# Cirklo

POWERED BY

Fairville

DIGITAL GIFT CARD SYSTEM

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# ABOUT FAIRVILLE

Fairville is an East Flemish IT company and develops digital solutions for governments and organizations to stimulate sustainable mobility, reduce waste consumption, boost the local economy, reward neighborly help, ...

**Cirklo** is probably the best-known application. Cirklo is a digital gift card system for governments, tourist boards, merchant associations or organizations that benefit from creating their own gift card. This digital solution allows citizens and companies to purchase gift vouchers via a physical point of sale or a webshop and to spend them in a network of local entrepreneurs or catering establishments in a certain area or a defined region.

**More than 7,000 merchants** already accept Cirklo gift vouchers and this list is still growing.

Curious about what Cirklo can do for you?

Do not hesitate to contact us at **sales@fairville.be.**

# THE DIGITAL GIFT CARD

Cirklo is a **digital gift card system** where citizens and companies can purchase gift cards to give to friends, acquaintances and family. Vouchers can be purchased via the webshop or at a physical point of sale. On the webshop, you can select the value of the gift card and pay online with Bancontact/Maestro/ iDeal. In addition, it is possible to have the name of the sender as well as a message printed on the receipt. You can digitally hand over the gift voucher to the recipient. If you prefer to hand over the voucher yourself, the voucher can always be printed.

Cirklo gift vouchers can be spent in all participating shops. These participating businesses are approved by your organisation itself. Businesses can be invited or can request to participate in your organisation.

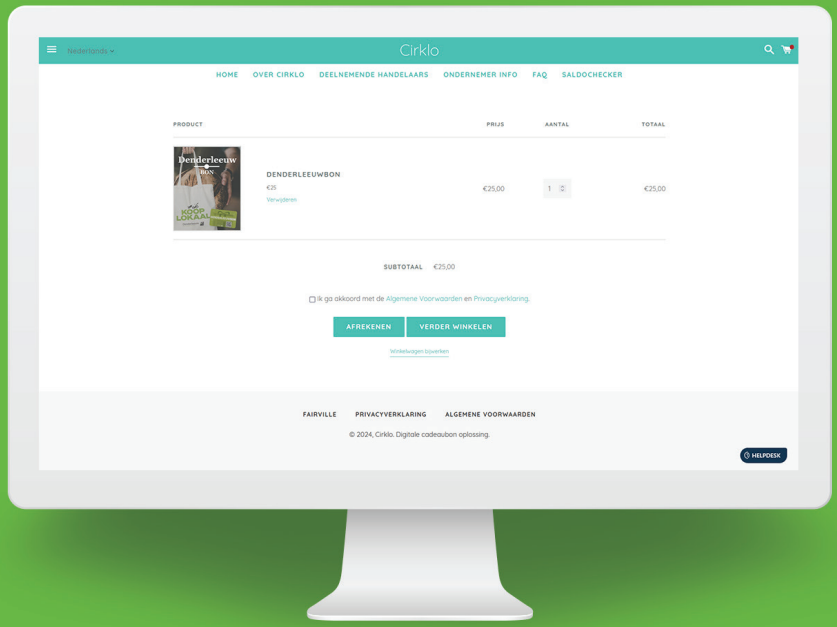
The gift vouchers contain a QR code that the merchants can scan to depreciate the vouchers. Your organization determines how long the gift cards are valid and can, if desired, renew gift cards itself.

The payment of the traders is fully automatic. Cirklo complies with the rules regarding the legislation on digital money through **the banking license of Belfius**. The banking license ensures that traders are always assured of their payout.

AALTER
€25
Beste Aalternaar
In deze tijden van coronamaatregelen wil het gemeentebestuur Aalter zijn inwoners een bemoedigend ruggensteuntje bieden. Daarom schenkt het aan elke volwassen Aalternaar* een waardebon van:
25 EURO
Deze waardebon kan u besteden bij de deelnemende handels- en horecazaken in Aalter en deelgemee
Zo geven wij een flinke boost aan onze lokale economie. Tal van handelaars en horeca-uitbaters h
namelijk een moeilijke tijd achter de rug en die is nog niet voorbij. Geef ze daarom een duwtje i
Waar kan ik mijn bon besteden? Surf naar www.aalter.be/aalterbon of scan de QR-code in dez
behulp van de Cadeaubonfunctie in de Aalter App (www.aalter.be/app) om de 180+ handelszake
zowel op kaart als in een overzichtslijst. U herkent de deelnemende zaken ook aan een sticker
Tot wanneer is mijn waardebon geldig? Vanaf 01/07/2020 heeft u 6 maanden de tijd om
te besteden. De waardebon is dus geldig tot en met 31/12/2020.
Met vriendelijke groeten,
Gemeentebestuur Aalter.
MECHELENBON
Van: Tom
Bedankt voor het verzorgen van de paarden tijdens mijn verlof!
MECHELEN
Proficiat met jouw Mechelenbon!
Gebruik deze bon om te genieten bij verschillende Mechelse winkels, restaurants, cultuurhuizen, ...
Klaar om te betalen? Laat deze QR-code scannen door de handelaar en de betaling van je aankoop is gebeurd
Simpel toch?
= 40,00 €
CI-96OR-XB-BNH8
Geldig tot en met 30/01/2024
Deze Mechelenbon hoef je niet in één keer of bij één handelaar uit te geven. Elke keer gaat het door jou b
bedrag af van het totaalbedrag. Het restbedrag kan je dan op een ander tijdstip en/of bij een andere zaak
gebruiken. Je kan de bon zowel afgedrukt als digitaal presenteren bij deelnemende handelszaken.
Je kan je bons simpel beheren in onze Mechelenbon app (downloadbaar in jouw app store). Zo heb je ze altijd
bij de hand, weet je exact hoeveel geld er op elke bon beschikbaar is en wanneer je bonnen vervallen. Via onze
Mechelenbon app volg je het Shoppen in Mechelen nieuws en koop je snel Mechelenbons aan.
Belangrijk: De handelaar moet altijd de QR-code scannen bij betaling!
De volledige lijst van deelnemende zaken vind je op www.shoppeninmechelen.be of in de Mechelenbon app.
De bon is één jaar geldig vanaf het moment van aankoop. De volledige waarde van je Mechelenbon moet
tegen dan opgebruikt zijn.
De Mechelenbon werkt via het online systeem Cirklo Light. Bij gebruik
van de Mechelenbon ga je akkoord met de algemene voorwaarden.
Deze kan je vinden op :
https://cirklo-light.com/pages/terms-and-conditions
MECHELEN
Oudenaardebon
Veel plezier met jouw Oudenaardebon!
Met deze bon kun je jouw aankopen doen bij je favoriete handelszaken
en ondernemers in Oudenaarde. Een nieuwe outfit, een gezellig etentje,
de dagelijkse boodschappen, ...
Zo werkt het!
1 Ga naar een van de deelnemende ondernemers.
Een overzicht vind je op www.oudenaarde.be/oudenaardebon.
2 Bij het afrekenen laat je de QR-code scannen. Deze bon kun je zowel
afgedrukt als digitaal tonen aan de kassa. Bovendien hoef je het
bedrag niet in één keer te besteden.
Geldig tot 1/1/2024
€ 25
SHOP LOKAAL
Stad Oudenaarde
Meer info: www.oudenaarde.be/oudenaardebon

# WEBSHOP FOR INDIVIDUALS

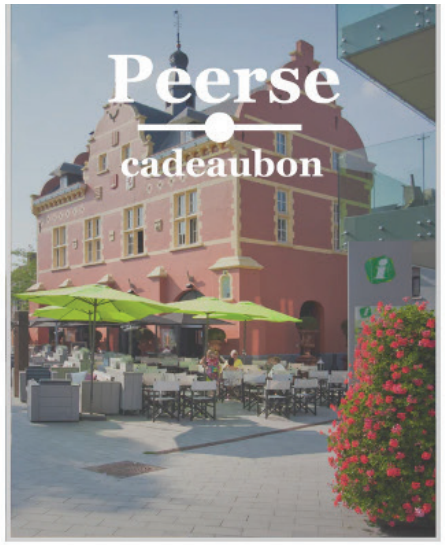
Cirklo has a **webshop** in which the consumer can purchase one or more gift vouchers of different values. The consumer can pay for the order of gift vouchers online with Bancontact/Maestro/iDeal. The gift vouchers are delivered digitally, by e-mail or physically by post (shipping costs). The digital version consists of a gift card in PDF format (usually A4) designed in the graphic house style of your organization. In addition to the value and expiration date, the gift card also contains a unique QR code. Several types of gift vouchers can be created, for example a catering voucher that can only be spent at accommodation or catering establishments.



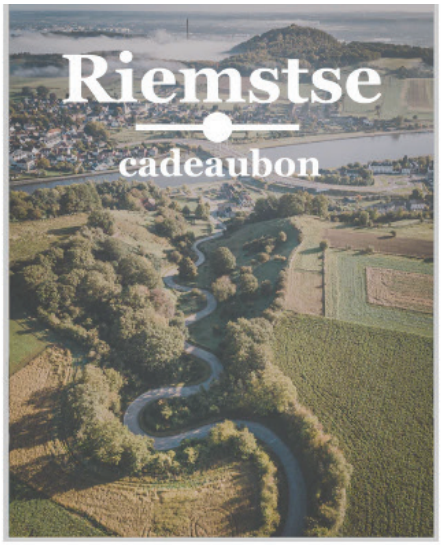

The gift voucher can be partially validated. As a consumer, you do not have to spend the full amount in one go. Recipients of a gift card can always check the current value of the card on the balance checker https://check.cirklo.be/.

To pay with the gift card, it is sufficient to have the QR code scanned at the merchant. The webshop is accessible from www.cirklo.be or can be embedded in your organization's website via an iframe.

The local government can choose to apply a discount campaign to boost the local economy. This can be done on the basis of a discount that is applied after entering a discount code in the webshop.


Peerse
cadeaubon

Pelt
winkelhierbon
Waardebon


Riemstse
cadeaubon

SKWinkel
bon

Steenokkerzeel
steengoedbon

Tervuren
geschenkbon

Tremelo
bon

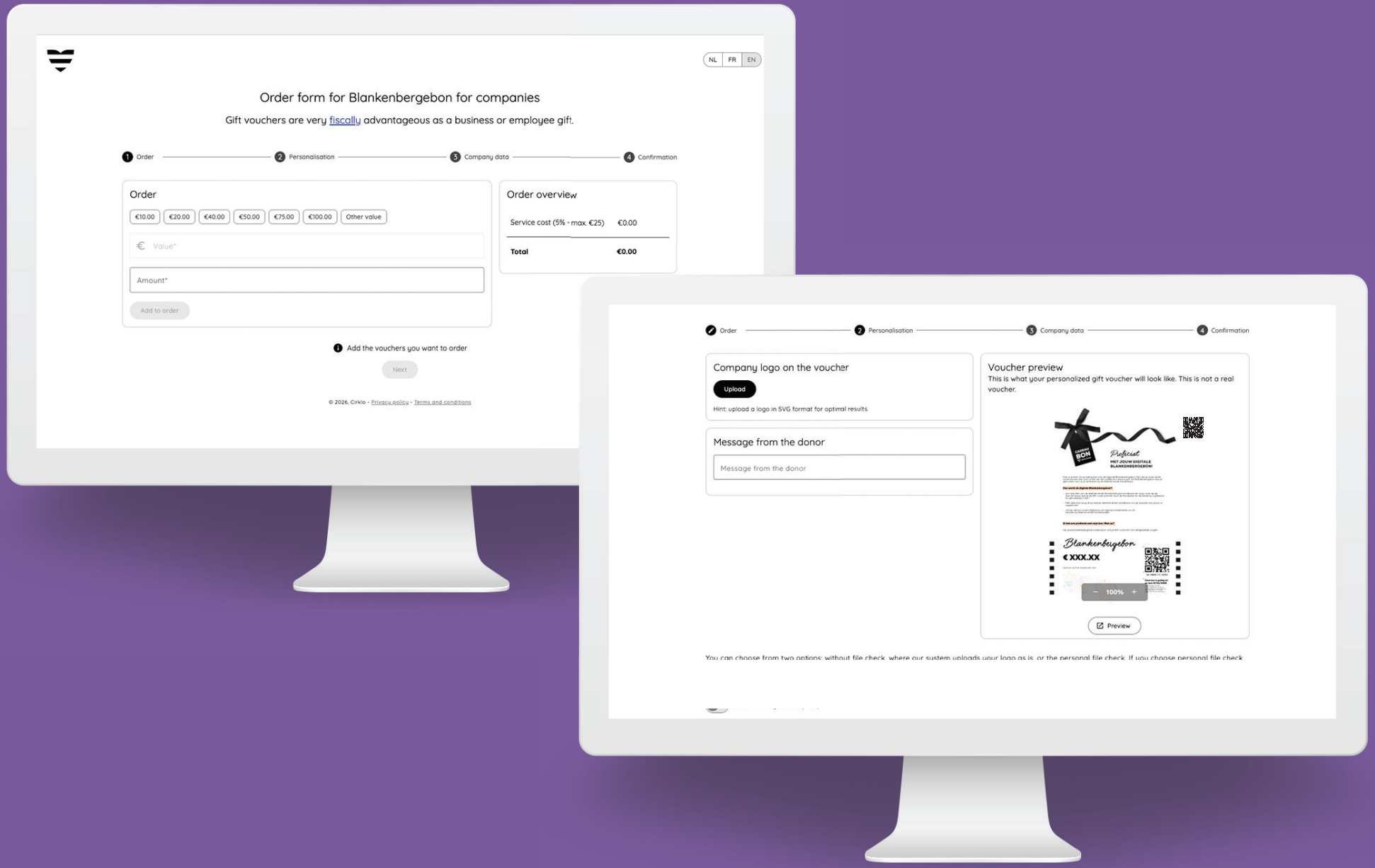
Vlaanderen Vakantieland
Cheque

# THE BUSINESS GIFT CARD

The business gift voucher is the ideal gift to give to staff or business relations. The gift vouchers can be used for special occasions such as a birth, wedding, anniversary or retirement. The business gift voucher is a great choice as an end-of-year gift or just as a thank you. These gift vouchers can be ordered by invoice become. Moreover, they are very advantageous from a tax point of view.[1]

Businesses can easily order business gift cards through the order form. The gift cards can be personalized with a company logo and a message. An opportunity to stand out even more to the recipients of a gift card, which provides extra visibility and reinforcement of the brand. As soon as the payment has been received, we will start processing the order. To make this service possible, we charge a small service fee. This is how we ensure that every gift voucher is finished with care and professionalism.

1 https://docs.fairville.be/cirklo-legal-documents/legal-documents/are-promotional-gifts-tax-deductible


NL FR EN
Order form for Blankenbergebon for companies
Gift vouchers are very fiscally advantageous as a business or employee gift.
1 Order
2 Personalisation
3 Company data
4 Confirmation
Order
€10.00 €20.00 €40.00 €50.00 €75.00 €100.00 Other value
€ Value*
Amount*
Add to order
Order overview
Service cost (5% - max. €25) €0.00
Total €0.00
1 Add the vouchers you want to order
Next
© 2026, Cirklo - Privacy policy - Terms and conditions
Order
2 Personalisation
3 Company data
4 Confirmation
Company logo on the voucher
Upload
Hint: upload a logo in SVG format for optimal results.
Message from the donor
Message from the donor
Voucher preview
This is what your personalized gift voucher will look like. This is not a real voucher.
Blankenbergebon
€ XXX.XX
100%
Preview
You can choose from two options: without file check, where our system uploads your logo as is, or the personal file check. If you choose personal file check

# PHYSICAL POINTS OF SALE

In addition to the webshop, it is possible to purchase a gift voucher at one or more physical points of sale of your organisation.

The consumer can purchase a gift voucher with an amount of his choice.

The sales associate will generate and print **the gift card in real time**.

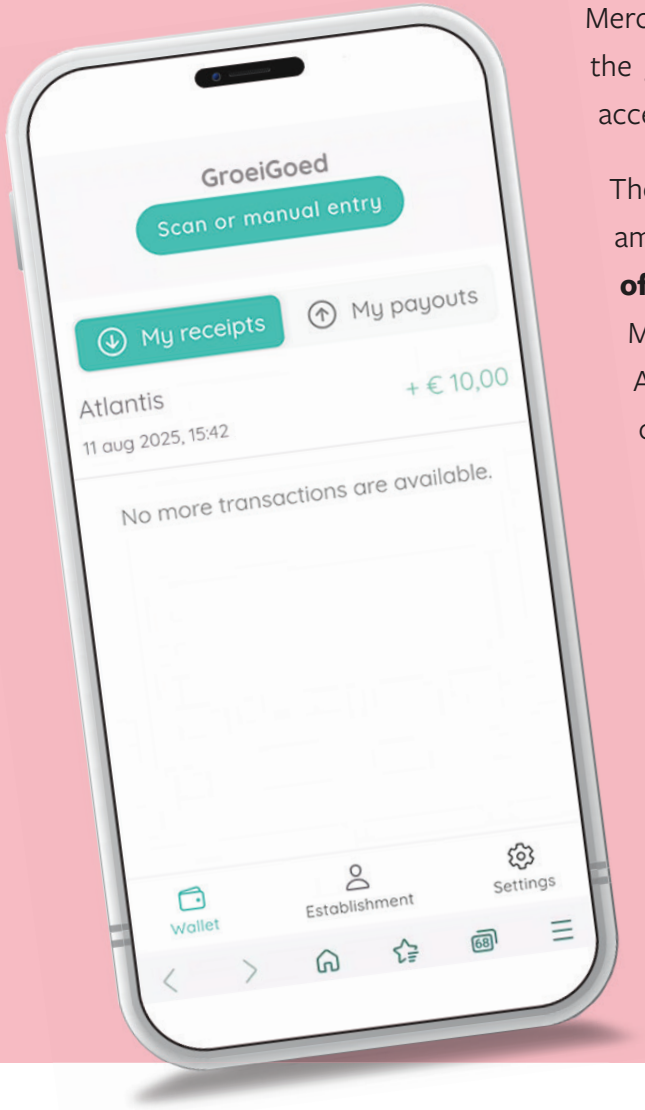
The consumer can pay for the gift card with payment options made available by your organization. Optionally, the voucher can be packed in a gift box or envelope.

# CARRIERS AND PACKAGING

The gift vouchers can be printed on different carriers. For example, there are sturdy cardboard folding cards or gift cards in bank card format. These are **printed in advance** by Fairville and provided with a QR code. The gift vouchers can be personalised in your own house style. They look just a little more chic and are fun to dispense. Do you have a design in mind? Do not hesitate and contact us. We are happy to think along with you!

**The sales associate activates the gift card and determines the value.** We call this principle “top-up”. From then on, the map can be used immediately.

# FOR THE TRADERS




Merchants use a simple and accessible application with which the gift vouchers can be validated. This application can be accessed on a phone, tablet, or computer.

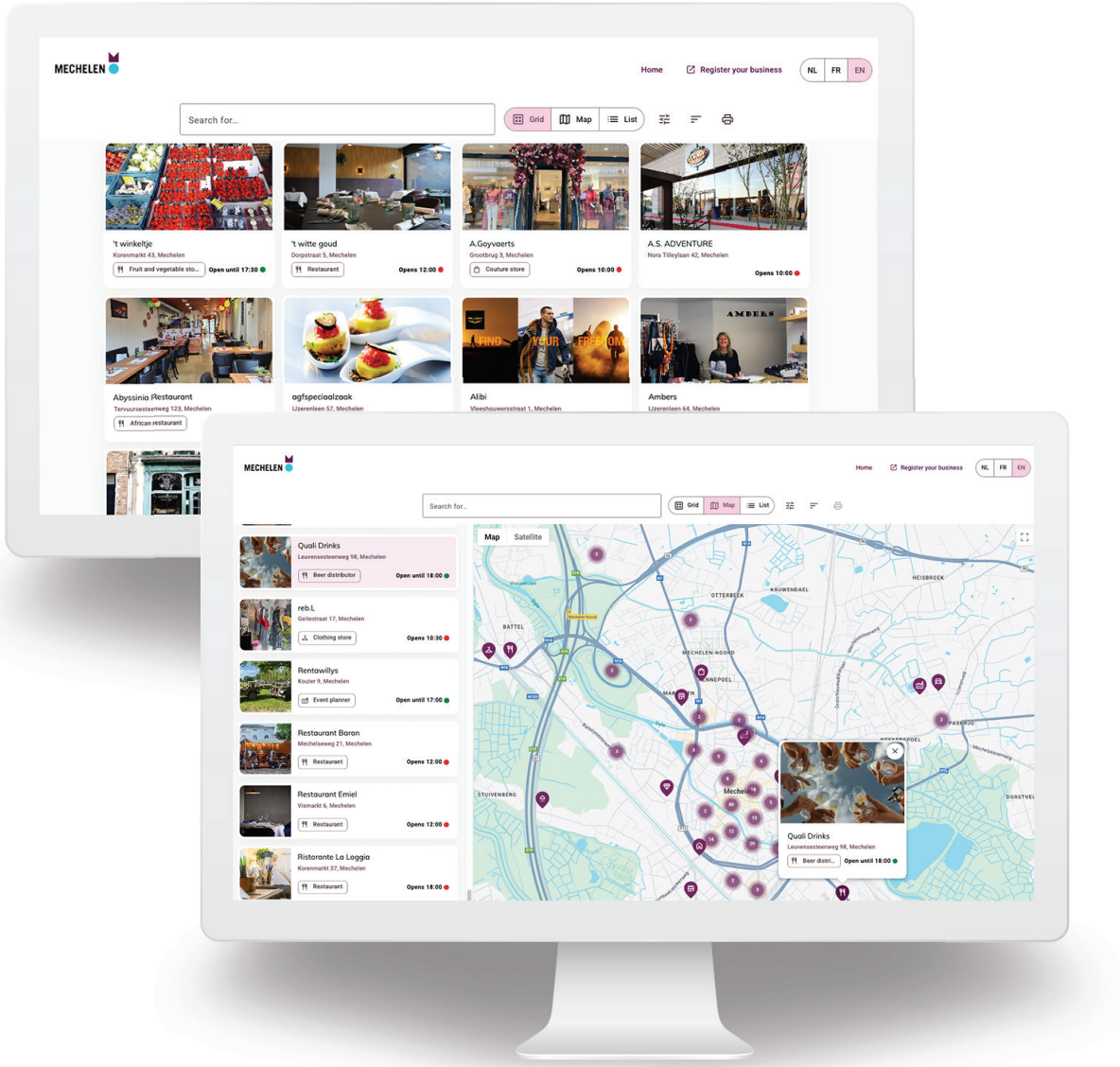
The merchant redeems the gift cards by entering the amount to be received and then scanning the **QR code of the gift card** or possibly typing in the **unique code**. Merchants can receive different receipts in the same wallet. All receipts received are clearly displayed in the portfolio of the application.

The exchange of the received gift vouchers into euros is done fully automatically on a weekly basis. The automatic payment relieves the workload of the merchants and your organization. The merchants can neatly follow up when the balance of gift vouchers has been paid out via the application.

No transaction fees are charged to the merchants.

**LOW-THRESHOLD LOGIN**

Each participating merchant receives a **SOFTKEY** that can be used to log in. The **SOFTKEY** gives access to the basic functions of Cirklo such as scanning the QR code of the gift cards. To change your own company details, such as the IBAN number, a hard authentication with e-mail and password is required.




All participating traders are automatically published in the Cirklo trading guide.

Our trading guide brings entrepreneurs together in one easy-to-understand platform where every trader gets their own place to shine.

For the trader, the guide is more than just a mention. It is an opportunity to be seen, to tell a story and to come into direct contact with his/her customers.

Moreover, the trade directory can be nicely embedded in the municipal website or the website of your organization.

Every trader can add or change their own data in the trusted Cirklo application. Or you can simply ask us for a small additional cost.

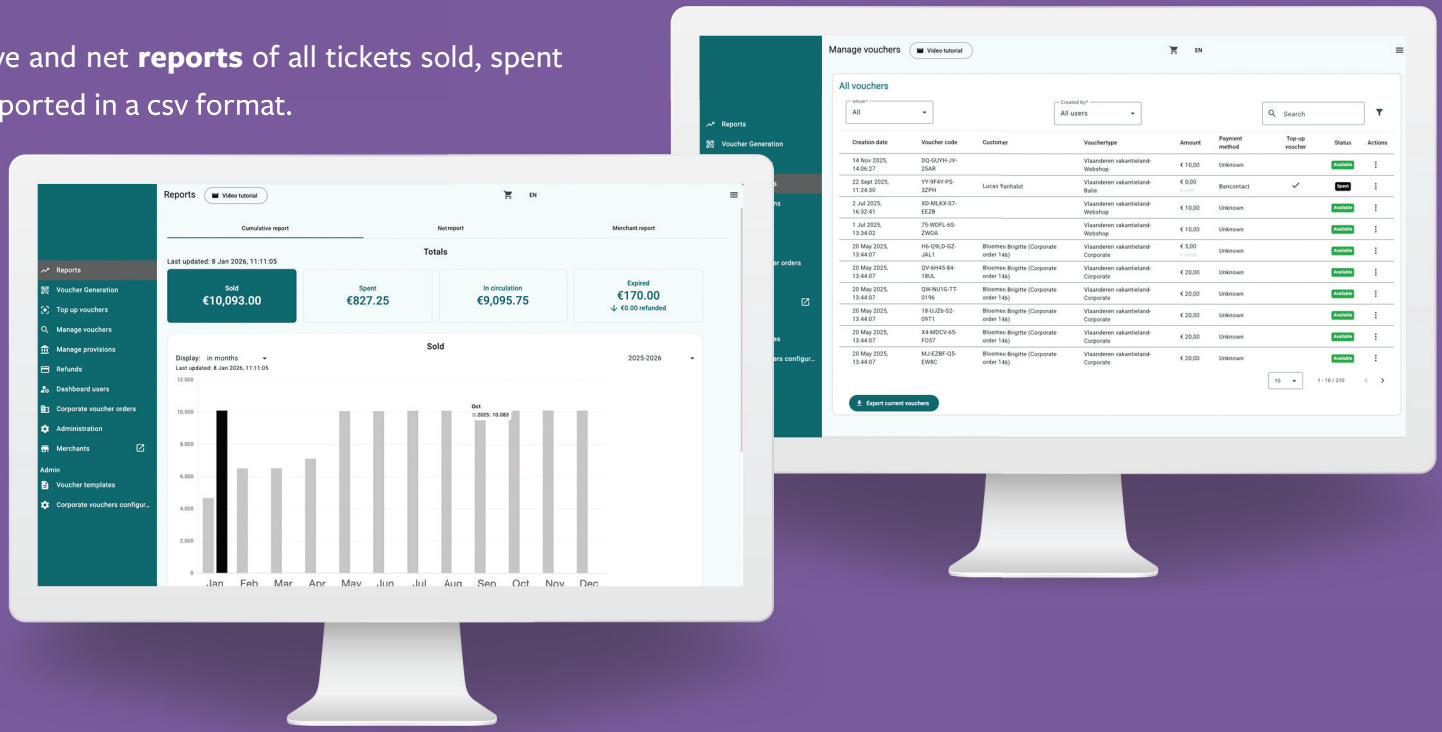
Handy, right?

# MANAGEMENT AND FINANCIAL FOLLOW-UP

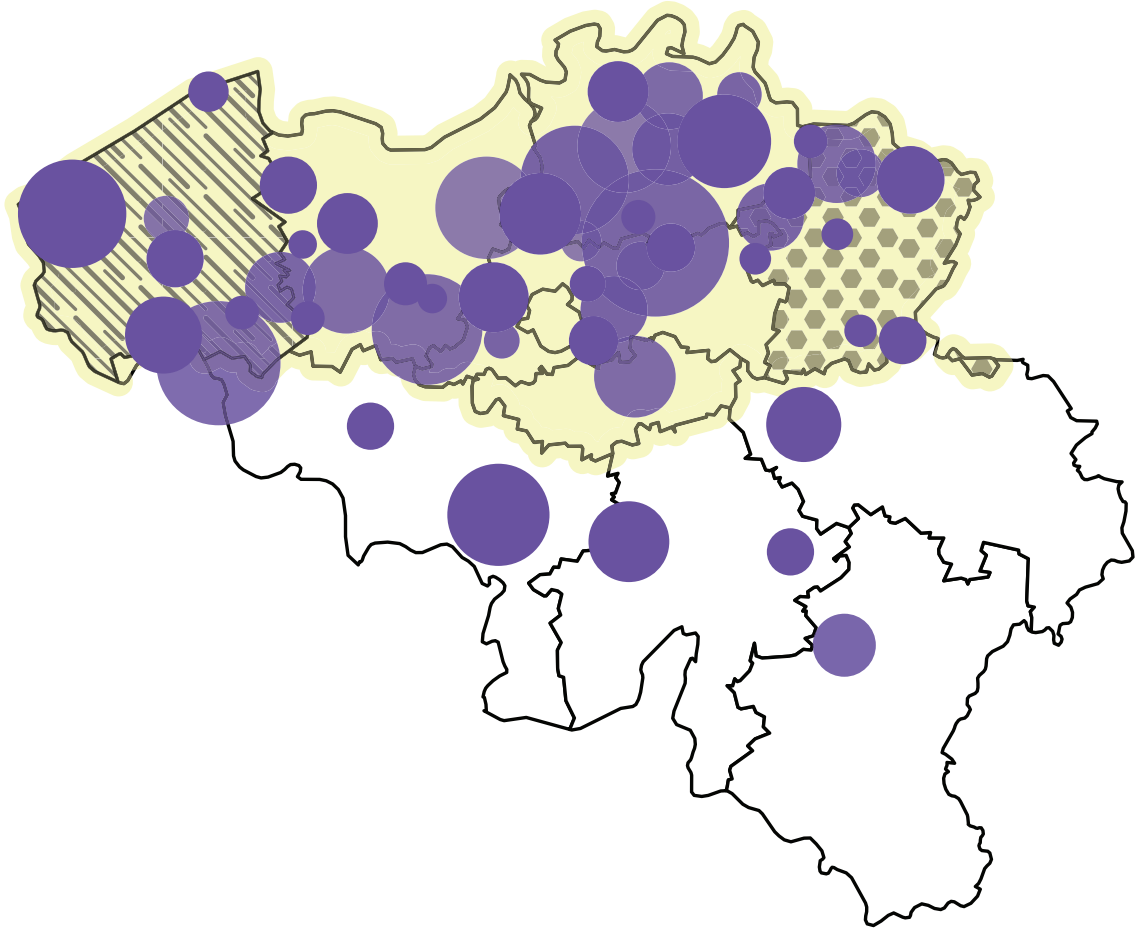
With the Cirklo dashboard it is possible to follow up on the sales process as well as all sales figures of gift cards.

Through the **management of vouchers**, it is possible to search, filter and export gift vouchers. In addition, it is possible to reprint the gift card as well as **block or extend** the gift card. The dashboard is also used to manage merchants and to assign the different types of gift vouchers to one or more **merchants**.

The financial dashboard contains cumulative and net **reports** of all tickets sold, spent and expired. All these figures can also be exported in a csv format.



# CIRKLO IN NUMBERS



**7 K**
PARTNERS

**1,2 MIO**
COUPONS SOLD

**€ 41 MIO**
TO THE LOCAL ECONOMY

## LEGENDA

- CITIES & MUNICIPALITIES
- VLAANDEREN VAKANTIELAND
- VISIT WEST-VLAANDEREN
- VISIT LIMBURG

# TECHNICAL SUPPORT & SERVICE

| Priority | Description | Target Responstijd |
|---|---|---|
| 1 CRITICAL | Total non-functioning of the merchant's application causing 100% of transactions to be declined or unable to be initiated. Purchases via the webshop are not possible. | Immediate |
| 2 MEDIUM | Totally non-functioning of the Cirklo dashboard for your organization. | < 4 hours |
| 3 LOW | All other cases | < 1 days |

Incidents can be reported via support@fairville.be. All tickets are processed in the Freshdesk ticketing system and are distributed directly to the right agents. Resolving the incident is done according to best effort. Fairville guarantees the uptime of the various elements they control and which are independent of the influence of other parties. Fairville guarantees a 99% uptime for its applications, to be counted per individual application. For all critical problems, you can always contact us by telephone, 09 362 71 25.

**Helpdesk:**

From Monday to Sunday, tickets will be taken by our staff.

# PLAN OF ACTION

## WITHOUT MIGRATION

GO-LIVE AFTER 4 WEEKS

1

**KICKOFF** The project starts after approval of the quotation and the lead time of the project is estimated to be 4 weeks. Every project is supervised by a fixed point of contact at Cirklo: the project manager. The project manager organizes the kickoff meeting. On the basis of checklists, all necessary parameters are collected with which we can get started for the installation and setup of the application.

2

**SETUP** As soon as we have received all the necessary information, we can start setting up the Cirklo system. The basic package includes 1 layout for the gift voucher and the webshop. In addition, we provide the necessary credentials to log in to the Cirklo dashboard.

3

**ONBOARDEN HANDELAARS** Your organization will send a communication to inform merchants about the new system that is coming. The mailing contains a link where merchants can register and indicate that they wish to participate in your organization's gift card system. They are screened and then approved by your organization. After approval or rejection, the merchants receive an email.

4

**GO-LIVE** The webshop is put live and the sale of Cirklo vouchers starts. The webmaster of your organization adapts his own website for this. Fairville provides the code for the iframe as well as the link to the order form for the companies.

# PLAN OF ACTION
# WITH MIGRATION

GO-LIVE AFTER 6 WEEKS

1

**KICKOFF** The project will start after approval of the quotation and we estimate the lead time of the project to be **6 weeks**, of which 4 weeks for the roll-out and 2 weeks for the conversion. Every project is supervised by a fixed point of contact at Cirklo: the project manager. The project manager organizes the kickoff meeting. On the basis of checklists, all necessary parameters are collected with which we can get started for the installation and setup of the application.

2

**CONVERSION MERCHANTS** Your organisation provides us with a file with all the information of the merchants from the previous gift voucher system (VAT number, e-mail, address, account number, etc.). After the kickoff meeting, a communication will be sent out by your organization to traders to inform them about the new system that is coming. This way, they are aware that they can expect an email with instructions on how to use the application.

3

**CONVERSION VOUCHERS IN CIRCULATION** Your organisation will provide us with a test file with the information of the gift vouchers that are still in circulation (unique number, value and expiry date). This file will be used to test the import of old vouchers in our test environment and to adapt the software so that old gift vouchers can be validated in the cirklo application on the basis of the old unique number.

4

**ONBOARDING MERCHANTS** After receiving all conversion files, the merchants receive instructions from us on how to use Cirklo as well as a softkey to log in to Cirklo. With Cirklo, both old and new gift vouchers can be validated.

5

**FOLLOW-UP** We send a reminder after 1 week to all merchants who have not yet opened the application. Merchants who are still unable to start the application will be contacted personally by us.

6

**GO-LIVE** After the conversion of all receipts in circulation, the old application will be disabled. From this moment on, old vouchers can only be cashed with Cirklo. The webshop is put live and the sale of new Cirklo gift vouchers starts. The webmaster of your organization adapts his own website for this. Fairville provides the code for the iframe as well as the link to the order form for the companies.

Belfius
Bank & Verzekeringen

CIPAL
SCHAUBROECK

Nuhma
Het Limburgs
klimaatbedrijf

Fairville

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