# BIKE TO ECOMONDO 2026

“Bike To Ecomondo 2026” is an initiative promoted by Italian Exhibition Group and organized in connection with Ecomondo 2026. The initiative rewards trips made by bicycle between home and work and to/from the Rimini Exhibition Centre, with the aim of reducing road traffic and $CO_2$ emissions generated by private car use, while improving people’s health, safety, and psycho-physical well-being.

## Art. 1 – The project

The initiative starts on 1 September 2026 at 00:01 and ends on 6 November 2026 at 13:00.

Eligible bicycle trips are:

- all home-to-work trips made from 1 September to 2 November 2026;
- all trips with origin or destination at the Rimini Exhibition Centre made from 3 to 6 November 2026, during the Ecomondo 2026 event.

For each valid trip, the amount of $CO_2$ saved is calculated (approximately 1 kg every 7 km travelled) and a ranking of exhibiting companies is generated.

Collaborators of the top 5 companies in the ranking will receive promotional gadgets, as specified below.

Bicycles must be used in full compliance with the Italian Highway Code.

## Art. 2 – Participants

Participation is voluntary and open exclusively to employees and collaborators of companies exhibiting at Ecomondo 2026.

When registering, participants must select the company they belong to in order to join the challenge. Participation is therefore team-based and not individual.

## Art. 3 – Registration procedure

Registration takes place exclusively through the Wecity app, which can be downloaded free of charge for iOS and Android devices.

After installing the app and creating an account, participants must:

1. enter the initiative code **ECOMONDO26** provided by their company;

2. complete the required registration information, including the name of their company, selected from a drop-down menu.

This process enables the creation of the teams and the corresponding ranking.

Once the procedure (which takes about 2 minutes) has been completed, participants may begin recording their trips using the Wecity app.

Wecity will process and store all participants' data.

## Art. 4 – Conditions for participation

To participate, it is necessary to:

- have a mobile device running iOS (minimum version 15.0) or Android (minimum version 9.0), equipped with a functioning GPS system for tracking home-to-work routes. Battery-saving mode must be disabled to allow proper GPS operation;
- download and install the Wecity app from the relevant app store, enter the code provided by the company, and complete the required information;
- activate the app for each trip by pressing START at departure and STOP upon arrival;
- in the case of an electric bicycle, participants are advised, where possible, to connect the vehicle via Bluetooth through the Wecity app, as this improves the accuracy of trip recognition.

## Art. 5 – Calculation of valid routes for the final prize

Valid kilometres are those travelled by bicycle:

- on home-to-work routes from 1 September to 2 November 2026;
- on routes with origin or destination at the Rimini Exhibition Centre from 3 to 6 November 2026.

Participants are not required to follow the shortest route. Intermediate stops are allowed, provided that the total duration of a single trip does not exceed 4 hours.

## Art. 6 – Rankings

The rankings are based on $CO_2$ savings, both for the team ranking and for the individual ranking within each team.

The ranking is updated in real time and can be viewed directly in the Wecity app.

At the end of the challenge, the top 5 teams and the top 5 collaborators within each of those teams will receive a complimentary promotional gadget.

## Art. 7 – Communication and Support

For technical information and tutorials on how to use the app, please refer to the Wecity FAQ section: https://www.wecity.it/it/support/

Alternatively, you may contact:

- help@wecity.it
- WhatsApp: +39 377 350 6646 (messages only, no phone calls)

For information about the BIKE TO ECOMONDO 2026 initiative, please visit: https://www.ecomondo.com/it/visitare/come-arrivare/bike-to-ecomondo

## Art. 8 – Data processing – Information pursuant to Art. 13 of EU Regulation No. 679/2016

Wecity s.r.l., a company incorporated under Italian law, with registered office in Via Contrada 309, Modena, Italy, VAT No. 03475130369 (hereinafter “Wecity”), is the Data Controller of the data collected in the course of its activities, pursuant to Italian Legislative Decree 196/2003.

The processing of personal data provided by users will be carried out in accordance with the principles set out in Regulation (EU) 2016/679 (GDPR) concerning the protection of natural persons with regard to the processing of personal data.

Participation in the challenge is subject to the general privacy policy available in the Wecity app.

The data collected as part of this initiative will be processed by Wecity exclusively for:

- the operational management of the challenge;
- the processing of aggregated results.

The collected data:

- will not be sold to third parties;
- will not be transferred to external parties;
- will not be used for purposes other than those indicated above.

In specific cases, and solely for the purpose of ensuring the proper functioning and fairness of the initiative (for example, to avoid the registration of activities on non-working days), certain limited information relating to participation may be shared with the company mobility manager in aggregated and anonymous form, including:

- the days on which sustainable mobility activity was recorded;
- the number of kilometres associated with home-to-work trips on those days.

Italian Exhibition Group does not have access to participants' personal data, except for aggregated and anonymous information, which remains under the exclusive control of Wecity.

Only the names of the Challenge winners will be communicated to Italian Exhibition Group S.p.A., and only with the winners' prior consent given to Wecity, exclusively for the purpose of awarding the prizes.