



### AURORAL GIFT Project

Gamification and Incentives For active mobility, **Tourism**, and local economy



The project is part of the AURORAL Open Call. AURORAL is a public funded project under the European Union's Horizon 2020 research and Innovation program under grant agreement N. 101016854.



# GIFT



This project has received funding from the European Union's Horizon 2020 research and Innovation programme under grant agreement N° 101016854.





# GIFT

**G**amification and **I**ncentives **F**or active mobility,  
**T**ourism, and local economy

## Project Rules



# PROJECT INTRODUCTION

The GIFT project (Gamification and Incentives For active mobility, Tourism, and local economy) is an initiative launched under the AURORAL program, funded by the European Union through the Horizon 2020 research and innovation program. GIFT aims to promote sustainable mobility and active tourism in Southern Burgenland, Austria.

By using the Pin Bike platform, GIFT encourages residents and tourists to cycle, rewarding them with economic incentives to spend in local businesses. This project, based on gamification mechanics, aims not only to enhance environmental sustainability and public health but also to support the local economy, creating a virtuous synergy between communities, businesses, and the environment. For more information, visit the AURORAL project website <https://www.auroral.eu/#/>.

The GIFT project will last for 3 months and has a minimum engagement capacity of 300 users, aiming to promote the shift from the use of individual motor vehicles to more sustainable modes of transport, such as cycling. Through economic incentives and gamification mechanics, the project will encourage participation.

More information about the project here: [www.pin.bike/gift](http://www.pin.bike/gift)

## ART. 1 - AIM

The present regulation aims to promote the use of bicycles for commuting school, work and tourism, in order to reduce the use of private motorized vehicles in favor of transportation methods oriented towards environmental protection and the improvement of citizens' health.

This regulation defines the rules for granting incentives to residents, commuters, and tourists in Southern Burgenland, aged 18 and over, who carry out their work, school, or discovery activities within the territorial boundaries of the region.

The experimental project has the following specific objectives:

- Encourage alternative mobility to cars for commuting to work/school, reduce traffic congestion during peak hours, and air pollution;
- Improve the quality of the environment and livability of the city, creating positive effects on the health and well-being of the community by raising citizens' awareness of the use of bicycles;
- Stimulate local commerce and create new business opportunities for small retail shops;
- Foster a positive relationship with citizens on sustainable mobility issues, involving the entire community in concrete and virtuous actions for sustainable mobility.

## ART. 2 - DEFINITIONS

To applying this regulation, the following definitions are provided:

- **Initiative area:** Refers to the Southern Burgenland area within which the kilometers traveled will be calculated to determine the rewards available to participants in the program. This area will always be accessible to users at any time by accessing the dedicated section of the Pin Bike app.
- **Month:** Refers to the calendar month, i.e., the period from the first to the last day of a month, regardless of the number of days it contains.

## **ART. 3 - REQUIREMENTS FOR PARTICIPATION IN THE PROJECT**

The initiative is open to citizens with at least 18 years, who are domiciled, reside, work or explore as tourists the Austrian Southern Burgenland area as the territorial boundary for the purposes of the game.

To participate in the initiative, beneficiaries must:

- a) Use a bicycle, as defined in the previous Article 2, that complies with current regulations regarding homologation and road circulation, to move and travel into Southern Burgenland area;
- b) Be familiar with the Traffic Code and commit to following the rules of conduct, circulation, safety, responsibility, and caution for cyclists, paying particular attention to the most vulnerable road users;
- c) Have an email address for communication with Pin Bike and for registration with the application provided by the company to certify the kilometers traveled;
- d) Possess a smartphone compatible with Android version 6.0 or later, or iOS version 13 or later;
- e) Agree to be monitored for the entire duration of the project, waiving any objections against FB innovation.

## **ART. 4 - ACCESS PROCEDURES**

1. The individuals referred to in the previous Article 3 can register by accessing the link to the PIN BIKE app;
2. At the time of registration, applicants must expressly accept the proposed terms and consent to the processing of their personal data in accordance with Article 13 of the European Regulation No. 679/2016 and Legislative Decree No. 196/2003 and subsequent amendments, and project GDPR agreement;
3. Users participate in the GIFT initiative by Pin bike app with the following procedure:
  - Open the Pin Bike app on your smartphone.
  - Press the 'More' button at the bottom right of the screen.
  - On the screen that opens, you will find the 'Manage Initiatives' section.
  - Press 'Manage Initiatives', select "GIFT" and follow the wizard to complete the entry.
4. The code obtained will be entered by the user in the Pin Bike APP in the "More" menu - 'Manage Initiatives' - "Add Project code" - Enter initiative code.

## **ART. 5 – REWARDS**

1. The project includes the coexistence of two types of mechanisms that cannot be combined:
2. Monthly rewards dedicated to residents and commuters in the Southern Burgenland area, rewarded based on the number of points accrued (number of kilometers cycled, participation in

local events, completing questionnaires, ...), in accordance with the provisions of Articles 6 and 7. Only initiative points and not community points are considered.

3. Rewards dedicated to tourists for achieving goals with trophies (gold, silver, bronze) based on the number of kilometers cycled. Only initiative points and not community points are considered.
4. Users can participate in only one category (CAT 1. Residents and commuters; CAT 2. Tourists). Monthly rewards for category 1 are cumulative. When registering in the app, users must indicate their eligibility category.
5. The organization reserves the right to stop the rewards in category 2 upon reaching a total of 1600 euros, providing appropriate communication to registered users.

## **ART. 6 – REWARD AMOUNTS**

### **ART. 6.1 – CATEGORY 1 – RESIDENTS AND COMMUTERS IN SOUTHERN BURGENLAND**

1. Within the project, a monthly competition will be held for Category 1, visible in the Pin Bike App, based on the number of points earned through virtuous actions (Km cycled, participation in events and surveys, compilation of questionnaires, etc.). Every month, rewards will be available, distributed via vouchers to the users, for the 25 (twenty-five) users who have accumulated the most points, distributed as follows:

- 3 vouchers of €100 (one hundred euros);
- 4 vouchers of €50 (fifty euros);
- 6 vouchers of €25 (twenty-five euros);
- 6 vouchers of €15 (fifteen euros);
- 6 vouchers of €10 (ten euros).

These monthly rewards will be viewable through the Pin Bike App in the "my rewards" section;

2. Each beneficiary, for the duration of the project, may receive multiple vouchers corresponding to monthly rewards, for a total maximum value of €200 (two hundred euros);
3. In the case of a tie among the beneficiaries of the monthly rewards, the voucher will be rewarded to the individual who has cycled more kilometers;
4. FB Innovation S.r.l.s. will provide the rewards during the initiative in the form of electronic vouchers to be spent in commercial establishments registered on the platform and participating in the project.

### **ART. 6.2 – CATEGORY 2 – TOURISTS IN SOUTHERN BURGENLAND**

1. Within the project, trophies visible in the Pin Bike App will be identified for Category 2. Trophies can be earned based on the number Km cycled. The trophies will have the following values:
  - Gold trophy – voucher of €50 (fifty euros) – 200 km cycled in 48 hours;
  - Silver trophy - voucher of €25 (twenty-five euros) – 50 km cycled in 48 hours;
  - Bronze trophy – voucher of €15 (fifteen euros) – 10 km cycled in 48 hours.

These rewards will be viewable through the Pin Bike App in the "my rewards" section;

2. To be eligible to compete for a higher-value trophy within 48 hours, you must not redeem the reward in advance. Once the voucher has been redeemed, it is not possible to compete for higher value trophies.
3. FB Innovation S.r.l.s. will provide the rewards during the initiative in the form of electronic vouchers to be spent at commercial establishments registered on the platform and participating in the project. The organization reserves the right to stop the reward of rewards in category 2 upon reaching a total of 1600 euros, providing appropriate communication to registered users.

## **ART. 7 – VOUCHERS REDEMPTIONS**

1. The electronic vouchers can be redeemed, individually or cumulatively, by presenting the unique code or QR Code at any participating commercial establishment located in Southern Burgenland area. The amount associated with individual vouchers, if not used in full, cannot be refunded or converted into cash in any way. Here is an example: if a participating user receives a reward voucher worth €10.00 (ten euros) and makes a purchase of €7.50 (seven euros and fifty cents), they will not be entitled to any change.
2. Vouchers belonging to a single user are cumulative. For example, in the first month, the user earns a voucher worth €10.00 (ten euros) but may choose not to use it. In the following month, they earn another voucher worth €10.00 (ten euros); by the end of the second month, the user will have two vouchers of €10.00 (ten euros) that can be used for the same purchase by providing the codes of both earned vouchers.
3. The user can consult the app or the <https://web.pin.bike/open/48> for a list of businesses that have already joined the project or can visit a commercial establishment that is not yet registered and invite it to join while using the voucher.
4. To check your rewards in the Pin bike app, follow this path:
  - Press the 'Gaming' flag at the bottom center of the screen
  - Select 'Rewards and Incentives' from the drop-down menu
  - Select 'Rewards earned'
  - Select the individual award
  - To view the list of shops, click on 'Where can I spend it'
5. Commercial activities can register through the portal [www.pin.bike](http://www.pin.bike) under the section "Participate/Register as a Store" or via the link <https://pinbike.web.app/newVendor> by entering their business name, address, phone number, VAT number, and IBAN.
6. For the reimbursement of the electronic voucher, the local merchant must access their personal area on the portal [www.pin.bike](http://www.pin.bike) and validate the relevant code. By the 10th of the month following the validation, the amounts credited to them will be transferred, equal to the vouchers redeemed and validated.
7. All electronic vouchers must be redeemed by project participants by the end of the month following the conclusion of the project; otherwise, the validity of the voucher(s) in their possession will expire.

## **ART. 8 – PROJECT DURATION**

The initiative will last at least 3 months, starting from November 4th, 2024, and will conclude on February 3th, 2025.

## **ART. 9 - VERIFICATIONS, CONTROLS, AND REVOCATION OF THE CONTRIBUTION**

FB Innovation reserves the right to conduct random checks on the routes actually completed by the participant. FB Innovation S.r.l.s., the manager of the Pin Bike app, also has the authority to temporarily suspend users in cases of suspicious and/or fraudulent behavior to allow for further investigation and checks. In the event of a negative verification, FB Innovation may issue an immediate exclusion order from the initiative or revoke the contribution, requesting the return of the amount granted. The beneficiary must allow these checks to be carried out by personnel designated by FB Innovation.

## **ART. 10 - RESPONSIBILITY FOR COMMUNICATIONS**

FB Innovation S.r.l.s. does not assume responsibility towards the participants in the project for any cases of misunderstanding, loss, or misplacement of communications due to various causes. The company FB Innovation S.r.l.s. will be exempt and relieved from any civil or criminal liability arising from participation in the initiative covered by this regulation for any damages, accidents, or injuries suffered, as well as any injuries caused to users or third parties and any health issues related to the execution of the initiative, including accidents and injuries resulting from the actions of other participants.

## **ART. 11 - CANCELLATION AND REVOCATION**

FB Innovation S.r.l.s. has the right to revoke this Regulation at any time for reasons of public interest. FB Innovation S.r.l.s. also has the authority to interrupt the activated project for reasons of public interest, without participants having any claims for the future. Finally, FB Innovation S.r.l.s. reserves the right, if deemed appropriate, to establish different and more functional systems for monitoring, controlling, and accounting for the activities referred to in the previous articles and for the distribution of incentives.

## **ART. 12 - INFORMATION NOTICE FOR THE PROCESSING OF PERSONAL DATA PURSUANT TO ARTICLES 13 AND 14 OF EUROPEAN REGULATION NO. 679 OF 27/04/2016 (G.D.P.R.)**

1. The Data Controller is the company FB Innovation S.r.l.s., and the Data Protection Officer is the company FB Innovation S.r.l.s., with registered office in Corato (BA) - S.P. 231, km 32.700.
2. The data will be processed exclusively by individuals authorized and instructed by the Data Controller or the external Data Processor, who are approved and trained accordingly, adopting all appropriate technical and organizational measures to protect the rights, freedoms, and legitimate interests recognized by law to the data subject.

In particular:

- The anonymized data may also be used for statistical purposes (Legislative Decree No. 281/1999 and subsequent amendments), specifically for monitoring activities related to the Auroral GIFT projects;

- The legal basis for processing is the execution of a task carried out in the public interest or related to the exercise of public powers vested in the Data Controller, pursuant to Article 6, paragraph 1, letter e) of European Regulation on Personal Data Protection No. 679/2016 and subsequent amendments;
- Personal data will be retained for the time strictly necessary to achieve the purposes for which they were collected;
- Personal data will not be transferred in any way to a third country outside Europe, nor communicated to third parties outside the cases provided for by the applicable regulations, nor subjected to automated decision-making processes, including profiling.

3. The data subject may exercise the rights provided for in Articles 15 to 22 of EU Regulation No. 679/2016 and subsequent amendments, in particular: to obtain confirmation from the Data Controller whether or not personal data concerning them is being processed, and in such cases, to gain access to the personal data; to know the purposes of the processing; to obtain the deletion, transformation into anonymous form, or restriction or blocking of data processed in violation of the law, as well as the updating, rectification, or, if interested, the integration of the data; to object, for legitimate reasons, to the processing itself, by contacting the Data Controller, the Data Protection Officer (DPO), or the Data Processor, or to lodge a complaint with the competent Supervisory Authority.

**Data Controller:** FB Innovation s.r.l.s., S.P. 231, km 32,700

– 70033 - Corato (BA), Antonietta Domenica Minafra, legal representative of society

– email: [info@pin.bike](mailto:info@pin.bike). Name and contact details of the Data Protection Officer: Graziano Albanese – email: [dpo@pin.bike](mailto:dpo@pin.bike)

**Data Processor:** FB Innovation s.r.l.s., S.P. 231, km 32,700

– 70033 - Corato (BA), Antonietta Domenica Minafra, legal representative of society

– email: [info@pin.bike](mailto:info@pin.bike). Name and contact details of the Data Protection Officer: Graziano Albanese – email: [dpo@pin.bike](mailto:dpo@pin.bike)

## **ART. 13 - DISPUTES AND COMPETENT JURISDICTION**

Any disputes arising from the application of this regulation shall fall under the exclusive jurisdiction of the Court of Trani, Italy.





GIFT



This project has received funding from the European Union's Horizon 2020 research and Innovation programme under grant agreement N° 101016854.

**Auroral Partners**



