

R RECOMENDACIONES CIUDADANA

It starts in the neighborhood,
it changes the city

BUSINESS AND ORGANIZATIONS



R REC >>>>>>>> MONEDA <<<<<<< CIUTADANA >>

It starts in the neighborhood, it changes the city

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WHAT IS IT?

The **REC** (real economy currency) is the social currency of Barcelona, a variant of the so-called social or local currency. It is a complementary form of payment to the euro who as parity with it, which allows transaction between users, organizations and the shops that accept **recs**. It is an alternative to the dominant economic and monetary system in the world.

Social currencies favor proximity business and reverse the benefits to the community.

The **rec (R)** is exclusively a digital currency, it can be used with the app or the card.

The **rec (R)** is born within the framework of a European pilot project of urban and social innovation through which a portion of the public spending on social currency is channeled into the neighborhoods of Ciutat Meridiana, Vallbona, Torre Baró, Roquetes, Trinitat Nova, Trinitat Vella, Baró de Vivir, Bon Pastor, Verneda – La Pau and Besòs – Maresme.



THE IMPACT



It promotes local businesses and prevents traders from abandoning the area.



Fa que els diners circulin i es quedin al barri.



Strengthen the network between neighbors, organization and shops, to create a social cohesion.

THE BENEFITS FOR BUSINESSES



Increase customer loyalty

the app allows businesses and organisations to announce special offers that will attract consumers.



Raise the profile of your business

The map on the app shows the shops and the organizations that are participants, it attracts clients.



Multiply your income

If the **recs** are spent between users of the **rec** network.

WHAT CAN YOU DO WITH THE RECS?



Buy goods from the shops and organization that adhered.



Pay the suppliers that accept it.



Make safe, instantaneous and cost-free payments.

WHAT ROLE CAN YOU HAVE ON THE REC NETWORK?

Operate with recs: accept the **recs** for the sale of goods and services and use them to buy from shops or suppliers that accept it.

You can also request to be an **exchange point of euros to recs**: you will receive some **recs** in advance, because anyone who wants can exchange euros for **recs**. The exchange point can also change **recs** into euros, as long as the **recs** circulates the benefits are maintained.

HOW DOES IT WORK?



Download the
“**rec Barcelona**” app
in the Play Store.



Sign up as a user and
agree to the terms
and conditions.



Introduce a password to
access the app then enter a
PIN code to confirm the
transaction.



Start using it and
let the **recs**
circulate!

If you have any doubts, go to our website **www.rec.barcelona**, call at **651 34 14 06** or send an email to **info@rec.barcelona**