City of London cleans up with iPad awards audit app

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The City of London Corporation has chosen leading mobile marketing agency, Incentivated, to create an app that will assist the Corporation in judging the prestigious “Clean City Awards Scheme” (CCAS). The app will be built in iOS and exclusively loaded onto staff iPads to assist with auditing participant companies.

The app is supported by a site and integrated with the scheme database, both also being built by Incentivated.

CCAS is designed to encourage sustainable waste management in offices and business locations, encouraging businesses to “reduce, reuse and recycle”, and generally improve the street environment in the City. Businesses who want to enter the award will submit their request through a website, triggering an inspection visit from the City of London.

Joe Kingston, CCAS and Recycling Manager, City of London Corporation: “We are delighted to be taking a more mobile approach to this year’s Clean City Awards Scheme. Being able to complete the site surveys, and include photos within the iPad app, our inspection process will be much more efficient. Incentivated are really helping us encourage more businesses to reduce, reuse and recycle through increased recognition via these prestigious awards.”

The app will use the current assessment questionnaire, currently a paper form on a clipboard, as its base, whilst allowing inspectors to take and store photos of office spaces within the app.

Once a survey is completed and saved, it can be sent immediately over 3G or Wi-Fi to the City of London’s award database. In areas without a mobile connection, the questionnaire will be saved locally, until it can be transferred over the air, or side-loaded into the central database.

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For further information

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About the City of London Corporation

The City of London Corporation has three roles: we support London’s communities by working in partnership with neighbouring boroughs on economic regeneration and skills projects. The City of London Corporation’s charity, the City Bridge Trust, makes grants of more than £15 million annually to charitable projects across London and we also support education - with three independent schools and three City Academies – plus a primary school and the world-renowned Guildhall School of Music and Drama. We also help look after key London heritage and green spaces including Tower Bridge, Museum of London, Barbican Arts Centre, City gardens, Hampstead Heath, Epping Forest, Burnham Beeches, and important ‘commons’ in south London. And – with its heart in London’s Square Mile - we also support and promote the ‘City’ as a world-leading financial and business hub, with outward and inward business delegations, high-profile civic events, research-driven policies and a long-term approach. See www.cityoflondon.gov.uk for much more on our uniquely diverse role, including the City of London Police, etc.

About Incentivated Ltd

Incentivated (incentivated.com) is an independent technology company with 10 years’ experience operating exclusively in the mobile marketing services sector.

We help our international client base engage with their customers by designing, developing and delivering integrated acquisition, retention (CRM) and transaction (mCommerce) campaigns and services

for mobile.

Our proprietary technology and specialist staff are well positio ned to help brands, the public sector and charities to develop everything from enterprise messaging (SMS & MMS) through mobile internet sites, to server side software or handset applications, including web-apps, for ‘smartphones’ and feature-phones.

We also provide strategic, creative and technical advice for the use of mobile by businesses to raise awareness, deliver marketing ROI and provide customer service, as well as other managed services.

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