



# WeWard: Get Paid to Walk? The Complete 2025 Review

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Imagine being able to turn a simple walk, an almost ancestral gesture deeply rooted in Mediterranean culture, into a source of income. This isn't science fiction, but the promise of WeWard, the application that encourages physical movement by converting steps into real rewards. In an era where technology permeates every aspect of our lives, apps like WeWard represent a bridge between tradition and innovation, pushing us to rediscover the pleasure of walking. But does it really work? Is it possible to get paid for one of the most natural human activities? This complete review takes a deep dive into the WeWard phenomenon in the Italian and European context to see if it's worth turning your smartphone into a paid walking companion.

The concept behind WeWard is simple: the more you walk, the more you earn. This model, known as "Move-to-Earn," aims to combat a sedentary lifestyle, a growing problem in modern societies. The World Health Organization recommends at least 10,000 steps a day to stay healthy, and WeWard fits into this groove as a digital motivator. The app doesn't promise to make you rich, but it offers a tangible incentive to adopt a more active lifestyle, combining personal well-being with small daily rewards. The idea has won over millions of users in Europe, proving that gamification can be a powerful tool for promoting public health.

## **What Is WeWard and How Did the Idea Come About**

WeWard is a free smartphone application, available for iOS and Android, that counts the user's steps and converts them into a digital currency called **Wards**. Born in France in 2019 from an idea by engineer Yves Benchimol, the app quickly spread to several European countries, including Belgium, Spain, and, more recently, Italy. The stated mission is to encourage people to move more by rewarding a healthy habit with tangible benefits. The winning idea was to make the process immediate and accessible to everyone, based on an activity as simple as walking.

WeWard's success is based on its ability to tap into a collective need: finding the motivation to stay active. A study conducted in France showed that the app's users increased their average daily steps by 24%. This statistic underscores the effectiveness of its approach. The app is not just a step counter; it creates a true reward-based ecosystem, generating value from healthy behaviors and redistributing it to users. The business model is based on partnerships with local stores and brands, advertising, and affiliate systems, which fund the rewards offered.

## **How WeWard Works: From Steps to Rewards**

The way WeWard works is intuitive and designed to be accessible to anyone. Once you've downloaded the app and completed the registration, you need to connect it to your smartphone's built-in step counter, such as Google Fit for Android or Apple Health for iOS. From that moment on, every step you take is tracked. However, to convert your steps into Wards, a manual action is required: open the app every day, preferably at the end of the day, and press

the “Validate my steps” button. This step is crucial, as steps not validated by midnight are lost.

## **Earning Tiers and Ward Conversion**

The earning system is structured in progressive tiers. The app rewards users for reaching certain daily step milestones. Although the exact values may vary, a typical structure involves awarding an increasing number of Wards as you walk more. For example, you can get your first Wards at 1,500 steps, with subsequent bonuses at 3,000, 6,500, 10,000, and up to 20,000 steps. Reaching the 20,000-step threshold allows you to accumulate the daily maximum of 25 Wards. This tiered system encourages you to push your daily limits.

## **Beyond Steps: Challenges, Surveys, and Cashback**

WeWard offers several ways to accumulate extra Wards, going beyond just walking. The application includes an interactive map that highlights points of interest, monuments, or partner stores to visit for bonus Wards. This feature encourages urban exploration and can drive traffic to affiliated businesses. Additionally, you can participate in surveys, watch video ads, or complete themed challenges to increase your balance. Another earning opportunity is *cashback*: by making online purchases from partner brands through links in the app, you receive a percentage of your spending back in Wards.

## **How Much Can You Really Earn with WeWard?**

One of the most frequently asked questions is about the actual earnings you can get with WeWard. It's important to clarify from the outset that the app is not a tool for generating significant income. The value of Wards doesn't have a direct, fixed conversion to euros, but depends on the rewards available in the

catalog, which vary by country and active business partnerships. However, a rough estimate can be made. Generally, to request a bank transfer of 15 euros, you need about 3,000 Wards. This means a single Ward has an approximate value of about 0.005 euros.

Considering a user who consistently walks 10,000 steps a day, they would accumulate 10 Wards per day, or about 300 Wards per month just from walking. At this rate, it would take about 10 months to reach the threshold for a 15-euro bank transfer. By actively participating in challenges, surveys, and using the other features, you can significantly speed up the accumulation. Some users manage to get small bank transfers or gift cards with some regularity, but the earnings remain an extra bonus, not a source of livelihood. Experience shows that the payments are real and the redemption procedures, although sometimes meticulous, do work.

## **The Rewards: What You Can Get with Wards**

The WeWard rewards catalog is varied and designed to meet different needs. The flexibility in choosing rewards is one of the application's strengths. Users can convert their accumulated Wards into various forms, ranging from cash to discounts and donations. This diversification makes the experience more personalized and gratifying. For a complete overview of how apps turn points into rewards, it's helpful to consult the [complete guide to app rewards for 2025](#).

The main options include:

- Bank transfers: Once you reach certain thresholds (e.g., 3,000, 6,000, or 12,000 Wards), you can request a direct deposit to your bank account, corresponding to amounts like 15, 30, or 60 euros.
- Vouchers and gift cards: A wide selection of vouchers to use at online and physical stores of major brands like Amazon, Zalando, Decathlon, and many others.
- Donations: You can use your Wards to support charitable projects and associations, turning physical activity into an act of solidarity.
- Physical prizes and offers: Occasionally, the app offers physical prizes, such as smartphones or other tech products, redeemable with a very high number of Wards.

## **WeWard in the Italian Context: Tradition and Innovation**

In a country like Italy, where the “passeggiata” (a leisurely stroll) is a social and cultural ritual, WeWard finds fertile ground. The app simply modernizes and incentivizes a habit that is already deeply ingrained. Walking through squares, historic city centers, or along the seafront is an integral part of the Mediterranean lifestyle. WeWard adds a layer of *gamification* to this tradition, turning the daily commute to work or an evening walk into an opportunity to earn small rewards. In this sense, the app acts as a bridge between the traditional value of outdoor movement and new digital dynamics.

WeWard’s innovation lies in its motivational approach. Although the financial gain is modest, the playful element, challenges with friends, and progression through levels have proven effective in encouraging people to be more active.

The app also promotes local discovery, guiding users to cultural points of interest or local shops, thereby stimulating the urban micro-economy. This combination of wellness, technology, and local enhancement makes WeWard particularly interesting in the Italian landscape, where the cultural and scenic richness offers endless opportunities to walk and, now, to earn as well.

## **Pros and Cons: An Honest Analysis**

Like any service, WeWard has its strengths and weaknesses that every user should consider. A balanced analysis is essential to understand if the application fits your expectations and lifestyle. The promise of getting paid to walk is appealing, but it's crucial to evaluate its practical implications and potential limitations.

### **WeWard's Strengths**

WeWard's main advantage is its ability to **motivate people to move**. For many, the incentive of a reward, however small, can be the push needed to choose walking over using transportation. The simple interface and game-like mechanics make the experience fun and engaging. Furthermore, the app encourages the discovery of new places and participation in a community of "walkers," adding a social dimension to physical activity. The ability to convert earnings into charitable donations is an added value for those who want to give a social purpose to their efforts.

## Weaknesses and Limitations

The most obvious limitation of WeWard is its **low earning potential**. Accumulating enough Wards for significant rewards takes time and consistency. Another drawback is the need to **manually validate your steps** every day, an action that, if forgotten, resets the day's progress. Some users complain about higher-than-average smartphone battery consumption and raise concerns about privacy. The app, in fact, collects data on location and movement habits, which is the real currency of the service. Understanding the legal and tax aspects of these activities is important; for this, a [guide to the tax and legal aspects of earning with apps](#) can be very helpful.

## Security and Privacy: Is WeWard a Trustworthy App?

When a free application offers cash rewards, it's natural to wonder what the catch is. In WeWard's case, the business model is based on monetizing user data. The app collects information on geolocation and movement habits to drive traffic to partner stores and provide aggregated data for marketing purposes. The company, WeWard SAS, based in Paris, states that it processes data in compliance with European regulations, ensuring its confidentiality and security. However, it is crucial for users to be aware of this trade-off: you are giving away personal information in exchange for a service and potential rewards.

WeWard's privacy policy specifies that location data is linked to the individual user and may be shared with advertising partners. Although the company is committed to protecting this information, the decision to use the app implies acceptance of this model. For those who are particularly concerned about

these issues, it is advisable to carefully read the terms of service and the privacy policy. For a general overview, our [guide to the security and reliability of reward apps](#) offers further insights for using these platforms consciously.

## Conclusion

Ultimately, WeWard presents itself as an interesting fusion of wellness, technology, and gamification. It's not an app to get rich, but an effective motivator to combat a sedentary lifestyle and rediscover the joy of walking. Its greatest merit is its ability to turn a daily activity into a game with tangible rewards, which can be vouchers, donations, or small amounts of cash. The app fits perfectly into the Italian cultural context, enhancing a healthy and traditional habit through digital innovation.

However, it is essential to approach WeWard with the right perspective. The earnings are modest and require consistency, and using the app involves sharing your location data. If your goal is to find an extra push to move, have fun with challenges, and earn a few small rewards along the way, then WeWard is definitely worth a try. If, on the other hand, you are looking for a source of income, it's better to look elsewhere. WeWard is, in short, a digital companion that rewards health, one step at a time.