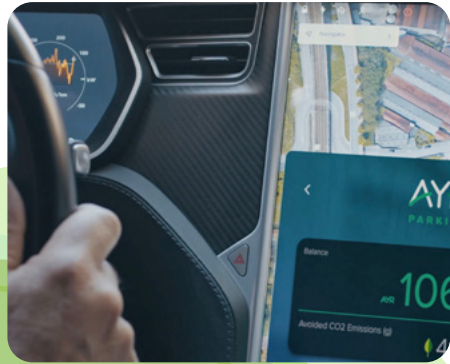


NEW EUROPEAN BAUHAUS AWARDS

5



PRODUCTS AND LIFE STYLE



AYR sustainability platform

PORTUGAL MATOSINHOS

AYR is a blockchain-based platform that rewards users when they opt for soft mobility. Presently it operates in Matosinhos where the municipality, mobility operators, companies and citizens have created a local ecosystem to get people out of cars and into lower- and zero-emission means of transport (bikes, e-bikes, scooters, walking, sharing and public transport). The platform quantifies the amount of CO2 users don't produce when they choose alternatives to individual cars. These non-emissions are converted into tokens, green credit users can store in a digital wallet and then exchange for certain services or goods. Companies can offset their carbon emissions by purchasing green credits. This income is invested in local projects for carbon capture, sustainable mobility and circular economy. The platform uses the data it collects to inform citizens and companies about their carbon footprint. A 6-month pilot resulted in minus 18.1 tons of CO2 and generated 181,000 digital credits.

SUSTAINABLE

- Zero carbon
- Green economy
- Soft mobility

AESTHETICS

- Attractive public spaces
- Sustainable cities
- Transparency

INCLUSION

- Community
- Shared transport
- Lower costs