

Incentivisation Guidelines

To support engagement and participation within the carpooling platform initiative, we recommend using simple, low-value, non-cash incentives as part of campaign activities. This document outlines suggested approaches and examples of rewards that can be used throughout the programme.



Suggested Reward Types

Physical Rewards

- Wireless chargers
- Power banks
- Reusable water bottles
- Stanley-style tumblers
- Bluetooth speakers
- Branded merchandise packs
- Tote bags
- T-shirts
- Coffee mugs or reusable bottles

Experience-Based Rewards

- Cinema vouchers
- Coffee shop vouchers
- Wellness-related rewards
- Sustainability-themed gifts
- Team recognition rewards

Mystery Box Concept

A “mystery box” reward can also be used to create additional excitement and engagement. These boxes may contain a mix of:

- KINTO Join branded merchandise
- Lifestyle accessories
- Sustainability-focused items
- Seasonal campaign gifts

Campaign Formats

One-Off Campaigns

One-time campaigns can be used to support:

- Platform launch periods
- Seasonal mobility campaigns
- Sustainability awareness initiatives
- Company-wide participation drives

Ongoing Engagement Activities

For long-term programs, incentives can be offered through:

- Monthly participation draws
- Team competitions
- Recognition-based rewards
- Sustainability challenges

Create a reward

Choose reward type



Regular reward

e.g. coffee, voucher, dinner



Parking reward

Add parking spaces which users can get on daily basis