



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



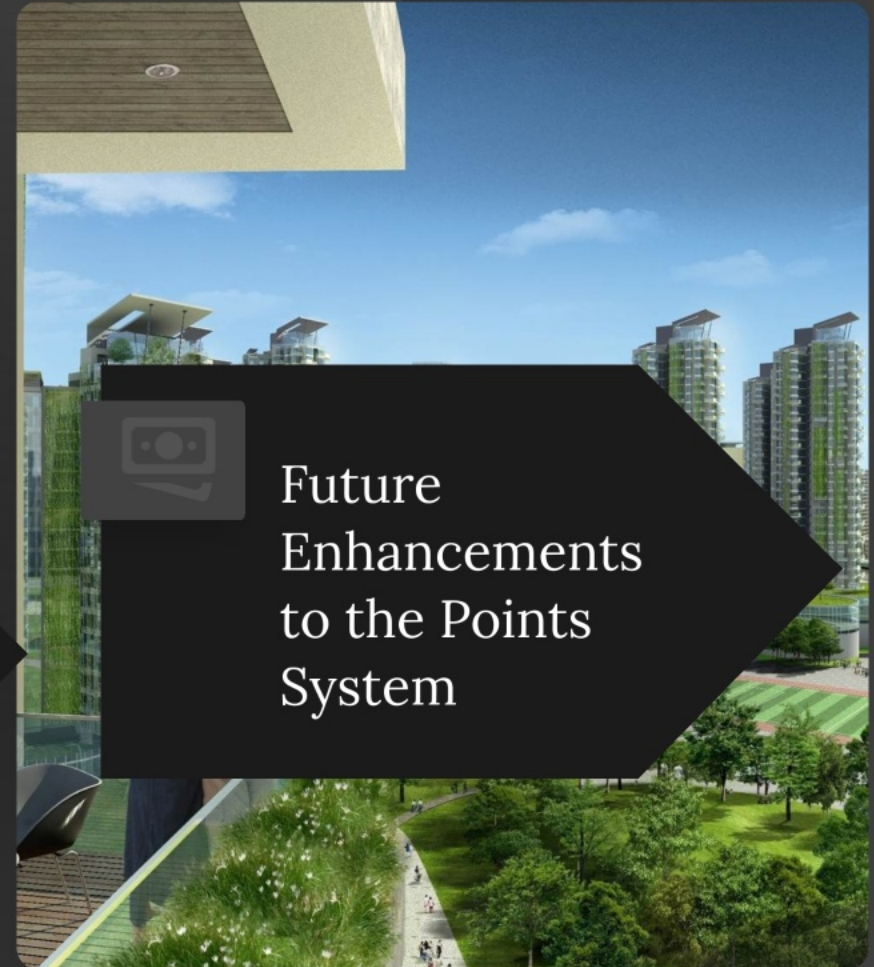
Expansion of
Partnerships



Increased
Marketing
Efforts



Future
Enhancements
to the Points
System



Q&A Session



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