**Here are 10 ideas where businesses or public institutions can offer perks in exchange for sustainable actions from visitors:**

1. **Beach Cleanup for Free Surf Lessons**
   * **Engagement**: Participate in beach cleanups.
   * **Freebie**: Free surf lesson or rental.
2. **Park Cleanup for Fitness Classes**
   * **Engagement**: Help clean and maintain local parks.
   * **Freebie**: Free yoga or fitness class in the park.
3. **Recycling Drop-Off for Movie Tickets**
   * **Engagement**: Bring recyclables to designated drop-off points.
   * **Freebie**: Free movie ticket for a local cinema.
4. **Public Transport Usage for Restaurant Discounts**
   * **Engagement**: Show proof of using public transportation.
   * **Freebie**: Discount on meals at participating restaurants.
5. **Community Garden Work for Concert Tickets**
   * **Engagement**: Volunteer in community gardens.
   * **Freebie**: Free or discounted tickets to local concerts.
6. **Plastic Bottle Collection for Coffee Shop Discounts**
   * **Engagement**: Collect and return plastic bottles.
   * **Freebie**: Discount on beverages at local coffee shops.
7. **Energy Saving Tips Submission for Museum Passes**
   * **Engagement**: Submit energy-saving tips or ideas.
   * **Freebie**: Free entry to museums or cultural institutions.
8. **Educational Workshops for Eco-Friendly Product Samples**
   * **Engagement**: Attend workshops on sustainability.
   * **Freebie**: Samples of eco-friendly products.
9. **Tree Planting for Sporting Event Tickets**
   * **Engagement**: Participate in tree planting events.
   * **Freebie**: Free or discounted tickets to local sports events.
10. **Waste Segregation for Free Bike Rentals**
    * **Engagement**: Properly segregate waste and compost.
    * **Freebie**: Free bike rental for a day.

***These ideas encourage sustainable actions by offering valuable rewards, thus fostering a culture of environmental responsibility among tourists and locals alike.***

**Engaging in such offers provides multiple advantages and motivations for individuals. Here are some key incentives:**

1. **Cost Savings**:
   * Free services or discounts on activities like kayak rides, surf lessons, and museum entries reduce personal expenses.
2. **Environmental Impact**:
   * Directly contributing to environmental conservation and sustainability efforts provides a sense of fulfillment and purpose.
3. **Health and Well-being**:
   * Activities such as beach cleanups, park maintenance, and tree planting promote physical activity and improve mental health.
4. **Educational Opportunities**:
   * Participating in workshops or educational programs enhances knowledge about environmental issues and sustainable practices.
5. **Community Building**:
   * Engaging in group activities fosters a sense of community and connection with like-minded individuals.
6. **Exclusive Access**:
   * Gaining access to special events, concerts, or fitness classes that may not be otherwise affordable or available.
7. **Personal Recognition**:
   * Receiving public acknowledgment or rewards boosts self-esteem and personal satisfaction.
8. **Support for Local Businesses**:
   * Contributing to local eco-friendly initiatives helps support small businesses and local economies.
9. **Long-term Benefits**:
   * Investing time and effort into sustainability leads to a healthier environment for future generations.
10. **Enhanced Experiences**:
    * Unique experiences such as personalized museum tours or hands-on gardening work offer memorable and enriching activities.

***These motivations collectively encourage people to participate in eco-friendly initiatives, leading to a positive impact on both the environment and their personal lives.***

**Businesses and institutions also have several compelling reasons to offer such engagements:**

1. **Positive Public Image**:
   * **Corporate Social Responsibility (CSR)**: Demonstrating a commitment to sustainability enhances the company's or institution's reputation.
   * **Brand Loyalty**: Customers and visitors are more likely to support businesses that prioritize environmental responsibility.
2. **Increased Customer Engagement**:
   * **Customer Retention**: Offering unique perks and incentives can lead to higher customer retention rates.
   * **New Customer Attraction**: Eco-friendly initiatives attract environmentally conscious consumers.
3. **Cost Savings**:
   * **Volunteer Work**: Engaging volunteers in tasks like park maintenance or gardening reduces labor costs.
   * **Waste Reduction**: Encouraging customers to bring their own containers reduces packaging expenses.
4. **Regulatory Compliance**:
   * **Environmental Regulations**: Proactively engaging in sustainable practices helps businesses comply with environmental laws and regulations.
   * **Grants and Incentives**: Some governments offer grants or incentives to businesses that implement green initiatives.
5. **Employee Satisfaction**:
   * **Workplace Morale**: Employees take pride in working for socially responsible companies, which can improve morale and reduce turnover.
   * **Employee Engagement**: Opportunities for employees to participate in sustainability initiatives can boost engagement and teamwork.
6. **Market Differentiation**:
   * **Competitive Advantage**: Offering unique, sustainability-focused engagements can differentiate a business from its competitors.
   * **Innovation**: Developing eco-friendly initiatives can lead to innovative business practices and solutions.
7. **Networking Opportunities**:
   * **Partnerships**: Collaborating with other eco-conscious businesses and organizations can lead to beneficial partnerships.
   * **Community Involvement**: Active participation in community sustainability efforts can strengthen local ties and support.
8. **Customer Feedback and Insights**:
   * **Engagement Programs**: These initiatives provide a platform for direct interaction with customers, leading to valuable feedback and insights.
9. **Marketing and Promotion**:
   * **Media Attention**: Eco-friendly initiatives can attract positive media coverage and enhance marketing efforts.
   * **Social Media Content**: Engaging activities provide content for social media and other marketing channels.
10. **Long-term Sustainability**:
    * **Resource Conservation**: Reducing waste and conserving resources ensures long-term sustainability and profitability.
    * **Future-proofing**: Businesses that adapt to environmental trends are better prepared for future market changes.

***By offering such engagements, businesses and institutions not only contribute positively to the environment but also reap a range of benefits that support their long-term growth and success.***

**Monetizing a platform where businesses and institutions offer perks in exchange for sustainable actions can be achieved through various revenue streams. Here are some potential strategies:**

1. **Subscription Fees**:
   * **Business Memberships**: Charge businesses and institutions a subscription fee to list their perks and offers on the platform. Different tiers can offer varying levels of visibility and promotion.
   * **User Memberships**: Offer premium memberships to users for additional benefits such as early access to perks, exclusive offers, and additional rewards.
2. **Transaction Fees**:
   * **Commission on Redemptions**: Take a small commission on each perk redemption or transaction facilitated through the platform.
   * **Service Fees**: Charge a service fee to users when they book or redeem certain high-value perks.
3. **Sponsored Listings**:
   * **Featured Perks**: Offer businesses the option to pay for their perks to be featured prominently on the platform or in search results.
   * **Advertisement Space**: Sell advertising space on the platform to eco-friendly brands and related businesses.
4. **Partnerships and Collaborations**:
   * **Affiliate Programs**: Partner with eco-friendly product companies or service providers and earn a commission on sales generated through the platform.
   * **Corporate Sponsorships**: Secure sponsorships from companies that want to support sustainability initiatives and gain visibility on the platform.
5. **Data Analytics Services**:
   * **Business Insights**: Offer businesses access to analytics and insights about user engagement, preferences, and trends. Charge a fee for detailed reports and data-driven recommendations.
   * **Market Research**: Sell anonymized data and market research to third parties interested in understanding the eco-conscious consumer segment.
6. **Events and Workshops**:
   * **Eco-Events**: Organize and monetize events, workshops, or webinars on sustainability topics, with fees for attendance or participation.
   * **Training Programs**: Offer training programs for businesses on how to implement sustainable practices and engage with eco-conscious consumers.
7. **E-commerce Integration**:
   * **Eco-friendly Products**: Create an online marketplace for eco-friendly products and charge a commission on sales.
   * **Merchandising**: Sell branded merchandise that promotes sustainability and the platform’s mission.
8. **Crowdfunding and Donations**:
   * **Fundraising Campaigns**: Run crowdfunding campaigns to support specific environmental projects or platform improvements, offering backers special perks or recognition.
   * **Donation Options**: Allow users to make donations to support the platform’s sustainability initiatives, with recognition or additional benefits for donors.
9. **Certification and Verification Services**:
   * **Eco-certification**: Offer a certification program for businesses that meet certain sustainability criteria, charging a fee for the certification process.
   * **Verification Services**: Provide verification services to ensure the authenticity of the businesses and their eco-friendly claims, charging a fee for this service.
10. **White Label Solutions**:
    * **Platform Licensing**: License the platform technology to other regions or sectors interested in promoting sustainable practices, generating revenue through licensing fees.

***By diversifying revenue streams and offering value-added services, the platform can achieve sustainable growth and profitability while promoting environmental responsibility.***

**How it works**

Earn rewards at Copenhagen attractions ranging from a free lunch or a cup of coffee to a kayak tour or even a free entrance to a museum. All you need to do is, for instance, bike instead of drive, help maintain the city, work in an urban garden, or pledge to sustainable behaviour. Find the attractions and see how they reward your actions below.

Video

## 24 attractions rewarding your climate-friendly actions

Explore some of the wonders of Copenhagen and find out where and how you can contribute and collect everything from a Copenhagen ice cream to a free bike rental.

Click the icons on the map to learn about the attractions and and remember to check for availability.

Map

## [****See all attractions in list view****](https://www.visitcopenhagen.com/copenpay-attractions)

**Remember to check for availability.**

## All climate-friendly actions matter

All over Copenhagen, you find rental bikes to ride the city emission-free like a local. Copenhagen tap water is clean and tasty, and compared to bottled water, it leaves a significantly smaller mark on the environment. Helping to clean up the harbour improves livability for thousands as you maintain it as a valuable recreational urban area.

Kacheln, die auf neue allg. Seiten verlinken: Biking / Use public transportation // Help maintain the city

## The most significant rewards are not the ones you get for your efforts but the ones we all gain from your conscious choices.

## Built on trust and good energy

**No matter if you ride a bike, use public transportation, or collect trash, you can spend your good energy to collect the listed rewards, and we trust you when you ask to pay with it. After all, the only one you would be cheating is yourself if you miss out on doing good for our planet.**

## Frequently Asked Questions

**Q: How do I get in touch with the individual attractions?**

A: If you have questions about rewards and actions, you should contact the individual partner directly by finding their contact information on the [complete list of attractions](https://www.visitcopenhagen.com/copenhagen/activities/copenpay-attractions).

**Q: What is the purpose of CopenPay?**

A: The purpose of CopenPay is to encourage sustainable behaviour and enrich the cultural experience of visitors and residents in Copenhagen by transforming green actions into currency for cultural experiences.

The campaign about CopenPay only runs in Copenhagen, and it is not intended to increase tourism.

"With CopenPay, we’re empowering people to experience more of what Copenhagen offers while placing less burden on our planet. It's about creating meaningful and memorable experiences that are enjoyable and environmentally responsible.”

Mikkel Aarø Hansen, CEO of Wonderful Copenhagen

**Q: How can one participate in CopenPay?**

A: Participation is simple. Tourists and residents can redeem rewards by showing proof of green actions, such as train tickets or bicycles. These actions include cycling, participating in cleanup efforts, or volunteering at urban farms. Click the map on this site to find all participating attractions and which action they reward. Some attractions have limited availability, so remember to check if you have to book in advance.

**Q: What proof is required to show someone has participated in a green action?**

A: Participants can show proof, such as train tickets or photos of themselves biking or participating in cleanup efforts, but generally, CopenPay is built on trust, just as Danish society is the most trusting in the world, according to PEW Research.

**Q: Is Copenhagen a sustainable destination**

A: According to the Global Destination Sustainability Index, Copenhagen is ranked the third most sustainable destination in the world. The list of the most sustainable destinations in the world can be found here: <https://www.gds.earth/index/top-40-cities/>

**Q: How does CopenPay specifically contribute to reducing Copenhagen’s carbon footprint?**

A: CopenPay encourages the use of bicycles, public transportation, and participation in environmental activities, which collectively reduce the city’s carbon emissions by promoting greener modes of transportation and waste reduction.

However, the environmental burden of transportation to and from Copenhagen is much more significant than that of local transportation. Consequently, CopenPay is marketed only in Copenhagen to encourage both visitors and locals to make more sustainable choices.

**Q: When will CopenPay work in Copenhagen**

A: CopenPay is a pilot project launched on July 15 and runs until August 11. Based on the evaluation, we hope to reintroduce CopenPay as a year-round, green payment experience within the economy and broaden the concept to other parts of Denmark and the rest of the world.

**Q: Where can I find press releases, photos, videos, and quotes about the project?**

A: You can find all press-related information, including press releases, photos, videos, and quotes, in our Copenpay Media Kit. [Click here](http://www.wonderfulcopenhagen.com/wonderful-copenhagen/international-press/international-press/copenhagen-launches-new-green-experience-economy-initiative-copenpay) to access the media kit.