



## OVERVIEW

We wanted to encourage smarter travel choices on and off campus. We did this by creating an incentive and an alternative way to top up. We also wanted to create a way that students could help each other out because **we all need a little help some days.**

## OFF CAMPUS

You can now tap your leap card after you deposit your bottles in a re-turn machine (1). instead of getting a receipt this money will go straight on to your leap card when you tap (2) and every day you do this it will contribute to a loyalty scheme in the app. **On the 8th return you will get a free journey. (3)**

## ON CAMPUS

There will be a roll out of re-turn machines on campuses (re-turn banks) (4) students can deposit their bottles into the bank and top up their card from the machine or add to a fund for students (5) who may be struggling with the cost of travel. These students will be able to collect up to 2.50 a day (6) and will be able to **safely get home without worrying about the cost**

## BENEFITS

The hopes for our idea off campus is that we can create a **strong incentive** that people will choose to take public transport because of the **rewards** and the **ease of use** with the **new way to top up.**

For the Re-turn on leap student bottle bank we want to create a **stronger community on campus** and provide students with some **support** from fellow students. we also think as a bonus this would **increase recycling on college campuses**

# RE-TURN ON LEAP

Re-turn HERE TO REWARD YOUR SMARTER CHOICES

1

RETURN YOUR BOTTLES TO ANY RETURN MACHINE

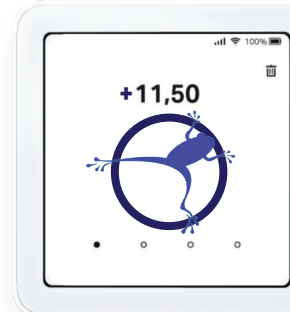


Re-turn

TO GET THE LEAP TOP UP BENEFITS

2

LEAP TOP UP



GET MORE GO FURTHER

DIRECTLY DEPOSIT YOUR RETURN INTO YOUR LEAP CARD

3

COLLECT LOYALTY POINTS



FOR FREE JOURNEYS ON THE APP

4

RETURN BANKING MACHINES CAN BE LOCATED ON ALL COLLEGE CAMPUSES



5

EITHER TOP UP YOUR LEAP CARD

BANK

OR

ON LEAP

OR ADD TO THE STUDENT BANK

6

STUDENTS CAN COLLECT UP TO €2.50 A DAY

