



## 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, airmile programs)
- Lack of incentives for sustainability





**People respond to personal  
carbon footprint  
(Fosgaard, 2024)**

**Visa offers carbon footprint  
tracker  
(visa media, 2021)**

**Points-for-behavior model  
are effective  
(Hunter, 2018)**



# 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





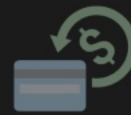
# Bank Incentives



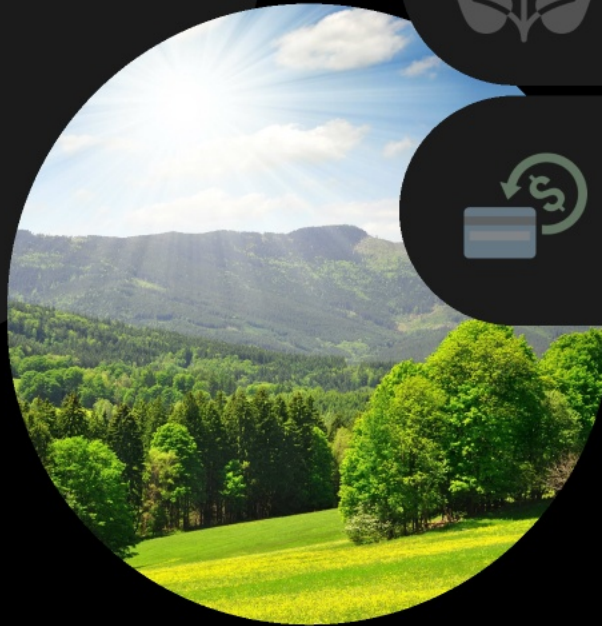
Cater to Young Generation,  
offer more sustainable options



Sustainable Investing



Earn Revenue Similar to  
Cashback and Airmiles



**Demo**

# Limitations and Challenges



Limited Awareness



Data Access





# Conclusion and Future Directions



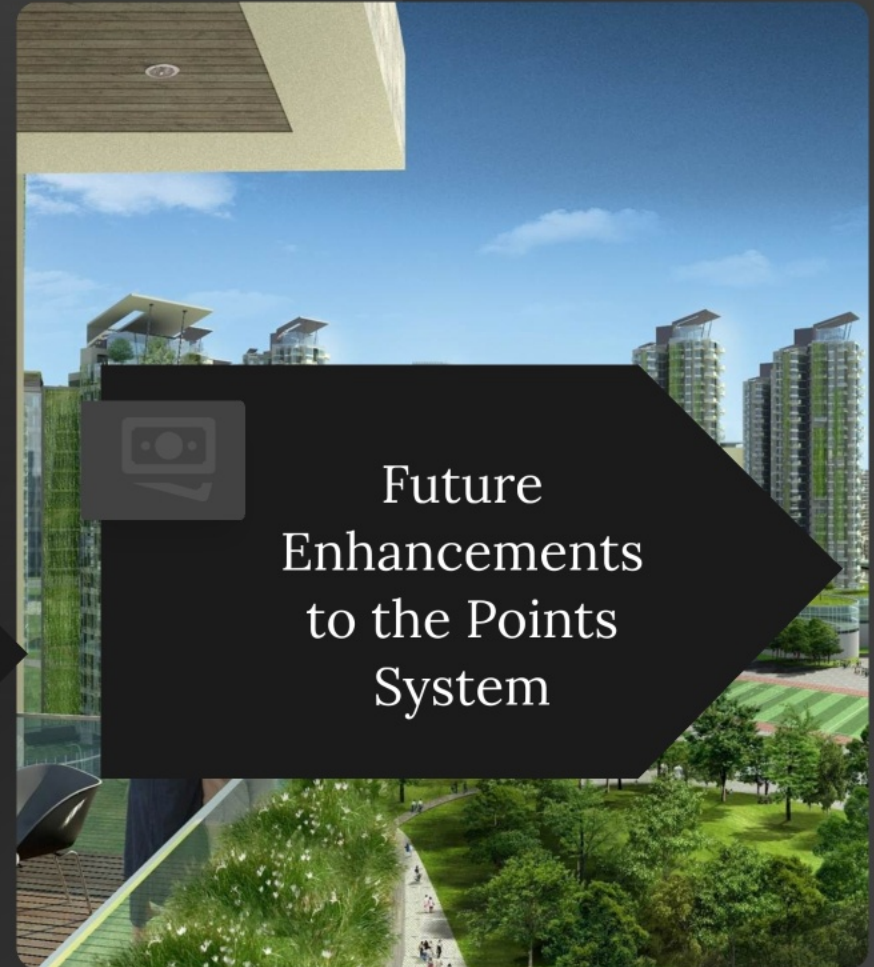
Partnerships  
with banks



Grow  
Userbase



Future  
Enhancements  
to the Points  
System



# Q&A Session





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