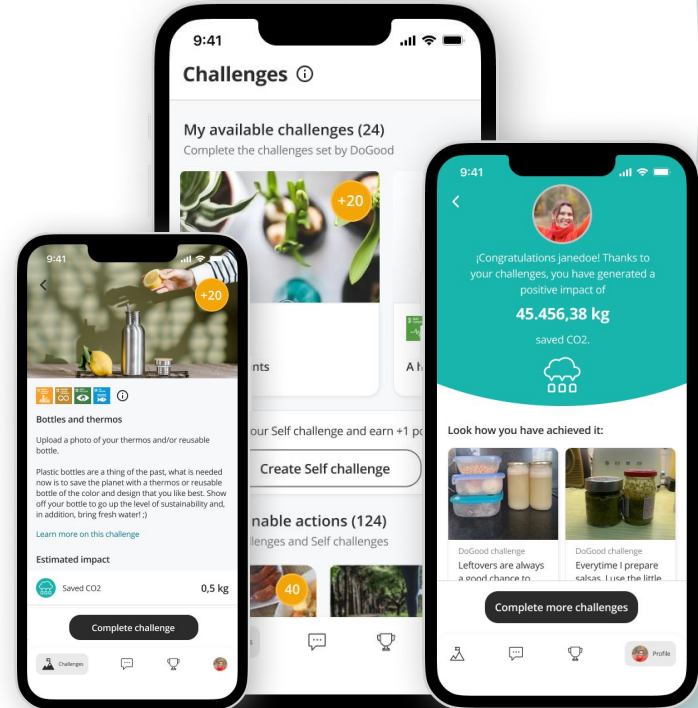


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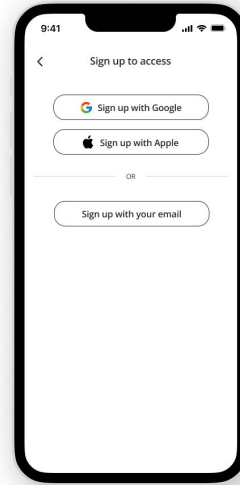
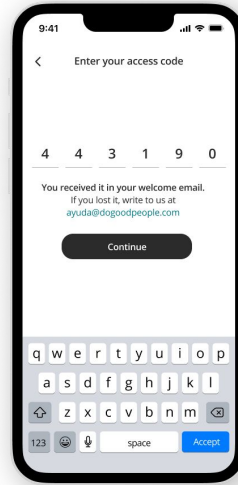
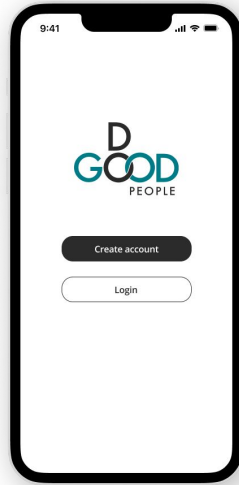
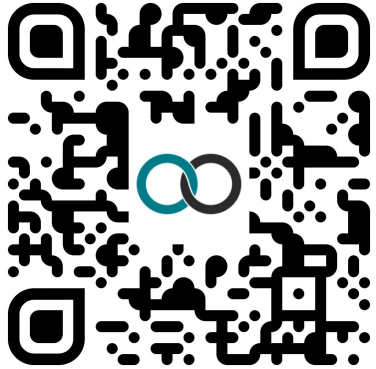
# WHAT IS DOGOOD?

DoGood is the **mobile app** where you learn and practice **sustainability**; that concept that many talk about but few understand.

The platform will help you to be more sustainable without even realizing it, as we will **challenge you** every week with **sustainable actions** that help generate a **positive impact** on our planet and society. Do you want to do your bit?



# HOW TO ACCESS?

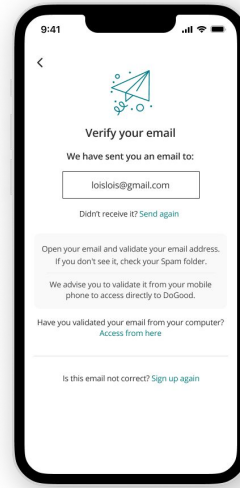
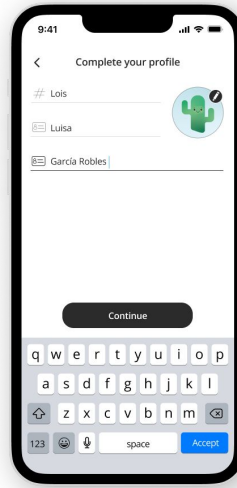
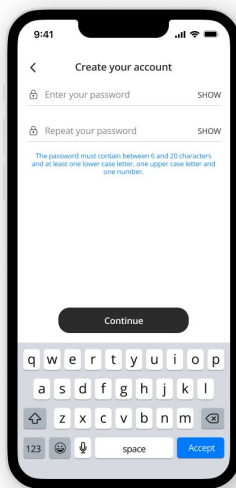
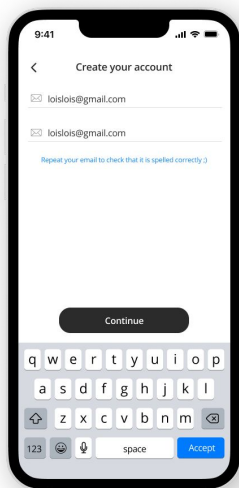


To log in for the first time, click on  
**Create account**

Enter the **6-digit code** you will  
receive in your mailbox

Choose the **registration method** of  
your choice

# HOW TO ACCESS?



If you register with your email, enter your email address (the one of your choice)

Set your password

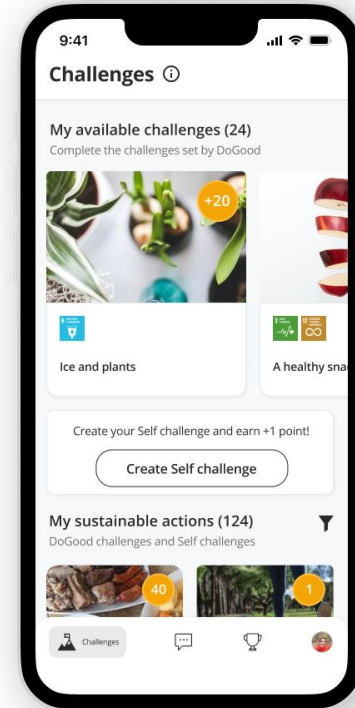
Create your profile (only alias and photo will be visible)

You will receive a confirmation email, click on the email button and you will be able to access the program.

# HOW DOES DOGOOD WORK?

In order to do your bit for the program, you will have to complete **sustainable challenges** that will help you **practice sustainability** in your daily life. To complete them, you will only have to **choose the challenge** you want to do, **read the instructions** and register the action by **uploading a photo or a comment that validates it** (depending on what the challenge indicates).

**Note:** You will receive **new challenges** every **week**. The challenges **do not expire**, so you can complete them at any time during the program.



# WHAT IS A DOGOOD CHALLENGE?



## Meat in its right measure

Make a meatless dish and upload a photo (pasta, rice, salad, there are a thousand options!)

It's not about not eating meat... but it's about dedicating some of our weekly dishes to other non-meat products that can be delicious. The meat industry generates a large amount of CO2 emissions, so by reducing its consumption, we reduce the environmental impact and open our minds to new recipes!



CO2 saved **46,2 kg**



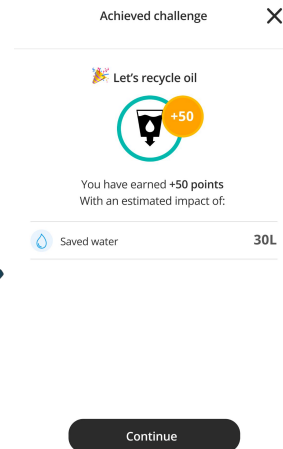
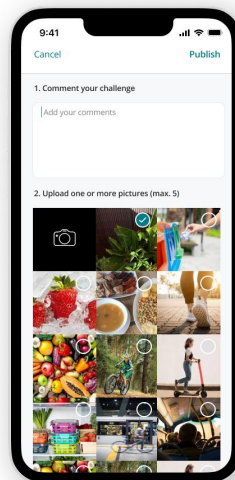
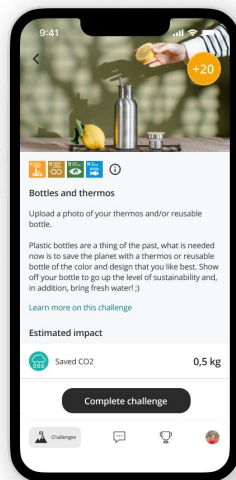
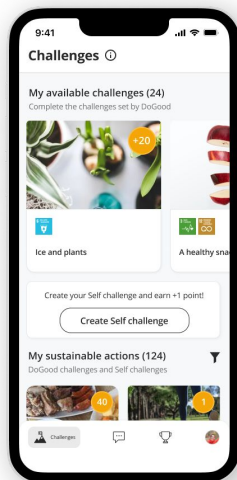
Water saved **15.415 L**

Not only do we tell you what sustainable actions you can do through the app, but we also want to show you the context and the problem behind it.

Each challenge clearly explains the action that you will have to take.

All challenges will have an estimated impact (both tangible and intangible) associated with them so that we are aware of the impact of the small actions of our daily lives.

# HOW TO COMPLETE THE CHALLENGES?



From the **Challenges** screen in the bottom menu, you will access the currently active and completed challenges. During the year, you will receive new challenges every week.

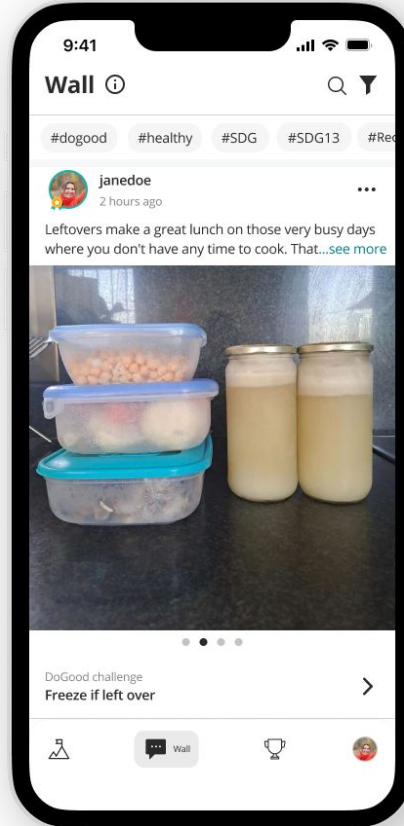
In each challenge you will find the instructions to complete it. Click on the **Do Challenge** button to register it in the app.

Take a photo or select the photo of your **action** and comment on it to upload it to the social wall.

For each completed challenge, you will earn **points** that will make you climb the internal **ranking** and you will be able to know the **impact** of your actions.

# HOW DOES DOGOOD WORK?

Your challenges will be posted on the **social wall** within the app, where you can **interact** by giving "**Good**" or **commenting** with your peers and be **inspired** by their actions.

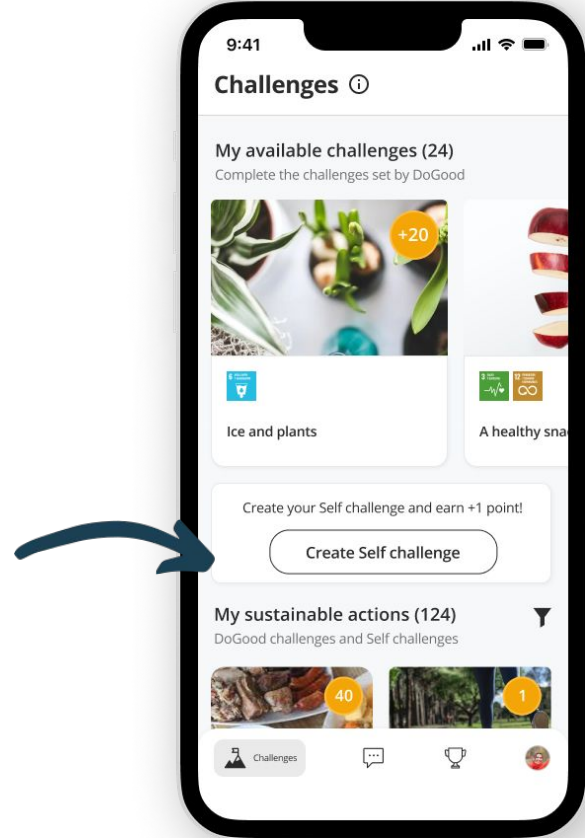




# WHAT IS A SELF CHALLENGE?

The **self challenge** is the opportunity to upload all those sustainable actions that you do in your daily life and that you would like to **show to your colleagues**, but that unfortunately are not included in the **DoGood challenges**, so we encourage you to show your environment all the **sustainable actions** you do in your daily life!

To publish your **daily self challenge**, just click on the **Create self challenge button** and upload a photo of your sustainable action and an accompanying comment, in return you will receive **a point** as a reward for your effort!



# HOW TO CREATE A SELF CHALLENGE

Select the **type of impact** corresponding to your action.

**Comment** on your sustainable action to **inspire** your peers and **explain** what it is all about.

Select or take a **photo** of your action to show your **commitment to sustainability**.

9:41

Cancelar Publicar

1. ¿Qué impacto crees que genera tu auto reto?

Selecciona el impacto >

2. Cuéntanos cuál es tu auto reto

Añade tus comentarios

3. Sube uno o varios archivos (máx. 5)

Retos

# BASIS OF THE PUBLICATIONS



- Actions made by the user himself.
- Actions that can be framed within any of the SDGs.
- Repeated actions with different photos: Performing the same sustainable action consistently, indicates a sustainable habit and generates inspiration and sustainable culture.
- Images from the Internet when the challenge consists of searching for images or resources.
- Mention or upload content promoting the work of public figures, colleagues, people, initiatives and sustainable companies that meet the objectives of the program.
- Actions that follow the instructions of the DoGood challenge.

# BASIS OF THE PUBLICATIONS



- Actions of others.
- Actions that are not linked to sustainability.
- Uploading the same photo in two different challenges.
- Images from the internet to replace the real photo that the user should have taken.
- Mentioning or uploading offensive content in any format: People, insults, animals, collectives, etc.
- Actions that do not follow the instruction of the DoGood challenge, even if they are sustainable.



**If you have any questions about the  
platform, please write to**

[ayuda@dogoodpeople.com](mailto:ayuda@dogoodpeople.com)

[www.dogoodpeople.com](http://www.dogoodpeople.com)