



WAKE UP!

Wider Approach to Keep Engaged citizens on sustainable Urban Policies

PORTO, PORTUGAL

Emissions domains addressed by the Pilot Activity



Consumption of non-electricity energy for thermal uses in buildings & facilities



Multi-sector waste management & disposal



Consumption of electricity generated for buildings, facilities & infrastructure



All vehicles & transport (mobile energy)

Key Terms

Citizen engagement platform | Gamification and rewards | Blockchain green tokens | Cross-sector data integration | Porto Climate Pact | Energy poverty inclusion | Mobility tracking | Waste behaviour | Replication and transfer

Levers of Change

Data and Digitalisation | Democracy and participation | Governance and policy | Learning and capabilities | Social innovation | Technology/infrastructure

Description of the Pilot Activity

Porto's WAKE UP! pilot reimagines citizen engagement as the cornerstone of the city's climate neutrality journey. The project is developing a unified, tech-enabled platform that connects to Porto's "Cartão Porto" citizen card system to embed sustainability into everyday decisions across mobility, energy, water, waste, and consumption habits. By linking individual actions to climate impacts and rewards through gamification and blockchain-based green tokens, WAKE UP! builds a holistic framework for behaviour change — demonstrating that a just transition starts with informed and empowered residents.

WAKE UP! spent Year 1 building the platform's foundations — not just technical architecture, but the co-creation relationships, data partnerships, and inclusive design principles that determine whether the platform will actually be used and trusted. The most important Year 1 deliverables are not documents but the conditions for adoption.

Year One Highlights

Porto Ambiente led a comprehensive baseline assessment mapping the target community, existing opportunities and gaps, and lessons from comparable platforms. The full technical architecture and requirements specification were completed: consumption tracking, travel monitoring, a marketplace, and blockchain infrastructure for green token rewards. Data integration pathways were established with key municipal utilities.

Citizens engaged actively through the existing Porto Climate Pact community, contributing needs and suggestions that shaped platform functionality. The resulting prototype was tested by project partners, citizens, and the Vice-Mayor responsible for climate transition, with feedback described as diverse and constructive. The rewards framework was designed with explicit attention to energy poverty — working with Agência de Energia do Porto to ensure incentives promote energy savings without burdening vulnerable households, a consideration frequently absent from behaviour change tools. Platform development began in January 2025. When the backoffice system and blockchain layer proved more complex than anticipated, the consortium adjusted

Innovation Highlights

WAKE UP! integrates behaviour change across five domains simultaneously — mobility, energy, water, waste, and consumption. The blockchain reward layer creates a transparent, verifiable incentive system, with Associação Porto Digital retaining internal leadership over architecture and IP while engaging external expertise for implementation. Rather than building an audience from scratch, the platform is embedded from the outset in Porto's existing Climate Pact community — an established multi-stakeholder ecosystem that gives the platform institutional grounding before it launches.

Twinning with Valongo (Portugal) and Thessaloniki (Greece)

The shared Portuguese context with Valongo — similar regulatory environment, energy market structures, and municipal frameworks — makes knowledge transfer directly applicable. The exchange with Thessaloniki addresses shared challenges in promoting pilot projects and implementing Climate City Contracts

