



Sustainability Points Program

A comprehensive guide to the Sustainability Points program, addressing its development, applications, and challenges in fostering sustainable practices.

Introduction to Sustainability Points Program

- Incentives to spend (loyalty, cashback, airmiles programs)
- Why no incentive to sustain





People respond to personal carbon footprint

Visa offers carbon footprint tracker

Points-for-behavior model are effective

Background Research

How to Earn Points



Refurbished Items



Public Transportation



Money Saved on Utilities



Purchasing Renewable
Energies Infrastructure

User Incentives



Addressing Climate Change



Redeeming Points and Tax Credits



Improve Accessibility and Information

Demo

Limitations and Challenges

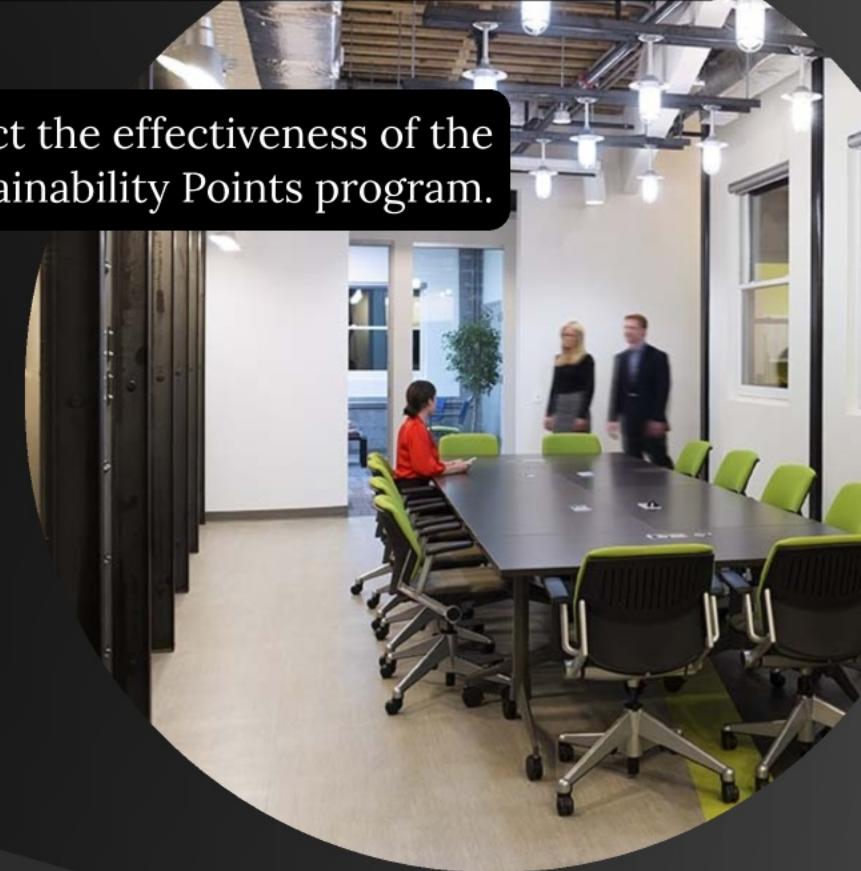
Understanding the barriers that may impact the effectiveness of the Sustainability Points program.



Limited Awareness



Data Access



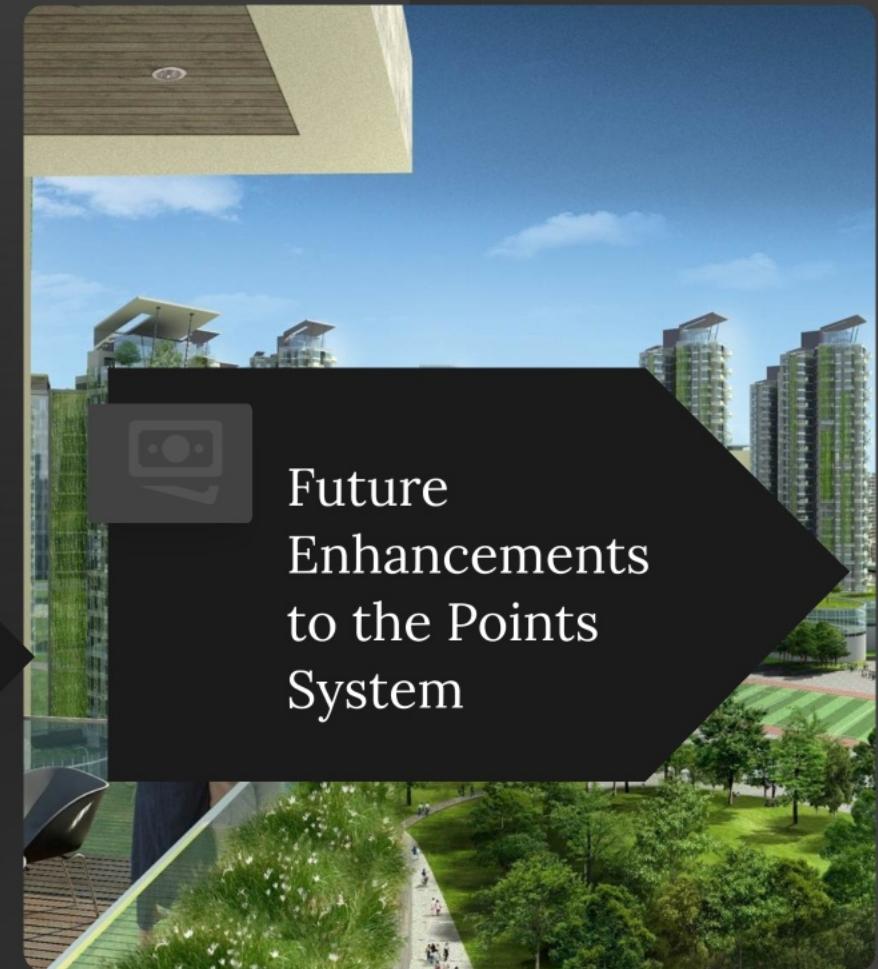
Conclusion and Future Directions

Strategic steps to further the impact of the Sustainability Points Program

Expansion of
Partnerships

Increased
Marketing
Efforts

Future
Enhancements
to the Points
System



Q&A Session





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