



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

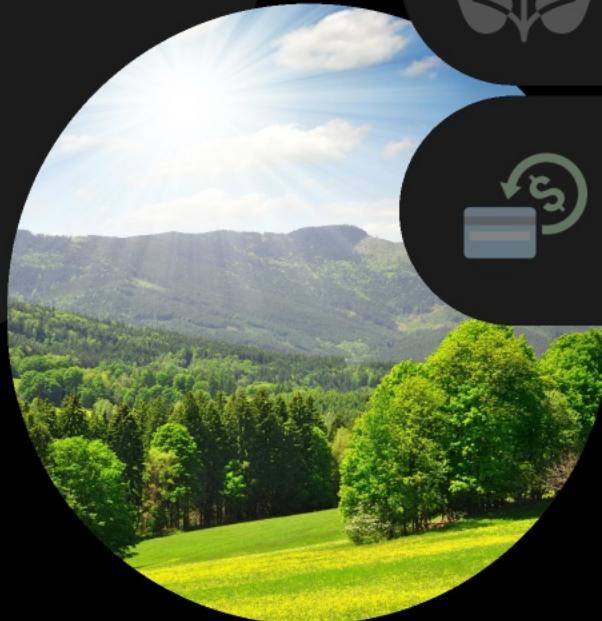


Redeeming Points and Tax Credits



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

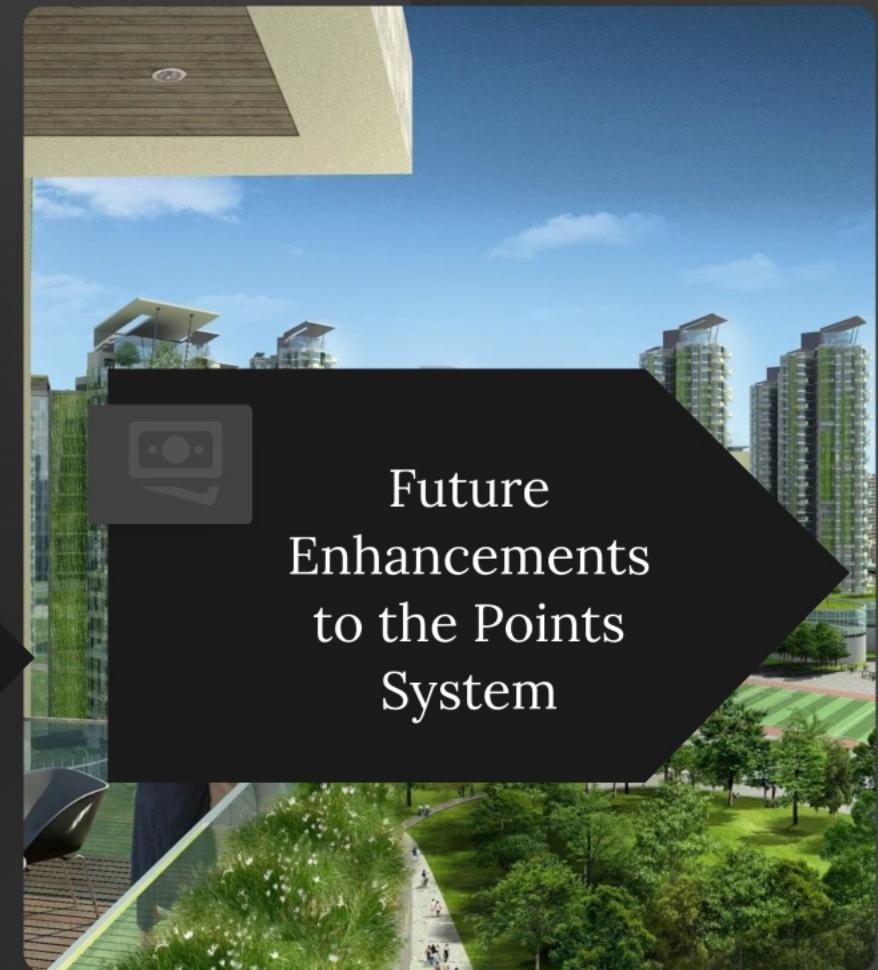


Conclusion and Future Directions

Partnerships
with banks

Grow
Userbase

Future
Enhancements
to the Points
System



Q&A Session





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