Behaviour Change for a Better World.
Motivating Change is a Challenge

It’s not just about rewards. Behaviour change requires raising awareness, increasing knowledge and enabling socialisation to create a positive shared experience. Motivating change involves moving from incentives into emotional engagement and personal involvement. These are the core elements of well established behaviour change models that BetterPoints programmes are built upon.

There’s a BetterPoint in Everything

BetterPoints can be applied to any behaviour change or engagement challenge you can imagine.

This may be a short term initiative such as a summer of activities in the park or a longer term intervention to meet public health or climate goals. The flexibility of our system coupled with the combined expertise of our team in rewards, marketing, psychology, social media and technical development means we can:

- Customise or White label our portal and app to your locality or brand.
- Design a bespoke programme; including reward setting, data output and reporting, outcome measurement and assessment.
- Implement, promote and manage your behaviour change programme, working in close partnership with your team.
- Provide training and support to use our content management system and data dashboard.
- Assess and report on outcomes to continuously improve the programme.

Different people are at different stages of awareness and readiness to change. Motivation can be intrinsic or extrinsic. Some people want to achieve a short term personal goal; others want to contribute to lasting change in their communities. What motivates someone will also change over time. A behaviour change system has to be powerful and flexible enough to meet these challenges.

Partner organisations’ needs are different too. Motivating active lifestyles to combat obesity may be the priority in one area. Increasing sustainable commuting to reduce congestion and CO2 can be the focus elsewhere. The need may be healthy activity, positive lifestyle choice, increased community participation, energy saving, volunteering, recycling, active citizenship or employee engagement. Whatever your behaviour change priority, BetterPoints programmes can be customised to meet that need.
People Centred Change. We are Better, connected.

Our app is a way to connect. Not just to earn and track rewards but to communicate, support and learn.

LATEST NEWS
Up to the minute news and stories from reward programmes in your local area.

ACTIVITIES
Record your activities to earn BetterPoints. Once completed see calories burnt, CO2 saved and BetterPoints earned.

REWARDS
Reward yourself! Spend your BetterPoints on high street vouchers.

DONATE
Give your BetterPoints to your favourite charity or cause, globally or locally.

SHARE
Share your activities on Facebook and Twitter to earn more BetterPoints.

AND MORE
Scan codes for bonus BetterPoints, update your profile, see rewards and activity history and access the Partner Centre if you’re a business.

BetterPoints Behaviour Change System

The app is part of a powerful behaviour change system that allows rapid customisation, massive reward flexibility and sophisticated reporting. This includes a portal, content management system, digital dashboard and API.

- The portal offers more rewards and donation choices. It also provides an opportunity to earn greater rewards for increased engagement and data sharing.
- Our content management system allows content customisation, local, partner and event reward setting.
- The dashboard generates reports and heat maps to understand and measure behaviour change trends. It also allows anonymous data export.
- Our API allows rapid integration of BetterPoints into other systems that want to add rewards to their programme.
- BetterPoints are the digital currency that flow through our system and can be exchanged for high street rewards or donated to charity.
Case Study - Birmingham

Birmingham City Council’s Wellbeing team needed to capture and measure activity that fell outside of the scope of structured projects, to demonstrate the value to public health of “informal” activity in the city’s parks.

This project was initiated as a pilot project in September 2014 with the aim of incentivising users to increase their levels of physical activity and recording it via a smartphone app. It started in parks and has extended to elsewhere in the city so that behaviour can be contextualised.

**Aims**

- To establish whether rewards would work as a means to capture data using formal methods
- To reward further engagement and activity where that met the needs of the Council’s Public Health agenda.
- In the longer term to reward and incentivise a range of activity that fell outside of the scope of Active Wellbeing, from volunteering to community activities, council recycling and so on.

**Deliverables**

The deliverables for the project were an Active Parks branded portal and app to capture data, a data reporting dashboard, stakeholder engagement and project management.

**Active Parks Branded Portal & App**

![Digital Dashboard showing number of completed activities increasing in Birmingham](image)

**Birmingham Programmes - Outcomes**

<table>
<thead>
<tr>
<th>Activities Completed</th>
<th>Calories burnt</th>
<th>Carbon Saved</th>
</tr>
</thead>
<tbody>
<tr>
<td>27,677</td>
<td>8,056,746</td>
<td>23,450,399g</td>
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</tbody>
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The evidence from this project suggests that new and on-going participation can be encouraged through incentivisation and reward. The finding that the average number of activities have increased over time suggests that incentivisation is working and can meet the needs of the Council’s Public Health agenda.

**Programme Evolution**

Since inception the BetterPoints Birmingham Programme has grown from a pilot project with the Active Parks team within the Wellbeing service to four additional programmes across the City with more in the pipeline:

- BetterPoints are being used by Birmingham Cycle Revolution’s team to build a cycling dataset and specifically to track the use of bikes given away as part of Big Birmingham Bikes.
- In partnership with Sport Birmingham, BetterPoints are being integrated into the Workplace Challenge programme.
- As part of a European Funded Climate KIC programme BetterPoints are rewarding sustainable commuting in and out of Birmingham. Working with Sustrans and Centro we are promoting the use of sustainable transport to Corporate workplaces, Universities and Hospitals in the City.
- Birmingham City Council are working in partnership with BetterPoints to combat social isolation by incentivising group activities and attendance at community events.

Increasingly BetterPoints can be used to support local independent businesses with the addition of the Independent Birmingham card and individual independents’ vouchers that BetterPoints can be redeemed against.

**Data Capture**

An extensive dataset is now produced monthly for Birmingham City Council. This dataset is cross referenced by BCC’s Customer Knowledge - Corporate Strategy team to give insight into socio-economic profiles of park users, the relationship between activity in parks and Indices of Multiple Deprivation, activity levels and changes over time.

A data reporting dashboard has been set up and is being developed based on feedback from this process. Ultimately these reports will be linked with economic analysis of early intervention on a range of health and social issues.
Partnership
We take a partnership approach working with local authorities, charities and community groups to customise our portal, app and reporting dashboard to meet local needs. We are always keen to partner with other solution providers who specialise in vertical market applications. Our simple API allows rapid integration of BetterPoints into other apps and platforms. We make our app and standard technology platform available for free. We seed fund BetterPoints for many projects and work with partners to identify sponsorship for BetterPoints once the project is up and running.

Flexibility
Rewards can be configured differently in each area and for individual projects. As well as standard high street vouchers already loaded into our system, organisations and local authorities can choose to set target-related rewards (gym membership as part of a health activity), or council facility offers. They could also be in the form of an entry into a prize draw, or even a social reward (leaderboards, etc.). Big data capabilities, mobile devices and always on connectivity now gives us the opportunity to record the actions of those involved in order to track success and optimize rewards at the individual level.

Measurable Benefits
Programmes of intervention, well-being or engagement need to deliver proven results. By tracking choice of reward, BetterPoints can add contextual spend data to behavioural data. This data can be viewed in our dashboard and a range of reports allow behavioural change to be visualised over time. For example, heat maps of journeys provide intelligence for transport and infrastructure planning. Increases in activity levels in response to tailored rewards can be measured and reward levels, bonuses, direct communications and social media support adjusted to improve outcomes.

We work with

**County, Local and City Authorities, Public Transport organisations:**
- New Forest Council
- Birmingham City Council
- Northern Devon Healthcare NHS Trust
- Big Birmingham Bikes /Birmingham Cycle Revolution
- Centro Birmingham
- Reading Borough Council
- Reading Transport
- London Borough of Hackney
- London Borough of Hounslow
- Sheffield City Council

**Major sustainability, academic and social non-profit organisations:**
- Climate KIC
- Sustrans
- Gateway Social Housing Association
- Birmingham City University
- Aston University
- My-Neighbourhood
- West Midlands Academic Health Science Network
Who we are

Dan Gipple, CEO is an experienced social and technology entrepreneur/investor with a sustainability/environmental impact measurement background with deep expertise in motivational/reward programmes and behaviour change approaches.

Chris Bristow, Chief Operating Officer, is a former senior executive of technology organisations in the USA, Asia-Pacific and UK. He also co-founded the first ethical/sustainable reward programme in the UK, “Smartly Green Rewards”, which was acquired by RYW in 2011.

Joe Oldak, Head of Development, was the co-founder of Cambridge Open Systems Ltd., a community service software portal company that served numerous UK county and local councils. His firm was acquired by Reward Your World in 2013.

Hannah Bowden, Programme Director, holds a Psychology Masters from Edinburgh, with a background in strategy, innovation, business development, marketing, and web development in the software and regeneration sectors.

Anne Lancaster, Regional Account Manager for South East, is a Durham Psychology graduate with a background in Software Product Management and Community Development, with published research of the impact of technology on real world behaviour.

Lobelia Lawson, Regional Account Manager for West Midlands is a social media and campaign organiser with decades of experience in customer service, event planning, and small business management and strategy. She has worked extensively across the arts sector, both as a performer and in community management, sustainability and marketing.

Sara Sanderson, Digital Marketing Assistant for Sheffield has experience in project management, partnership development and social media marketing. Sara uses her background in community regeneration, business support and the arts to develop digital marketing strategies to engage audiences.

About the company

BetterPoints is the customer brand used by RYW Community Systems Ltd, an evidence-led sustainability, health and social behaviour change technology company. It was founded in late 2010 by a group of like-minded social investors and entrepreneurs who saw a rapidly growing need in UK towns and cities to positively motivate greater sustainability and social behaviour, whilst also encouraging and motivating volunteering, charitable and neighbourly involvement.

Our vision is to create local self-sustaining programmes that deliver sustainability, carbon reduction, improved resident self-health care as well as community cohesion. RYW is a UK Limited Liability Company with a 100% owned UK CIC (Community Interest Company) subsidiary.
There’s a BetterPoint in everything.