



## IN FRANCE, SITE REWARDS PARTICIPANTS FOR ECO-FRIENDLY BEHAVIOR



**CitéGreen is a site that rewards participants with points — redeemable for gifts and discounts — whenever they perform actions that are good for the environment.**

There's nothing like tangible rewards to help motivate consumers to do the right thing, and protecting the environment is no exception. Enter French **CitéGreen**, a site that rewards participants with points — redeemable for gifts and discounts — whenever they perform actions that are good for the environment. To begin using CitéGreen, which is now in beta, consumers simply register for free and indicate what types of actions they'd like to have rewarded — carpooling or recycling, for example. Through its partnerships with local communities and relevant agencies, CitéGreen then accounts for each action automatically — for example, a microchip placed in participants' recycling bins is used to track the volume of materials they recycle each week — and credits a corresponding number of points to users' accounts. Participants can then compete with each other by comparing the number of points they accumulate. They can also convert those points into rewards in the form of discounts or exclusive gifts offered through Paris-based CitéGreen's local and national partners. CitéGreen claims that, on average, it gives participants an extra EUR 200 of purchasing power per year. The video below (in French) explains CitéGreen's premise in more detail:

<https://player.vimeo.com/video/36247895>

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There appears to be no end in sight to the gamification trend, whereby everyday chores are converted into tasks with rewards. What other activities could be gamified to encourage otherwise reluctant members of the public? Spotted by: Florent Lesauvage

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Website: [www.citegreen.com](http://www.citegreen.com)

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