

Leap Forward Rewards

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“Collect as you
COMMUTE”



Our Concept

Leap Forward Rewards is an initiative that transforms Ireland's Leap card into a rewards card, enabling users to earn points with each tap. These points can be redeemed to top up the card, encouraging more frequent use of public transport. By offering tangible incentives, the program promotes sustainable commuting, reduces congestion, and supports local businesses, contributing to a greener, more connected community.



Objectives

1. Encourage frequent use of public transport
2. Offer tangible rewards for commuters
3. Promote sustainability and eco-friendly commuting
4. Strengthen partnerships with local businesses
5. Boost customer loyalty and engagement for partner businesses
6. Create a collaborative ecosystem of transport and commerce
7. Enhance Ireland's public transport network appeal
8. Support the National Sustainability Goals
9. Increase awareness and usage of Leap Card
10. Enhance urban mobility solutions

Moving Forward

Moving forward, the Leap Forward Rewards initiative aims to partner with local businesses, allowing users to redeem their points for vouchers or discounts. This collaboration not only incentivises commuters to choose public transport but also drives foot traffic to partner establishments. By simplifying the integration process for businesses and highlighting the mutual benefits, we can enhance community engagement and promote sustainability. Together, we can create a rewarding experience that supports both users and local enterprises.

Leap Forward Rewards Button

