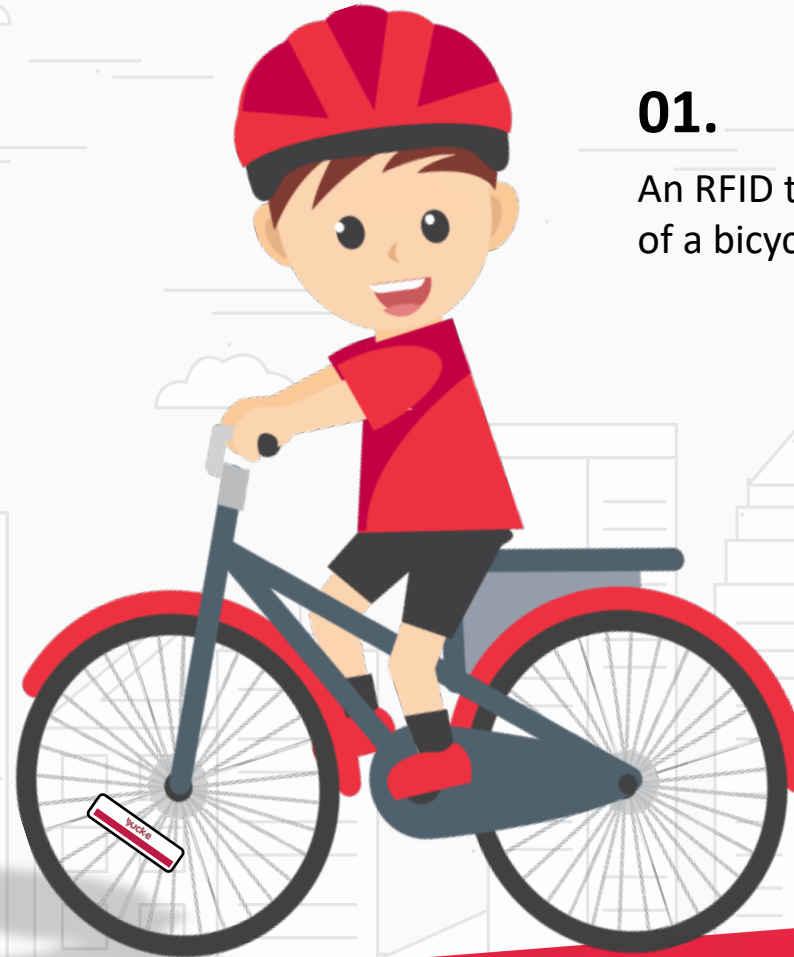
-CO²



+6€

+2 km

+2€



01.

An RFID tag (chip) is attached to the spokes of a bicycle of children who cycle to school.



-CO²



+6€

+2 km



02.

Children who walk to school receive an RFID tag as a keychain. This can be attached to the schoolbag.

+2€



-CO²



03.

The tags of the children are scanned at the school gate. They receive points for walking or cycling by automatic registration of the tags.

+6€

+2 km

+2€





+6€

+2 km



-CO²



04.

Create campaigns! For example: Bonus points may be awarded in case of bad weather.

+2€



-CO²



05.

The points earned are automatically converted into a digital currency, called 'Bucks'.

+6€

+2฿

+2 km





-CO²



+6€

+2 km

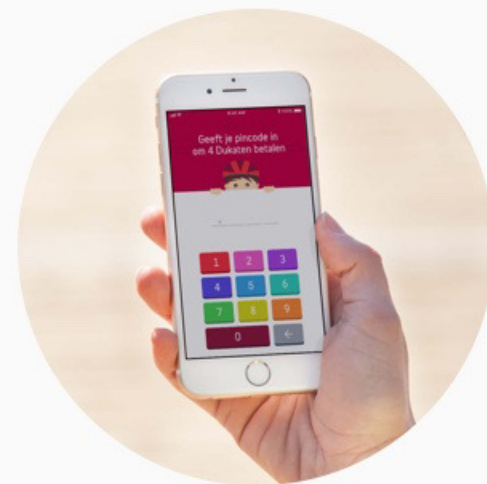
+2€

06.

Bucks can be spent in the local economy or, for example, at an amusement park, the cinema, the ice rink ...



What do we need?

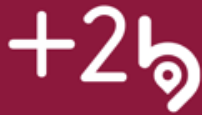


-CO²

Dashboard

A municipality has access to general and anonymised statistics per class, per school and per school year via a web platform

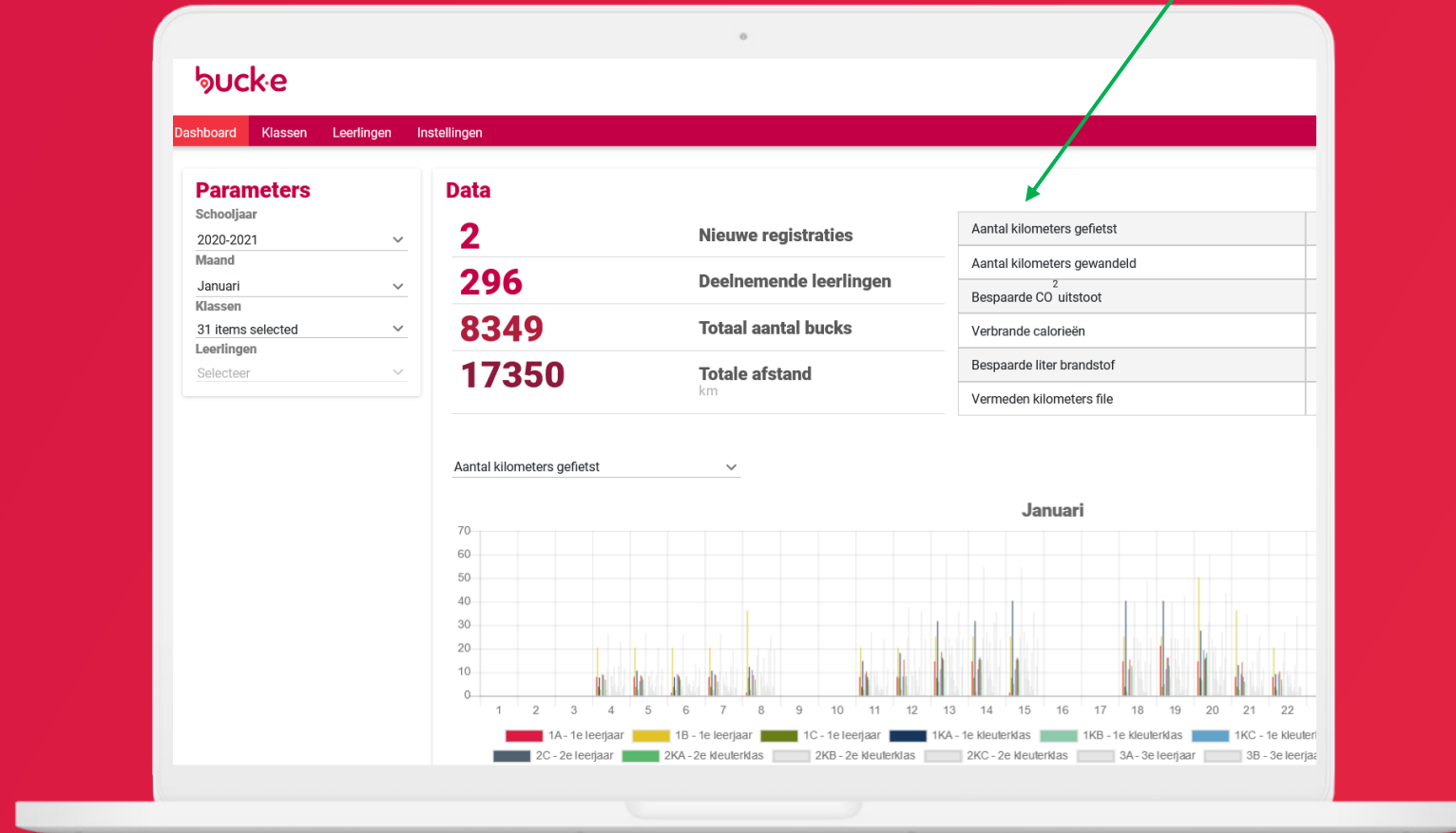
- ✓ Purchase bucks
- ✓ Invites schools and traders
- ✓ Follows up the budget



- ✓ Determines rules
- ✓ Management of students and classes
- ✓ View statistics

+2 km

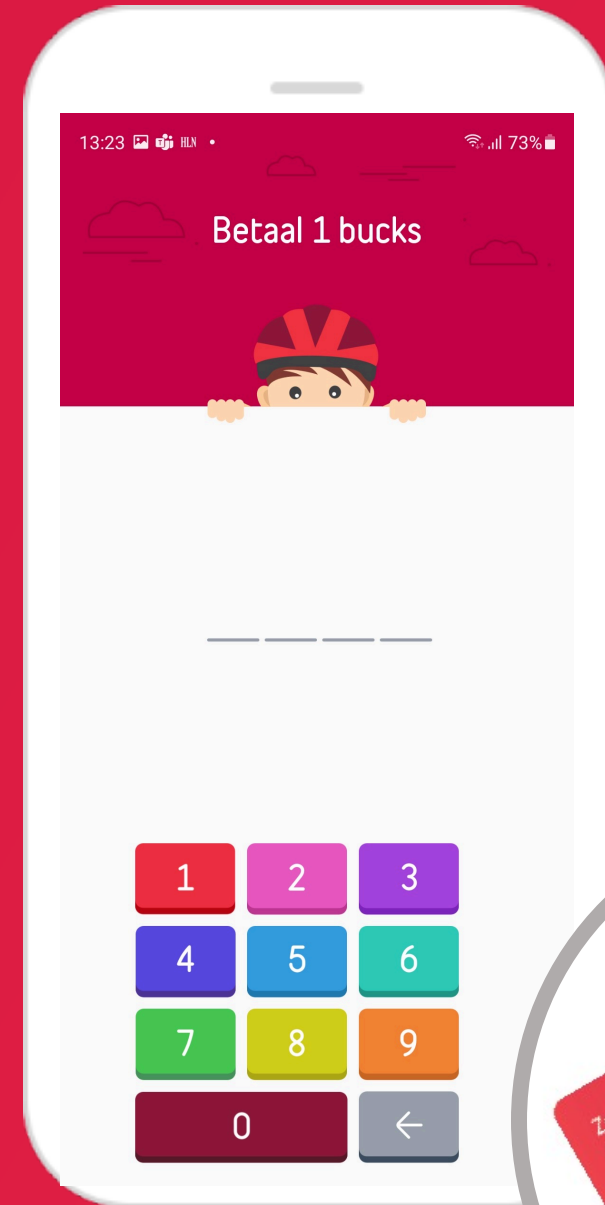
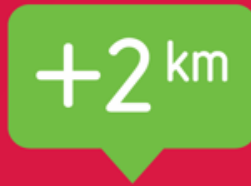
km's biked & walked, ...



App

Via a payment app, the merchant can collect bucks and get an overview of the number of transactions

- ✓ Receives bucks via the app
- ✓ Bucks are converted into euros every month



+

+

+5^{km}



+

+

How to participate?

1

Parents receive a letter from the school with a school code, a payment card and a tag.





2



Parents register their child(ren)
online through the dashboard.





3

The children go to school on foot or by bike and earn points that are converted into bucks.

4

Children can spend the earned bucks at local merchants or a public service.





-CO²



+6€

+2₤

+2 km

Tom Van
Hecke

+32 (0) 474 792 580

tom@fairville.be
www.fairville.be

